

DATE: 23/11/2023

REQUEST FOR PROPOSAL: RFP/23/012/RBAP/PSP

FOR THE PROVISION OF

**REQUEST FOR PROPOSAL FOR FRAME AGREEMENT FOR THE PROVISION OF DIGITAL MEDIA BUYING SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN THAILAND**

**CLOSING DATE AND TIME: 15 December 2023 – 23:59 GMT + 7 hrs. (Bangkok time zone)**

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## **INTRODUCTION**

UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution for issues facing refugees. The number of people forced to flee from home is over 108 million which is the highest number since World War II. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 16,700 personnel in 138 countries. Staff members work in a diversity of locations and conditions including in our Geneva-based Headquarters (HQ) and more than 501 field locations worldwide. UNHCR's primary purpose is to safeguard the rights and well-being of refugees.

Since 1975 UNHCR in Thailand has been working continuously with the Royal Thai government and NGOs to help and provide protection to refugees who live in refugee camps in Thailand. We have helped the country meet the protection needs of successive migrations of refugees from Cambodia, Laos, Vietnam, and Myanmar since the 1970's.

There are currently some 90,000 refugees in Thailand who are mainly ethnic Karen and Karenni forced to flee from conflicts in Myanmar. For over 30 years, they have been living in nine camps in four provinces: Ratchaburi, Kanchanaburi, Mae Hong Son, and Tak. Most of them are children, women, and people with disabilities whose voice are seldom heard.

## **1. REQUIREMENTS**

To achieve cost efficiency whilst ensuring quality service, UNHCR is seeking to appoint a provider for digital media buying services for Digital Fundraising Programme of PSP Thailand.

PSP Thailand is looking for a qualified vendor to establish a frame agreement with one year, potentially further extendable twice for a period one year, subject to satisfactory performance (1+1+1).

The supplier must have proven experience and expertise in comprehensive digital media buying services including **digital ads billing management**. The confirmed service fees will be maintained for the duration of the contract.

UNHCR is seeking a agency with proven digital expertise and experience in charity engagement to respond to this tender. The selected agency must demonstrate core digital competency and a track record in the field. Additionally, the agency should be capable of providing integrated services, handling media channels effectively, and working closely with UNHCR to achieve campaign goals specifically in Thailand.

- Promote online fundraising campaigns and optimize the performance;
- Supporters/donors acquisition, both one-off and regular giving;

The Frame Agreement will be signed with the successful bidder(s) for one (1) year and will be extended at the sole discretion of the UNHCR for additional two (2) years. Total length of contact is three (3) years. Companies are requested to maintain the proposed fee structure for the duration of the contract.

The expected number of monthly giving and one-time donors to be acquired through digital media buying is listed below.

- Sample of monthly acquisition plan is below.

	2024	Jan	Feb	Mar	Apr	May	June	Jul
Digital Acquisition (All campaigns)	Monthly donors	10	10	24	30	34	24	44
	One Time	1,520	1,149	1,478	161	20	20	602

	2024	Aug	Sep	Oct	Nov	Dec	Total
Digital Acquisition (All campaigns)	Monthly donors	38	34	34	44	43	380
	One Time	269	20	20	120	120	5,500

- We expect the donor numbers will grow at least 10% each year.

**IMPORTANT:**

The Terms of Reference (TOR) and other relevant documentation are detailed in the Annexes of this Request for Proposal (RFP).

**IMPORTANT:**

When a Frame Agreement (FA) is awarded, the successful bidder(s) are requested to maintain their quoted price model for the duration of the FA.

**IMPORTANT:**

When a Frame Agreement (FA) is awarded, either party can terminate the agreement only upon 90 days (3 months) notice, in writing to the other party.  
The initiation of conciliation or arbitral proceedings in accordance with **article 18** "settlement of disputes" of the UNHCR General Conditions of Contracts for provision of Services shall not be deemed to be a "cause" for or otherwise to be a termination clause.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Conditions of Contracts for provision of Services.

## 2. **BIDDING INFORMATION:**

### 2.1. **RFP DOCUMENTS**

The following annexes form integral part of this Invitation to Bid:

Annex A:	Terms of Reference (TOR)
Annex B:	Technical Response Form
Annex C:	Financial Offer Form
Annex D:	UNHCR General Conditions of Contracts for the Provision of Services
Annex E:	UNHCR Special Data Protection Conditions
Annex F:	UN Supplier Code of Conduct
Annex G:	Registration Guide for eTenderBox
Annex H:	eTenderBox Supplier User Manual

Please kindly note that this RFP is posted on UNHCR Global and UNGM websites too.

## 2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Yun Ling [ling@unhcr.org](mailto:ling@unhcr.org) and Rachel Bagnall [bagnall@unhcr.org](mailto:bagnall@unhcr.org) as to:

- Your confirmation of receipt of this request for proposal
- Whether or not you will be submitting your proposal

**IMPORTANT:**

Failure to send the above requested information may result in disqualification of your offer from further evaluation.

## 2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Yun Ling [ling@unhcr.org](mailto:ling@unhcr.org) and Rachel Bagnall [bagnall@unhcr.org](mailto:bagnall@unhcr.org). **The deadline for receipt of questions is the 06 December 2023 23:59 GMT + 7 hrs. (Bangkok time zone).** Bidders are requested to keep all questions concise.

**IMPORTANT:**

Please note that Proposal Submissions are **NOT** to be sent to the e-mail addresses above.

UNHCR will compile and answer all questions received. UNHCR may, at its discretion, copy and reply to all or a question(s) to all other invited bidders at once for transparency purposes in line with applicable confidentiality clauses.

The consolidated Q&A file will be also posted on UNHCR Global website and UNGM.

**IMPORTANT:**

UNHCR may invite all bidders who have sent their confirmation of receipt of the RFP and expressed their interest in submitting a proposal to a Supplier Conference to explain ToRs, the RFP process and answer any questions raised by the potential bidders.

## 2.4 YOUR OFFER

Your offer shall be prepared in English or in Thai.

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may not be taken into consideration.

**IMPORTANT:**

Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the prescribed submission method will result in disqualification of the offer. Please send your bid only in the manner specified in the "Submission of Bid" section 2.6) of this RFP.

Your offer shall comprise **the following two sets of documents**:

- Technical Offer
- Financial Offer

### 2.4.1 Content of the TECHNICAL OFFER

**IMPORTANT:** No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

Pre-selection criteria (mandatory to fulfil with this criteria):

Please take note of the pre-qualification criteria hereunder, failure to comply with the below criteria will result in disqualification:

1. **Locally based and registered:** your company must be registered in the Thailand and licensed to provide staff administration services. To establish compliance please send your company registration certificate.
2. Acceptance of **UNHCR general terms and conditions** (Annex D)
3. Acceptance of **UNHCR data protection clause** (Annex E)
4. Acceptance of **UN Suppliers Code of Conduct** (Annex F)

## Requirements

### *Media buying, implementation, management, and reporting*

- Monitor and report on all key metrics and overall ROI;
- Develop annual media plan which leverages a diverse set of supporter acquisition strategies and channels to reach and convert new audiences;
- Manage all aspects of the paid media campaign (campaign set up, implementation and optimization) on a day to day basis and during emergency campaigns;
- Provide local management of UNHCR's advertising accounts on Google, Facebook, Instagram, LINE: @UNHCRThailand, TikTok, YouTube and other platforms as needed;
- Propose account structure and manage the paid search engine marketing channel, implement and optimize this channel and ensure an overall positive ROI;
- Provide recommendations for search creatives and optimization of search content;
- Provide creative approach and audience targeting strategies for paid media marketing and manage and optimize these channels;
- Provide media strategy for retargeting, native advertising or any other new digital channels based on latest trends and innovation for acquisition and brand awareness raising;
- Provide recommendations for conversion tracking and multichannel tracking.
- Provide weekly/monthly and quarterly qualitative and quantitative analytics report and evaluation on the impact of digital campaign including key metrics and overall ROI;
- Provide continuous optimization, adjustments and recommendations to digital acquisition program, in order to achieve digital charity program performance and online supporter engagement objectives.
- Describe the team working on UNHCR account and the level of response to act on media buying activities in due time.

### 2.4.2 **Content of the FINANCIAL OFFER**

Your separate **Financial Offers** must contain an overall offer in a single currency, which shall be Thai Baht.

#### **IMPORTANT:**

The Financial Offer is to be submitted as per the Financial Offer Form Annex C. Financial offers and bids submitted in different manner and that have a different price structure may not be accepted.

UNHCR is exempt from all direct taxes and customs duties. With this regard, price must be given excluding any taxes and/or duties.

You are requested to hold your offer valid for ninety (90) days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within thirty (30) days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

## 2.5 **BID EVALUATION:**

### 2.5.1 **Supplier Registration:**

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

### 2.5.2 **Technical and Financial evaluation:**

The overall evaluation is based on a 100 points scale. The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution; **70% (i.e., max 70 points)** from the total score.

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Service provision experience ( <u>client based</u> ) (20)	<p>Service provision experience in digital media buying services.</p> <ul style="list-style-type: none"> <li>• Please list the current and previous clients.</li> <li>• Please provide three references (reference letter, email address, contact person, phone number) from your current/previous clients to be contacted.</li> </ul> <p>Reference and background checks are part of the due diligence during the selection process and in case of negative feedback may lead to disqualification.</p> <p><i>Please note that without the list of clients, 0 point will be given.</i></p>
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Compliance with the services required under digital media buying services (2.1) (20)	<p>Comprehensive proposal presented including all services listed under point 2.1., outlining your company's experience and strategy to fulfil requirements; please outline ability/capacity to provide timely hiring services.</p> <p>Please include your company policy, Code of Conduct and the terms of conditions related the requested services.</p> <p><i>Please note that if you don't add information about this section on Annex B, 0 point will be given.</i></p>
Media buying, implementation, management, and reporting (2.2) (20 points)	<p>Comprehensive proposal to be presented to demonstrate capacity and capability to provide services as listed under 2.2, including:</p>

	<ul style="list-style-type: none"> <li>one (1) sample campaign management summary report</li> <li>one (1) digital media buying billing and report.</li> </ul> <p><i>Please note that without samples, 0 points will be given</i></p>
Staff qualifications, account management (max 10 points)	Documents, information to be provided to establish compliance with the set criteria
Experience of core people who will work on UNHCR project. (Including experience with similar projects)	Experience of core people who will work on UNHCR project, including experience with similar projects.  Please include: CV or bio of the people that will be assigned to UNHCR account (max half A4 page)  <p><i>Please note that without the CVs, 0 points will be given.</i></p>

**IMPORTANT:**

The minimum passing score of the technical evaluation is 42 out of 70; if a bid does not meet these minimums, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Bidders might be requested to deliver a presentation on their proposal and to introduce the team members who will work with UNHCR via web/teleconference in case PSP deems necessary the agencies will be informed on time.

The **Financial offers** will use the following percentage distribution: **30%** from the total score.

The maximum number of points (30 points) will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price, e.g.,  $[\text{total Price Component}] \times [\text{THB lowest}] \setminus [\text{THB other}] = \text{points for other supplier's Price Component}$ .

## 2.6 SUBMISSION OF BID:

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following URL:

<http://etenderbox.unhcr.org>

In order to use eTenderBox, registration on the website is required. This registration is exclusively for eTenderBox and does not replace any other registration with UNHCR.

A supplier should have only one registered email account in the system. The supplier must use only that eTenderBox account for managing its offers to UNHCR.

In case the password is forgotten that account cannot be used anymore, and new registration is required. The eTenderBox Registration Guide and Use Manual are available at the above URL and provided as annexes to this RFP.

**IMPORTANT:**

The technical and financial offers shall be clearly separated by uploading them to the appropriate category in the system. Failure to do so may result in disqualification.

Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be uploaded. The maximum size limit per file is 10MB.

Uploaded files can be amended by the Supplier while the tender is open. The selected files for upload are submitted when the 'Save & Submit' button is clicked on. Therefore, this button must be clicked before the deadline expires. If done so, the selected files will be submitted and uploaded successfully even if the deadline expires during the file upload. It is the Supplier's responsibility to ensure that all files of the final offer are submitted by the tender expiration deadline.

Once the deadline for submission is expired, the bid will be automatically closed after which the uploaded files can be reviewed but options for additional upload and deletion of previously uploaded files are not available anymore. To ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.

**CLOSING DATE AND TIME: 15 December – 23:59 GMT + 7 hrs. (Bangkok time zone)**

**IMPORTANT:**

Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is supplier's responsibility to verify that documents and correspondence have been submitted properly before the deadline.

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

**2.7 BID ACCEPTANCE:**

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

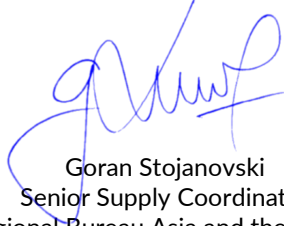
**2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS**

Any Purchase Order (PO) issued because of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

**2.9 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES**

Please note that the General Conditions of Contracts for Provision of Services will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.

Yours faithfully,



Goran Stojanovski  
Senior Supply Coordinator  
Regional Bureau Asia and the Pacific  
United Nations High Commissioner for Refugees (UNHCR)