

RFP PSP/IT/2021/004 MEDIA PLANNING, BUYING AND ANALYSIS SERVICES

#	Question	Answer
1	Legacy enquirers and pledgers: do you have a specific creativity for this campaign? Can we consider the audience of this communication (old people) a peculiar target?	Yes, the Legacy campaign has a specific creativity and, of course, a specific target audience that should be addressed using particular tools, channels, words, tone of voice etc.
2	Private partnerships and philanthropy companies, etc: in your mind you'll develop a dedicated creativity for this target?	We do not expect a dedicated campaign for this target, however for some emergency appeals, we may develop a dedicated ADV (press and/or digital), such as the appeal recently launched on 20th Aug on all national newspapers addressed to Corporations and Philantropists on the Afghan crisis.
3	Which campaigns will you expect during 2022? - Brand awareness: all along the 12 months? - Q4 Christmas corporate campaign - Legacy campaign (??): october/november - ...	Legacy: a legacy TV campaign in September/October. Individual giving digital acquisition throughout year with seasonal peaks (Syria, Yemen) Possible online shop promotion campaign emergency campaigns if needed Multichannel campaigns (january/february, world refugee day, christmas) occasional brand and visibility campaigns
4	For the pitch presentation, do you expect a mediaplan just for 2022 or both for 22/23?	PSP Italy expects a media plan just for the year 2022
5	Could you kindly specify if there is a total budget planned for this tender, or alternatively what the budget for previous, similar tenders has been?	The estimated planned investments for the upcoming 5 years are indicated in the Terms of Reference (Annex A). We do not provide an indication on the percentage of media fee we expect, as we ask the companies to provide such information and include it in the Financial Offer form (Annex B).
6	We can use the letter head only for annex b, financial form?	Annex B does not need any amendment, just please make the name of the company is clearly indicated. If you want to use your headed letter, feel free to use it, as long as no other formatting or amendments is done. It is preferable to send both the pdf and the excel version.
7	We can signature with digital signature?	Yes, digital signature is accepted.
8	In the "REQUEST FOR PROPOSAL: No. RFP PSP/IT/2021/004", at the section "a) Description of the company and the company's qualifications": 1) what do you mean by"- Self-certification that contracts are in line with the Italian law;" 2) what kind of contracts? 3) with which counterpart? 4) Could you provide a template of this self-certification?	There is no template for such certification. We ask the company to confirm that employees contracts are in line with the Italian law (or with the law where the employees are hired). DURC is also requested, to confirm that no illegal work or labor exploitation is carried out by the company.
9	we must have to send the legal manager identity card?	The legal manager identity card is not requested.
10	Ci potrebbe confermare che non viene richiesto uno specifico e dettagliato piano di attivazione media adv per il 2022 ma, per ogni lotto, una presentazione di skills, competenze, case, strumenti, evidenze del modo in cui lavoriamo, secondo quanto indicato nel punto 6 dell'annex a?	As per section 6.2 of the TORs, per each lot you wish to tender, and based on the planned budget investments, companies are requested to submit the following specific requirements: a) a detailed Media Plan b) a detailed description on the methodology. c) Timing d) Emergency Plan In addition to the above, companies are also requested to submit the information and documentation listed in section 6.1 "Company Qualifications", based on which the financial soundness and liability of the company will be assessed.
11	Do you confirm that it is not necessary a previous registration to UNHCR Supplier portal and that, for the time being, we can just fill in the Vendor Registration Form, uploading it, along with our technical offer, on etenderbox website?	A previous registration to UHCR supplier portal is not needed. You need to register your company on the etender box website in order to upload the submission documents. The Vendor registration form (Annex C) is to be submitted together with the documents of the technical offer.
12	Among the documents to provide a Self-certification that contracts are in line with the Italian law is required: can you please provide more details on such self certification? Do you have any template to fill in?	Please refer to answer of question n. 8

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13	la richiesta di chiarimento è relativa ai punti "Specific requirements" relativi ai singoli lotti, ovvero in merito a cosa produrre in termini di metodologia e media plan? Nel documento cita il riferimento ad un case reference di successo passato? Oppure il desiderata è - sulla base invece della nostra esperienza - elaborare per voi una metodologia e un media plan rispetto al budget indicato?	As per answer n.10 and as you mentioned according to your experience, the request is to submit a detailed media plan and a detailed description on the methodology you plan to develop in working with us. The previous projects is requested to evaluate the previous experience of the company.
14	Should we win the tender, will we receive the UNHCR advertng accounts or those of the incumbent agency? Or shall we create our own new accounts?	The winning agency/ies will have to create its/their own advertising account.
15	As for programmatic campaigns, do you have your DSP licence or, otherwise, your own trading desk? Or none of them?	None of them.
16	Regarding the Emergency Plan, do you have any existing document (e.g Crisis manual) to share, representative of how emergencies are managed so far, in terms of workflows, players, responsibilities, duties, etc?	It is not possible to share the procedure at this stage. It is in place a well defined emergency procedure and each new supplier is required to submit its own emergency proposal that will be discussed and shared with PSP Italy in order to promptly respond.
17	How many media agencies will receive the assignment after this pitch? There will be an exclusivity or not for each lot?	As indicated in the TORs (Annex A), the purpose is to appoint, per each lot, a primary supplier with possibility of up to 2 back-up suppliers.
18	3 references that you may contact from our client list – do you need only a list of person and their contacts or also a formal letter of references signed by each client?	The contact details of the references are sufficient, but if you also have a reference letter, feel free to upload it.
19	Vendor registration form – how we may check if we are already registered? We don't have credentials	You are already registered if you have been previously appointed and provided services to UNHCR. In case of doubts or in case of changes to any information that was previously shared (eg address, bank details, etc), it's advised to re-send the Vendor Registration Form (Annex C) duly filled in.
20	We have to re-allocate to UNHCR all bonus from Media Owners – we may re-allocate only in value or also in spaces?	Re-allocate bonus in spaces would be good, too.
21	"Description of how your company can meet the specific requirements of the relevant lot (s) you are participating for, as per paragraph A.), B. (1 and 2), C.) D.) and E.). – We will participate for all lost, so we may produce only one document including all global descriptions for all lots together?"	Yes, you can submit one single document, but the information for each lot shall be clearly indicated and separated.
22	Considering an agency could participate for all or only part of lots, if we participate for all lots, it will be only the possible to win all lots or also part of them and another media agency will receive the assignment for other lots? May you indicate better the agency selection?	Participation for lots means that the technical and financial evaluation will be carried out independently per each lot, so that even if you participate with a submission to all lots, you may be awarded all, or part or none of them.
23	Could we have some benchmarks related to performance results like: a. Average cost per new donors (per channel both on & offline) b. Average cost per lead (per channel both on & offline) c. Average one-off and regular donation value (per channel both on & offline) d. Percentage weight between regular and one-off donations	Average cost per donor online: approx. 120 euros Average cost per lead: 3 euros Average OO donation value: 77 eur Average RG donation value: 13.95 eur 73% OO donors 27% RG donors
24	Through what actions are leads generated? Do you have specific campaigns with a lead generation goal or are the leads a consequence of the fundraising campaigns?	The majority of leads comes from specific campaigns run through sponsored petitions and Facebook lead ads.
25	Could you provide website data insights from your analytics splitted by month/channels of the last two/three years (users, new users, sessions, bounce rate, conversion rate, leads, donations, revenues)? If is not possible, could you tell us the percentage between organic/paid volumes on the above metrics?	See report attached related to 2020.
26	Potreste indicarci chi considerate come i vostri principali competitor? / Who are your main competitors?	The main no profit organizations working in the Italian territory.

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27	Rispetto al bilancio, procedendo come consorzio, attualmente non in possesso di un bilancio, possiamo inserire quelli relativi alle consorziate, in particolare Performedia su cui impatta integralmente l'attività? / If the last audit report or balance balance is not available for the consortium, could we attach the last balance sheets for the associated companies?	You can participate as joint companies, but in case the proposal submitted by the consortium will be among the selected ones, the final Frame Agreement will be signed with only one company and the others will act as Subcontractors. To this regards, please identify the company that will act as lead agency and provide the Vendor Registration Form (Annex C) for that one only. The balance sheet, company details and relevant experience can be provided also for the others companies.
28	In riferimento al progetto, ci confermi che non sia auspicabile un allungamento? / Could it possible to ask you an extension of submission deadline?	Deadline submission has been extended by a week. The new submission deadline is THU 7th October 2021 h. 23:59 CET.
29	Should we include mandatory just one previous case history per lot or can we include more than one?	The more previous case histories you provide, the better it is, as it will be of help to UNHCR to evaluate your experience and your understanding of the needs based on your previous works.
30	Media plan 2022: do we have to follow your budget to plan the 2022 strategy?	Yes, please.
31	May you explain what do you mean precisely with digital lead? Filled form or donation?	A lead is someone who is a potential donor. Someone who has subscribed for example a petition and is interested in receiving additional information on the specific topic or on UNHCR. Our objective will be to convert it into donor through telemarketing
32	Rispetto all'emergency plan: considerando di partecipare a tutti i lotti, ipotizziamo un unico piano valido per tutti oppure va considerato una piano ad hoc per ogni singolo lotto	Each lot will be evaluated separately, so that information for each lot should be clearly indicated. The identification of a unique emergency plan for all lots or a specific emergency plan per each lot is up to you to decide, based on the best solution according to your experience. So that if you consider using one emergency plan valid for all lots, please specify it. Or if you would propose a different emergency plan for each lot, please describe each emergency plan.

Information provided within the scope of the present tender is confidential and is NOT to be shared outside the purpose of the tender participation.