

Dear Sir/Madam,

Please find below in red our reply to queries received from potential bidders for your kind perusal:

Technical Questions:

- As per the evaluation criteria, the Agency is required to submit approaches, portfolio of work and case studies to demonstrate knowledge in the different areas. Can you please confirm? **Yes.**
- Can you please advise if there will be any expected creative output specific for UNICEF for this RFP? If so, what is it? can the Agency suggest the theme or topic. **No. If we ask them to provide a specific output, I guess we won't be fair to other agencies applying. It is enough if they present their previous digital work, and we evaluate them accordingly. The Agency shall suggest and provide a relevant theme/ topic.**

Digital & Social Media Channels:

- Can you please advise if there's any restriction on the channels to be used (social and digital)? **We already use 5 social media channels (IG, FB, Twitter, Youtube & LinkedIn) In the future we might be active on other channels depending on the availability of resources, most used channels in the country acc. to digital media landscape, what's trending. Yes, if possible we can explore new mediums; depends also on objective & target/ segment.**
- Do we have the flexibility to work on the existing website?
The work on the website is done internally – and yes there's flexibility. There are no web services required in the LTA, except for producing designs and multimedia content for website.
- Is there any specific budget / KPIs / objectives to our paid social & digital campaigns? **Yes**

Marketing & communication:

- Is there any existing "marketing / comms" plan for the Social Campaigns? **No. Only Facebook advertising plans available per campaign or digital activation.**
- Can you please advise about how many big campaigns will be launched per year? **The digital activations that require digital services do not only focus on big campaigns. We require digital services for UN milestones (International Woman Day, World Water Week, Breastfeeding week, Parenting Month, World Children Day, World Humanitarian Day, World Refugee Day, Int'l Day against Child Labour, Day of the Girl Child, Int'l Day of Persons with disabilities, etc..) , Emergencies (COVID19, Beirut Explosions), reports produced, Observances in the country (Mother's Day, Teacher's Day, Child's Day, Father's Day...) and national/local campaigns. Estimate, around 30 per year.**
- When it comes to the required PR support, are we talking only about media outreach and amplification? Or there will be content creation such as: press releases, feature articles, etc. **No media in this, only digital services. Content creation is required.**

Community management:

- Can you please advise about the needed languages? English and Arabic only? Or should we add French? **English and Arabic only French is an asset especially in community management, we might get contacted by a journalist who speaks French.**

Budget:

- Do we have access to existing media/ photo libraries? **Yes, we can provide access as needed.**

- In the Live streaming, should the Agency account for a photographer budget/ daily rate? **No**

- **Campaigns:**

- How many campaigns are expected per year? **We rollout around 30 digital activations/ campaigns (not all campaigns are big) per year.**
- Expected size of campaigns? **Not all digital campaigns are big, it depends. UN milestones (International Woman Day, World Water Week, Breastfeeding week, Parenting Month, World Children Day, World Humanitarian Day, World Refugee Day, Int'l Day against Child Labour, Day of the Girl Child, Int'l Day of Persons with disabilities, etc..) , Emergencies (COVID19, Beirut Explosions), reports produced, Observances in the country (Mother's Day, Teacher's Day, Child's Day, Father's Day...) and national/local campaigns. Estimate, around 30 per year.**
- How many campaigns will need influencer support? **Not all campaigns require influencer's support.**

- **Always On Social Content:**

- Which social media platforms will we be preparing posts for? **Mainly Facebook, Instagram & Twitter.**
- How many posts are expected per month / per platform? **Facebook & Instagram: 2-3 maximum 4. Twitter: 5-6 sometimes more if there's an event that we are covering- minimum 3.**
- What languages are needed? **English and Arabic**
- What are the main objectives on social? **The question is not clear.**

- **Community management:**

- On average how many messages come through daily? **150- 250 messages per day.**
- On average how many comments are left on posts? **Not all posts receive same level of engagement and comments. But we receive an average of 6 thousand comments per month. Not all comments are replied to.**

- **Live Stream Coverage:**

- How often does this occur? **Around 6/7 times per year. Depending on the needs.**
- Are we responsible for organising the sessions with the live speaker, or just responsible for on day management? **Usually organizing the session with the speaker is done internally.**

- **Digital Advertising:**

- Will need a media team to look into this further, please let us know if this is something we can explore. **all support needed is explained in details in the TOR.**

- **Graphic Design Materials:**

- What support will be needed beyond the materials? What materials? **all support needed is explained in details in the TOR.**

- **Example Pitch:**

- Please clarify what is needed for example pitch mentioned.
 - What is expected for the social strategy aspect (full strategy or sample direction?) **full strategy.**

- Will we be presenting this and if so, when is the presentation expected to occur and how long do we have to present? **No presentation is needed**

In the evaluation criteria table: there are many deliverables that you asked to show samples of work:

. In section: Development of Digital strategies: *“Live coverage of events through live streams & live tweeting”*: how would you like us to show this in our submission? **Links to previous live streams.**

. *“Digital reporting”*: Do we share a screen shot of 1 report? No actual reports. You can upload somewhere and share the link (dropbox, one drive, google drive). Make sure not to use a file sharing tool that expires, because then content will be removed from server.

. In section: Production of SM packages including copy, writing & design services”: *Publish & schedules*: how would you like us to show this in our submission? **Screenshots of social media posts, and share social media package, editorial calendar, posting planner. Upload to drop box, google drive... Again make sure not to use a file sharing tool that expires, because then content will be removed from server.**

With regards to the below TOR, it is mentioned in the Evaluation Criteria (page 6): *“Bidders are required to provide.....: Example Pitch”*

However in the same table it is mentioned under each section: *“Samples of previous work”*

Yes so one example pitch, and samples of previous work of every service requested (graphic design, reporting, community management, social media ...)

Please can you clarify if we need to submit any new creative and what’s the umbrella message/brief?

Yes, this is the pitch, and they are not bound to a specific topic/ message/ theme, the agency is free to choose, but relevant the least).

Or we share previous work that demonstrates the agency experience for each deliverable listed?

In addition to the pitch, provide examples of previous work for each deliverable listed.

We are based in Dubai, based on your brief, its mentioned that the service provider is in Lebanon and holds the responsibility to ensure all permissions to work in the country, is there any chance to work with Digital agency based in UAE? **Yes it is possible as long as the services can be provided remotely.**

What is your target audience: Age range / Gender/ Geographical target/ Occupation / Marital status?

Depends on each campaign, and the call to action.

What social channels do you have up and running currently, Please list down all the channels’ URLs.

Facebook, Instagram, Linked In, You Tube, Twitter; the accounts can be found on our website here:

Follow us on [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#) and at <http://www.unicef.org/lebanon/>

How would you describe your tone of voice on social media? Can we tweak it if necessary? **It depends on what the objective is.**

Are there any specific topics / messages you would like Pulse to avoid communicating on your behalf? **Why would the agency communicate on our behalf without consulting us?**

Can you elaborate on things you have tried in the past? (Ignore if this is your first social media campaign) **Please do a research on UNICEF.**

We always recommend supporting social media content with media spend, can you give us an estimate of how much would you be willing to invest in social advertising (Facebook ads, Twitter ads, Youtube ads...Etc)? **It depends, your recommendation is also important for us.**

What is your main language of communications? Bilingual (Arabic & English) or you prefer specific language across all social media communications and paid media campaigns. **English & Arabic.**

Its mentioned in the brief that there will be translations, what languages to be translated? **English & Arabic.**