

CLARIFICATIONS

Logo-Visual Identity, promotional video, and mixed media campaign for Connect Albania Mechanism

RFP No.: [AL 10/20/163]

Question Nr. 1

Do the 2 documents (Technical Proposal e Financial Proposal) that we have to send be in a particular format (pdf, ppt, keynote, word)? Inside the RFP there are formats to follow but the formats with which to create them are not specified.

Answer Nr. 1

Referring to the RfP, (pg. nr. 3) The Proposals must be delivered **by hand** (*physically in hard copy as per the address below*) **or through mail** (*not e-mail, mail means in hard copy by post service as per the address below*) to IOM with office address at:

International Organization for Migration (IOM),
Mission in Tirana Country Office in Albania
Rr. Brigada VIII, P. LID, Kati III, Ap. 303, Tirana, Albania

indicating the Reference Number: AL 10/20/163 on or before [19 June 2020 hr. 11:00].

In addition, please refer to the: “Art. 8. Submission, Receipt, and Opening of Proposals” of the RfP AL 10/20/163.

Question Nr. 2

In the Technical Proposal doc it is requested to insert CVs and details on the staff resources employed. We wanted to understand if it is sufficient to enter this information only for the key figures (indicated on page 10 of the document in point 10.4 (ii)) or if it is necessary to do it for all the resources that will participate in the project.

Answer Nr. 2

Based on point d) of Art. 6.2 The Technical Proposal shall provide the following information using the attached Technical Proposal Standard Forms (TPF-5):

“Latest CVs signed by the proposed professional staff and the authorized representative submitting the proposal (TPF-5) Key information should include number of years working for the firm and degree of responsibility held in various assignments during the last [five years]”.

Question Nr. 3

VIDEO: in order to be able to draw up a quote as much as possible in line with what is desired, is it possible to have general indications at least on the type of footage that they expect to be made? In the meantime, it would be useful to know if the shooting should be done in Italy or/and Albania.

Answer Nr. 3

The general explanation of what is required is mentioned in the Section IV. Terms of Reference: The video should be innovative, easy to understand, dynamic, immediately able to catch the attention of the targeted audience: Albanian Diaspora, Albanian Diaspora entrepreneurs but not limited to, so they can react and answer positively to the call for action to be engaged as Development Agents and to boost investments to Albania. Please note that the video should be unique and not repeat what is created before. The video should be innovative to engage the “Development Agents”, Albanian Diaspora Entrepreneurs and other investors. For this we are requiring competitive and creative concept ideas. Based on your proposed concept idea, you can propose the footage you think that should be used.

The video aims to engage at least 3 VIPs members of the Albanian Diaspora in Italy that invested in Albania and at least 3 successful businesspeople that invested in Albania after returning from Italy.

Question Nr. 4

In the Financial Proposal document where we must enter all the cost items, it is not clear to us whether for the **Media Plan activity (Social Media/Web/TV broadcasting/Media Relation and other relevant tools)** we must enter the cost of our management for the implementation and coordination of the Media Plan or if they also need an estimate of the budget to be allocated to every media to promote the video.

Answer Nr.4

As mentioned in the Art.7.2 “Financial Proposal” at page 8: The Financial proposal shall include all costs associated with the assignment, including remuneration for staff (FPF–4). If appropriate, these costs should be broken down by activity. All items and activities described in the Technical proposal must be priced separately; activities and items in the Technical Proposal but not priced shall be assumed to be included in the prices of other activities or items. Beside the implementation of the Media plan staff costs, we are requiring the cost estimation budget for every media that it will be proposed in the media plan. As per RfP, Section IV, the companies are required to propose media plan for the mixed Media Campaign, including the cost estimations, for Social Media, Web coverage, TV broadcasting, Public Relation, Media Events, but not limited to. This cost estimations should be presented as attachment to this proposal in a free template.

Question Nr. 5

Question Nr. 5-a-1)-Logo

1) What language is the slogan required for the logo?

Answer Nr.5-a-1)

As mentioned in the Section IV. Terms of Reference the slogan should be in English.

Question Nr. 5-a-2)-Logo

2) “Final report on creation and delivery”: Does this signify a Logo Guideline, otherwise please define report.

Answer Nr.5-a-2)

The Final/Summarized Report should include an overall description on the deliverables provided for the creation and delivery of Logo- visual identity for ConnectAlbania Mechanism.

Question Nr. 5-b-1)-Stationary

1) Other than the Fact Sheets, which are to be created in the 3 different languages, will the rest of the materials under this category be in 3 different languages as well?

Answer Nr. 5-b-1)-Stationary

As mentioned in the Section IV. Terms of Reference: “the successful company should not provide translation of the Stationary Package materials. The translation of fact sheets will be provided by IOM.

Question Nr. 5-b-2)-Stationary

2) “Facebook Twitter cover and other requirements)”: What is defined as other requirements?

Answer Nr. 5-b-2)-Stationary

In the Section IV. Terms of Reference, with other requirements we intended that during the proposal stage the companies could provide any other examples of items that are not requested specifically in the RfPs (such as T-shirt, pens, notebooks, caps etc.). In this case, the company could bring additional example.

Question Nr. 5-c-1)-Website

1) Please clarify as to what needs to be designed; Is there a site structure, or just a one pager visual.

Answer Nr. 5-c-1)-Website

This is just a pager visual, to see how the logo - visual elements are applied.

Question Nr. 5-c-2)-Website

2) Please clarify what characteristics, tools, technologies are to be used?

Answer Nr. 5-c-2)-Website

We require to design pager visual, to see how the logo visual elements are applied, then the tools to be used are design software's.

Question Nr. 5-c-3)-Website

3) Please clarify this is to be designed only and there are no requirements for the development, programming, hosting etc.?

Answer Nr. 5-c-3)-Website

Is not requested to develop website, programming and hosting.

Question Nr. 5-d-1)-Language

As in Question Nr. 5-a-1)-Logo, Will all these materials be created in the 3 languages?

Answer Nr. 5-d-1)-Language

Please refer to the Section IV. Terms of Reference: "the company will provide translation only for the video subtitles. All the other materials should be delivered only in English."

Question Nr. 5-e-1)

1) There's mention of a communication strategy, will this be provided, or will copywriting be provided by the company?

Answer Nr. 5-e-1)

The communication strategy is developed by IOM and will be provided to the successful company after the signature of the service agreement.

Question Nr. 5-f-1)- Video & Media Plan

1) "...The campaign will be mainly focused in Italy.": Since its not solely focused in Italy, what is the countries focus split?

Answer Nr. 5-f-1)- Video & Media Plan

As mentioned in the Section IV. Terms of Reference, please consider Italy as the focus of the media campaign. A secondary audience is Albania/Albanian Institutions, mainly for Brand Awareness for Connect Albania Mechanism, as a sustainable Mechanism to be potentially replicated by Albanian government for the future engagement of Diaspora.

Question Nr. 5-f-2)- Video & Media Plan

2) Regarding TVC, 2 mins is normally unheard of. Will the video be required to be developed as a standard 30sec clip?

Answer Nr. 5-f-2)- Video & Media Plan

As mentioned in the Section IV. Terms of Reference, we are requiring for an around 2 minutes promotional video for Connect Albania Mechanism.

Question Nr. 5-f-3)- Video & Media Plan

3) Regarding ii), will there be a requirement to further adjust the strategy for the campaign? It's atypical and not recommended for a campaign of this scale to only feature a single creative.

Answer Nr. 5-f-3)- Video & Media Plan

Yes, in the finalization stage.

Question Nr. 5-f-4)- Video & Media Plan

4) "...The video will be in Albanian and it will be translated into Italian and English.": Translation is defined as 3 different videos with the respective language voice overs?

Answer Nr. 5-f-4)- Video & Media Plan

The translation into English and Italian will be required only for the subtitles. Voice over will be only in Albanian.

Question Nr. 5-f-5)- Video & Media Plan

5) "...Final report on conception and the creation.": Please define the report required.

Answer Nr. 5-f-5)- Video & Media Plan

Final report on the Mixed Media Campaign progress containing info on preparation and implementation, including data and information, reached number of targeted audiences, interactions, engagements, disaggregated by age, gender, demographic details, as well as other relevant information.

Final report on conception and creation process on the video for connect Albania mechanism should contain info on pre-production, production and post-production delivered according to the ToR.

Question Nr. 6

Question Nr. 6.1

Conception and the creation of an around 2 minutes' spot/video for Connect Albania Mechanism. Finalize detailed story board of the video based on the agreed concept idea. Organize and deliver the field shootings and interviews based on the agreed story board. Editing the shooting / interviews / infographics / voiceover / music to produce the short promotional video. Translation of the video into Italian and English and preparing a Final report on Conception and the creation of an around 2 minutes' spot/video for Connect Albania Mechanism.

1. The interviewing individuals which may happen to be abroad, they need to be interviewed in person or we may use online streaming method such as Skype, Zoom, etc.?

Answer Nr.6.1

We are requesting the development of minimum two (2) concept ideas for the short promotional video. It is requested by the service providers to propose the most professional modalities that you think will bring the high results, in terms of video quality.

Question Nr. 6.2

2) Approximately, how many members (Cast of persons) should be involved in the shooting?

Answer Nr.6.2

As mentioned in the Section IV. Terms of Reference, the video aims to engage at least 3 VIPs members of the Albanian Diaspora in Italy that invested in Albania and at least 3 successful businesspeople that invested in Albania after returning from Italy.

Question Nr. 6.3

3) In which style will the infographics be, 2D or 3D animation?

Answer Nr.6.3

As mentioned in the Section IV. Terms of Reference we are requiring the development of minimum two (2) concept ideas including the style of infographics that you think will bring the high results, in terms of video quality.

Question Nr. 6.4

The VIP members and those who are going to be part of the shootings will be provided from IOM?

Answer Nr.6.4

The list of VIPs will be provided by IOM

Question Nr. 6.5

Translation of the video in two languages Italian and English except Albanian: In this case the translation should be only texts (subtitles) or with voice over? *If the videos will have 3 different voiceovers (Albanian, Italian, English) in this case the video should be produced in three versions (per each language)*

Answer Nr.6.5

The translation in English and Italian will be required only for the subtitles. Voice over will be only in Albanian.

Question Nr. 6.6

Since the materials should be in 3 languages, the materials will be provided from IOM or we have to translate them? *In case that we are going to translate them, we need to know the volume (no. of pages) of the texts in order to give a price*

Answer Nr.6.6

According to the Terms of Reference there is no need of translation of the factsheets and other materials. Only the video subtitles will be translated in English and Italian.

Question Nr. 7

Question Nr. 7.1

Finalize the media plan related costs for the mixed Media Campaign (for the video and the key messaging), focused on Social Media, Web coverage, TV broadcasting, Public Relation, Media Events, but not limited to, targeting the Albanian Diaspora in Italy and Italian (mainly Entrepreneurs) in complementarity, collaboration and under the coordination of the IOM Programme Media Coordinator, in line with Diaspora Programme Communication Strategy.

1) Communication strategy will be given from IOM or we should make it?

Answer Nr. 7.1

The communication strategy will be provided by IOM to the successful company after the signature of the service agreement.

Question Nr. 7.2

- 2) In the brief was mentioned: “Finalize the media plan related costs for the mixed Media Campaign (for the video and the key messaging), focused on Social Media, Web coverage, TV broadcasting, Public Relation, Media Events, but not limited to...” Please detail what are the extra products that will be needed. If they are not decided yet, then for us is not possible to give an offer without having all the details.

Answer Nr. 7.2

As mentioned in the Section IV. Terms of Reference we are requiring from companies to **Propose a mixed Plan** for Connect Albania Campaign, including the cost estimations, (for the video and the key messaging), focused on Social Media, Web coverage, TV broadcasting, Public Relation, Media Events, but not limited to. Then you are invited to also propose additional media channels that you consider more appropriate and their related estimations.

Question Nr. 7.3

- 3) Regarding Social Media: Are we going to manage them during the 2 month of media mix campaign?

Answer Nr. 7.3

As mentioned in the Section IV. Terms of Reference, “the selected company should be able to implement the mixed media campaign outreach for the agreed media plan offer in complementarity, collaboration and under the coordination of the IOM Programme Media Coordinator, in line with Diaspora Programme Communication Strategy”

Question Nr. 7.4

- 4) Regarding the voice of website: the request is to construct a website dedicated to the project or we are just going to do the logo implementation in the homepage of it.

Answer Nr. 7.4

Please refer to the Answer Nr. 5-c-1)

Question Nr. 7.5

- 5) Social media pages: Are already functional or we should open them?

Answer Nr. 7.5

This service is not required.

Question Nr. 7.6

- 6) Despite the designing of the identity package are we going to design also the media campaign which will be delivered in media for example in social media, online media, website etc.

Answer Nr. 7.6

Yes, as mentioned in the Section IV. Terms of Reference, the companies are going to propose/design a media plan for the mixed Media Campaign, including the cost estimations, (for the video and the key messaging), focused on Social Media, Web coverage, TV broadcasting, Public Relation, Media Events, but not limited to, targeting the Albanian Diaspora in Italy and Italian (mainly Entrepreneurs).

The selected company should finalize the media plan financial costs for the proposed mixed Media Campaign and implement the mixed media campaign outreach for the agreed media plan offer and in the alignment with the Communication Strategy for a period of 2 months, with possible extension based on the needs of the programme and in case Diaspora Programme will be extended.

Question Nr. 7.7

7) Web coverage: Please specify what do you aim. (web banners, PR articles etc...)

Answer Nr. 7.7

We are looking for companies to propose a mixed media plan to reach the desired target number for the planed goals of the campaign, including web banners, PR articles, the best tools and channels reaching the targeted audience. Please refer to the Section IV. Terms of Reference.

Question Nr. 7.8

8) Media Events: Please specify what type of events should be.

Answer Nr. 7.8

We are looking for companies to propose a mixed media plan, including media events as a potential tool of the campaign, to reach the desired target number for the planed goals of the campaign. Please refer to Section IV. Terms of Reference.

Question Nr. 7.9

9) Public Relation: Please specify what is expected to be done by us.

Answer Nr. 7.9

We are looking for companies to propose a mixed media plan, including different Public relation potential tools, to reach the desired target number for the planed goals of the campaign. Please refer to the Section IV. Terms of Reference.

Question Nr. 8

Do you accept offers only from companies or even from NGOs also?

Answer Nr. 8

Please note that IOM accepts offers in this RfP from all the service providers/consulting firms as entitled to provide the requested services and whose services or expertise are offered for sale and obtained by IOM through the procurement process.

Question Nr. 9

The request for more than 5 years of experience, is Must even for the company or is only for persons evolved as staff?

Answer Nr. 9

Yes, is a “MUST”, even for the company to have *at least five (5) years’ experience in design, branding, videography and marketing, promotional campaigns.....*

Question Nr. 10

In regard to the target group definition: Should we aim only Albanian Diaspora in Italy or also Italian investors?

In case we aim also Italian investors we are talking about an audience of 15-20 mln that can be targeted with Social Media, but that would require a very high budget.

Please advise on the optimal TG and also on a budget reference.

Answer Nr. 10

As mentioned in Section IV. Terms of Reference the promotional campaign is targeting the Albanian Diaspora in Italy and Italian (mainly Entrepreneurs). The estimated number of Albanian Diaspora in Italy is around 500,000 people. The Mixed Media Campaign should target and reach at least 60% of the above – mentioned number (500,000 people) of Albanian Diaspora, but not limited to. The campaign will be mainly focused in Italy. At the proposal stage we are considering all the proposed mixed media plans that you think will better reach the desired targeted audience. No budget reference can be provided as per IOM Procurement rules.

Question Nr. 11

Also, in regard to the TG could you also specify some other data such as Age, Gender, Interests so that we can plan on more specific basis?

Answer Nr. 11

The audience should be equally distributed among the Italian territory, targeting mainly people from 25 – 65 years old, ensuring gender balance.

Question Nr. 12

In regard to the visual identity creation, could you please advise whether we should include in the cost also the printing and production of the deliverables or we need to quote only for the creative/design work?

Answer Nr. 12

Yes, as stated in the RfP we are requiring from the successful company to print one Roll Up banner with mechanism 85*200 cm and Fact sheets: paper 80gr double sided, full color, 3 languages Albanian, Italian and English, 500 copies for each language (translation to be provided by IOM).

Question Nr. 13

Also, in regard to the visual identity creation, you mention there that the logo should be incorporated into a website and app interface. Please advise whether we should provide an example of how the logo will be incorporated there or whether we should create the design of the entire website and app interface?

Answer Nr. 13

The companies should bring examples on how the logo-visual concept ideas will be applied to a website. It is not required to develop a website. Please also refer to the Answer Nr. 5-c-1)-Website

Question Nr. 14

Also concerning the visual identity creation, could you please confirm whether the name we should work on to create the visual identity is “Connect Albania”?

Answer Nr. 14

Yes, “Connect Albania”.

Question Nr. 15

In regards to the 2 minutes spot/video, you mention there that we should engage at least 3 VIPs members of the Albanian Diaspora in Italy that invested in Albania and at least 3 successful businesspeople that invested in Albania after returning from Italy. Please advise whether with the term “engage” you intend to make them participate through interviews/speeches in the video or engage them in a way that they share our video? Also please advise whether for the persons above, we should give suggestions as an agency or whether you have already identified /or will identify from your databases their profiles?

Answer Nr. 15

Yes, “engage” means that they will participate through interviews/speeches. The VIP list will be provided by IOM.

Question Nr. 16

Also, in regard to the 2 minutes spot/video, you mention there that the video will be in Albanian and it will be translated into Italian and English. By being translated, you mean we should add only subtitles in the additional languages, or we should add Voice Over in Italian and English?

Answer Nr. 16

Please refer to the Answer Nr.6.5

Question Nr. 17

In regard to the Media Plan you mention there that the campaign will be mainly focused in Italy. In case it will run in Italy, please advise whether you intend only on Social Media

or also the activities you mention Web coverage, TV broadcasting, Public Relation, Media Events should run in Italy? In case also the other activities are involved, please advise on a budget reference for this point because TV, Web coverage and Media Events have huge differences in prices comparing to the Albanian market. Also, if this is the case please advise whether national or local Italian media should be involved because even this info makes a big difference in the prices.

Answer Nr. 17

Please refer to the Answer Nr. 10