

## CLARIFICATIONS

*“Awareness Raising and Information for Safety and Empowerment for All-Albania  
ARISE ALL”*

**RFP No.: AL10/21/034**

### **Question 1**

*Does the project “ARISE ALL” have its own brand identity including logo and brand guidelines? If yes, could you please share the brand guidelines with us?*

### **Answer 1**

The project it's in the process to design the brand identity. The Company will be provided with the brand identity as soon as it is created.

### **Question 2**

*In case the project doesn't have a brand identify, should the company use the IOM brand guidelines in the proposed communication materials? If yes, could you please share the brand guidelines with us?*

### **Answer 2**

The company is expected to follow IOM brand guidelines. The IOM Guidelines for Audio-visual production will be shared with the company as part of the tender package. The company should also refer to the guidelines of the Communication and Visibility in EU-financed external actions document.

### **Question 3**

*Does the project “ARISE ALL” have its own social media communication channels (e.g., FB/Instagram, LinkedIn, Twitter, YouTube)? In case not, does IOM intend to create these channels and is the company expected to support with establishment of these social media accounts?*

### **Answer 3**

All the online awareness raising campaign will be done through IOM Albania Social Media Accounts. All the products will be distributed to these accounts with the support of IOM Communication Team.

### **Question 4**

*In terms of the management of social media accounts (be those of IOM or ARISE ALL project) should the agency be involved in the management of the SM accounts for the stated 6-month period of campaign? Involvement includes content creation, copy creation, design of the posts and posting in the SM accounts.*

### **Answer 4**

Under point 2.1 of the ToR the Company is expected to produce and publish at least 15 PR materials (articles, news, or TV coverage) for distribution on Mass media. The IOM Communication Team will oversee posting these PR materials in IOM accounts.

### **Question 5**

*Does the project “ARISE ALL” have its own website? In case not, where should the online campaign land? Where should an interested person go for requiring more information?*

### **Answer 5**

The information will be found in IOM Albania Webpage <https://albania.iom.int/>.

### **Question 6**

*The targeted audience involves also reach of the diaspora in Belgium and the Netherlands. What is the message needed to be conveyed to this audience?*

### **Answer 6**

The messages are presented in the Communication Strategy shared with the call announcement. However, considering the company will produce several PR materials, they can suggest also different messages tailored to the target audience in line with the Communication Strategy.

### **Question 7**

*There is no audience measurement for the local TV media and Radio channels. Thus, providing official data for the reached audience of these two types of local media is difficult. Is it accepted to provide only the monitoring of the spots frequency?*

### **Answer 7**

In addition to monitoring of the spots frequency in media and radio, a Presumed/Assumed audience for the local TVs might be provided either by the local TVs or is assumed by the service provider.

### **Question 8**

*Are companies allowed to suggest media selection and sponsorship selection or should they follow strictly the proposals from the Communication Strategy?*

### **Answer 8**

ARISE-ALL Project Communication strategy might be used as an important guiding document. However, companies are free to provide suggestions which will be discussed with IOM team.

### **Question 9**

*Which is the purpose of the videos to be created by the influencers? Is it expected that the videos show the issues and challenges related to irregular migration or present success stories of returnees in Albania?*

### **Answer 9**

The videos will be produced by the 14 influencers. (28 short video messages of young people with a personal migration experience telling their story of migration). It is to be further discussed with the influencers what concrete messages (tailored to the region) will be delivered. The Communication Strategy highlights that people would like to listen to positive messages.

### **Question 10**

*Could you please advise on how many times should the minivan visit all the listed cities? Is it going to be used only for the transport of a specific team to the listed cities? Should companies be involved even on the organization of the tour agenda (setting the contact with participants, coordination of the participants etc.) or just provide the rent of the branded van and the respected driver?*

### **Answer 10**

According to the ToR point 2.3 a VAN (7+1) will be provided during the campaign activities. The company's costs to be presented during the tender will include:

1. Branding and design.
2. Rent fee for the van and fuel for the period of February – March 2021.
3. Driver upon request (drivers fee would include driver's cost plus full cost per day and overnight). The Tour Agenda will be decided by IOM which is also responsible for coordination of activities and contacting participants in the set locations (Elbasan, Lezhe, Shkoder, Diber, Kukes, Fier, Berat, Vlore, Gjirokaster, Durres).

### **Question 11**

*Is any specific form provided by IOM that companies should submit for the concept ideas? Are images and/or reference materials allowed?*

### **Answer 11**

There is no specific form provided by IOM to be followed. The company can submit its own form for concept ideas including images and reference materials.

### **Question 12**

*Should companies include in their methodologies, specific Public Relations activities, or this will be done in another step?*

### **Answer 12**

The type of Public Relations activities suggested to be implemented through the Mixed Media Plan should be done in this phase. The detailed content development of these proposed activities will be done at a second phase.

### **Question 13**

*Following question 12, should the company include in the budget all these PR activities?*

**Answer 13**

Yes, all companies should provide a detailed budget depending on the type of products the company would suggest in the methodology to be produced for the Mixed Media Plan. Please refer to point 7.2 of the RFP.

**Question 14**

*Should the company include in the budget media related activities, such as purchasing airtime, OOH space and managing online campaigns? Or is this tender limited to the content creation and media strategy solely?*

**Answer 14**

The budget should include all suggested media related activities to be developed in line with the Mixed Media Plan.

**Question 15**

*Should companies include in the tender a portfolio of the company since it is not specifically specified in the call?*

**Answer 15**

Companies are free to share their portfolio as part of proof of experience and qualifications in this type of assignment.