

**UNHCR**United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés

---

DATE: 21/11/2022

REQUEST FOR QUOTATION: RFQ/23/055/RBAP/PSP

FOR THE SUPPLY OF

Provision of digital media services in Thailand

QUOTATION TO BE RECEIVED BY: 28/11/2023 23:59 WIB time

---

The Office of the United Nations High Commissioner for Refugees (UNHCR), established on December 14, 1950 by the United Nations General Assembly<sup>1</sup>, requests your price quotation for the following [Digital Media Services] specified in this Request for Quotation (RFQ).

#### 1. Requirements

The purpose of the present RFQ is to select a digital agency/ (ies) to support UNHCR Thailand in developing and managing digital acquisition programs to recruit quality donors through various innovative channels or drivers, with a specific focus on donor acquisition, in order to:

- Increase online donations, both one-off and regular.
- Improve donor loyalty and long-time value;

The agency/ (ies) goal is to develop, implement, execute, test and optimize the most effective strategy/ (ies), in order to achieve the greatest possible impact for a given fundraising budget. PSP Thailand expects from the agency to maximize ROI.

**The project duration is for 01 – 31 December to complete testing for Digital Media Services**

PSP Thailand would like to identify qualified companies based on the following set of services: media buying, implementation, management, and reporting.

The evaluation will be carried out separately on the technical and financial level. Please make sure that all requirements are included in your proposal.

**Find attached in Annex A additional information about the services required (TOR).**

Please fill in and sign with company stamp the Financial Quotation (Annex C) for your price proposal. Your financial proposal must be all-inclusive, meaning that no further cost will be absorbed by UNHCR in case of selection.

UNHCR is exempted from all direct taxes, with this regards the price must be given without any local taxes. Please use a single currency (THB) to provide your quotation.

UNHCR shall pay the Supplier(s) within thirty (30) days after satisfied completion of deliverable. Payment shall be made against invoice and based on the quotation submitted by the Supplier(s).

---

<sup>1</sup> For further information on UNHCR, please see <http://www.unhcr.org>

## 2. RFQ Submission

For any questions regarding the requirements, and for the submission of your proposal, please contact both:

- Suchada Bhukittikul, [bhukittikul@unhcr.org](mailto:bhukittikul@unhcr.org)
- Rachel Bagnall, [bagnall@unhcr.org](mailto:bagnall@unhcr.org)

The deadline to receive your quotation is: **28<sup>th</sup> November 2023, 23:59 (Western Indonesian Time)**.

Please read carefully eTender Registration Guide (Annex G) and eTender Supplier User Manual (Annex H). All bids are required to be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following hyperlink:

<https://etenderbox.unhcr.org>

If your company is not already registered with UNHCR, please complete, sign, company stamp, and submit the Vendor Registration Form (Annex F).

Please indicate your acknowledgement of the UNHCR General Conditions of Contracts for the Provision of Services (Annex D) by signing and company stamping the document.

Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (Annex E) by signing and company stamping the document.

Thank you for your kind attention.

Ling Yun  
Assistant Supply Officer  
UNHCR Regional Bureau for Asia and the Pacific