
Date: 27 April 2016

Clarification Note # 1

Request For Quotation (RFQ) No. PR 411983 - Reforms Awareness Media Campaign

In accordance with issued RFQ No. PR 411983 – Reforms Awareness Media Campaign, the OSCE would like to provide the following clarifications to the RFQ Documents:

Question 1: Draft strategy (in free format, e.g. in Power Point Presentation) for SMM promotion of 30 posts per month for Facebook page with indicating the coverage of the audience. Do you mean a media plan for the posts or content strategy?

Answer 1: In this requirement we want a bidder to offer us a strategy for promotion of posts, in which mainly they would share their vision on the following points:

- analysis of the possible audience of the Facebook page and ideas on how it is better to reach with the posts;
- what kind of posts it is better to promote in order to draw people's attention to them;
- in what ways to do posts promotion to get as much views of a post and subsequently as much new Facebook page subscribers as possible (e.g. through boosting of posts, contextual advertising or seeding of information in other groups or on other pages).

The main aim of posts promotion is to make the post visible to a greater audience, and thus, to get more subscribers to the Facebook page. So in this strategy for posts promotion, we would like to see how the bidder offers to reach this aim.

Question 2: Please, clarify whether we can submit Quotation for the partially provided services. There is no PR unit and some services can be provided only by involving another company?

Answer 2: The Quotation shall provide services including all components required. The Quotation can be submitted by the bidder individually or it can be provided by joint venture or consortium of companies.

Question 3: What is the mission of the project?

Answer 3: As was described in the TOR – to support dialogue on reforms.

Question 4: For what purpose do you want to develop Social (coverage, engagement, etc.)? On what base did you decide to post 30 posts monthly? Can we recommend another quantity?

Answer 4: As one of the instruments to reach the project aim and to keep Ukrainian publics informed and updated on the reforms progress social media was chosen. This number of posts was determined as an optimal quantity. You are welcome to propose other strategy, and if you do, please provide justification why you consider it is more relevant.

Question 5: With what frequency new articles appear on site?

Answer 5: Upon availability of appropriate information. You can easily monitor it on the website.

Question 6: Who communicates with the agency on the base of all the reforms - whether it going to be one person or we can communicate with all the 18 project managers who are responsible for different reforms?

Answer 6: According to the tasks in TOR some issues will be communicated through one person from counterpart, but for example, when it comes to task 4, account manager from the agency sometimes will need to interact with all 18 managers.

Question 7: Who does guarantee reliability of the reforms percentage implementation that is seen on the site?

Answer 7: Website reforms.in.ua is an official website of National Reforms Council. Information is constantly updated. Information in social media is supposed to go in line with the website.

Question 8: Are there some taboos in communication from the name of the project which we should consider?

Answer 8: No taboos at this stage. Common sense is expected to be followed. You can monitor history pages/website to find out more.

Question 9: On what language should be written our proposal (SEO presentation, SMM presentation, etc.)?

Answer 9: The Quotation shall be prepared in English language. Presentations might be considered both in Ukrainian and English. Proposition on the below activities should be provided in the following languages:

- Draft posts for a week in FB (Ukrainian)
- Draft posts for a week in Twitter (English)
- Draft newsletter email with text in Ukrainian and English responsive to the theme of reforms awareness campaign.

Sincerely,

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

