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Date: 06 November 2015

**Clarification Note # 1**

**Request For Quotation (RFQ) No. PR 387836 - Digital promotion of the website [www.reforms.in.ua](http://www.reforms.in.ua) and Facebook page <https://www.facebook.com/NRC.ua>**

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In accordance with issued RFQ No. PR 387836 - Digital promotion of the website [www.reforms.in.ua](http://www.reforms.in.ua) and Facebook page <https://www.facebook.com/NRC.ua>, the OSCE would like to provide the following clarifications to the RFQ Documents:

**Question 1:** What is your target audience?

**Answer 1:** Men/Women, 21 + relevant field of occupation (business and state institutions, public works, etc.);  
Men/Women 21 - 40 with proactive life position, who is active in social media;  
Experts & opinion leaders (including civic activists and volunteers);  
International community (diplomats and Ukrainians abroad) Businessmen (local and international): CEO + office workers

**Question 2:** What will be the language in which the content to be promoted, i.e. English/ Ukrainian?

**Answer 2:** We are planning to have both, but majority will be in Ukrainian language.

**Question 3:** Do we need to create the contents like Video, Postors by our own. Or will you provide it?

**Answer 3:** All visual files will be provided by our partner.

**Question 4:** We are located abroad. Can we work from here or do you need our physical presence in Ukraine?

**Answer 4:** Considering that the first month will be dedicated to the elaboration and discussion of the strategy with the successful company the prompt cooperation and quick reaction on constant basis will be required and active office in Ukraine will be an asset.

Sincerely,

Olga Jukova,  
Chief of Fund Administration,  
OSCE Project Coordinator in Ukraine

