

Q&A

Part I: Advertising Campaign

- 1) Number of deliverables? Assets of the campaign: scripts, videos, infographic...? **Please Refer to the ToR**
- 2) Do you require an ads strategy for the whole campaign or there is an existing one? **An ad strategy is required**
- 3) Do you have brand guidelines? **Restart Center logo** Target audiences? **Refer to the ToR** Existing or previous strategy? **New strategy**
- 4) Do you have an Ads budget for the two years campaign? **The ads budget should be included in the quotation**
- 5) Which platform(s) will you run ads on ? **Facebook, YouTube, and Instagram**
- 6) For the following requirement in the Technical proposal: A description of your organization's capacity to provide the service [Maximum2 pages] - Should we provide an ads plan? Or just an **overview with goals, objectives and approach?**

Part II: PR

- 1) How many PR documents do you need to be printed and released? **One** In what languages? **Arabic**
- 2) Do you have established contacts/existing data (from universities, NGO's, journalists, etc..) or will we have to reach out? **Both**

Part III: Social Media Activity

- 1) Will we have to prepare a monthly content calendar with assets different from the advertising campaign? **No**
- 2) Do you have a budget for social media content creation? **Yes**

- 1- What is the project duration that the agency should take into account for the financial offer: 2 months (August – September 2024) or **2 years approx. (until July 2026)**.
- 2- If the agency should cover more than 2 months of work, what is the Scope of Work from October 2024 until July 2026? **Topic per phase**
- 3- Please confirm the number of videos as listed below:
 - a. Animation Video: **1**.
 - b. Infographic Video: **1**
 - c. Can the agency choose to do a Vox Pop video or a Documentary? **Yes**
- 4- Can you define which animation type you prefer (2D, 3D, whiteboard animation, etc.), as each has a different fee. **Kindly provide us with the fee for each type**
- 5- Will the VO be in Arabic and subtitles in English? **Yes**
- 6- Please clarify the mural idea mentioned in Phase 1 – Annex A: **Not Included, please disregard**
- 7- Will there be a “physical” launching event for the campaign? **No, on social media platforms only.**
- 8- Who will do the initial contact with the universities for the activation? **Joint connection**
- 9- Regarding Social Media, which accounts will be used for the posts? **Facebook, Instagram, and YouTube** Who will handle the posting / community management? **The agency**
- 10- The SM calendar will cover the campaign launch only? How many posts or months should the SM calendar cover approx.? **Based according to the number of posts created by the agency**
- 11- How many months are the ads on social media expected to run? Will the agency have access to the Ads Account or will Restart team handle it? **Agency**
- 12- Do you have a pre-defined budget for the ads? **The ads budget should be included in the quotation**
- 13- Should the financials presented by the agency include an amount for the ads if not already set by Restart? **Yes**
- 14- Designing & Printing Materials:
 - a. Shall the agency propose a list of adequate promotional items for partners and collaborators? **Yes**
 - b. Will Restart identify the printing company/ follow up on the printing and production of items or will it be the agency’s responsibility? **The agency**
- 15- In the RFP you mention that Technical Offers could be submitted on CD or USB in a separate envelope: Should it be printed also, or a digital copy would be sufficient? **Digital would be sufficient if anything.**
- 16- I am half-Lebanese, and members of our core team are based in Lebanon, but the company is registered in the Netherlands. Would we still be eligible to apply? **Yes**
- 17- After end-September, would you be expecting further support from the contractor (eg managing online ads, reporting on the campaign’s impact, etc)? Can you indicate what would be required and for how long, please? **It is a 2-years project**
- 18- Could you possibly share an indicative budget range, so we can ensure the pitch matches your expectations? **That is unfortunately not possible but please take into account that it is a 2 year project**

- 19- In "**Design and production of animation / Infographic video**", is 3D animation necessary? **It is recommended to have 3D animation**
- 20- What is the estimated number of animated videos required? And what is the expected duration? **Refer to the ToR**
- 21- Similarly, what is the duration of the documentary video? **Maximum 2 minutes**
- 22- Will the execution and management of the Social Media campaign be limited to 2 months? **No**
- 23- What is the anticipated number of Social Media posts? Will that include the filmed and animated videos? **Based according to the number of posts created by the agency**
- 24- In **III. Media Relations**, creation of press release is mentioned. Will an event be held? If yes, what will our role be? **No event will be held**