

Clarification Note to RFQ SER 31 2022 Service provider for development of feature (non-animated) video spots, social media campaign content, as well as development of concept, content and general design requirements for banners, brochures and posters to support the Ministry of Interior in implementing one national campaign aimed at legalizing firearms in illegal possession

Q1: Is it our task to send quotation only – financial offer as per Request for Quotation RFQ/SER/31/2022, or we should prepare campaign with the creative proposals?

R1: As stated in point 7 of Annex B (Terms of Reference) when submitting the offer the description of the approach and work plan to developing creative concept for feature videos and printed promo items, developing main messages of the public awareness campaign (up to two pages) should also be provided.

Q2: Financial offer (media buying offer) – should we prepare cost for media buying also (for TV national stations and internet portals/social media)? I am referring to this part of financial template: Design and production of three 30-seconds long promotional feature (non-animated) video spots, with a development of a plan for feature video spots broadcasting on national TV stations and plan for their placement on media internet portals, as per attached Annex B- ToR?

R2: Media buying cost should not be included in the financial offer.

Q3: Financial offer (Community management of social media) – should we prepare cost for Community Management also? I am referring to this part of financial template - Development of a social media content as well as the detailed monthly plan of the campaign for social media, draft and share social media posts

R3: Community Manager costs should not be included in the financial offer.

Q4: Can you please clarify this, is it clear versions of produced video or something else? Clear the material containing the OSCE Mission to Serbia's logo with the Mission's PCRS and co-ordinate the production of the content of public awareness campaigns. This will be done in close co-operation with the Project manager/Mission's contact points and PSRS/CU, by including them early, in the planning stages of public awareness/visibility campaigns;

R4: This part refers to the final production of videos (and other materials) by the selected bidder so the visibility guidelines would need to be followed in that stage of production.

Q5: Should agency deliver design of promo material or OSCE has its own designers, and our job will be adaptations? I am not sure what this part form document means: The selected service provider will work in close cooperation with OSCE Mission to Serbia's providers for design and printing services when is dealing with development of content and requirements for banners, brochures and posters.

R5: OSCE has its own designers so the selected agency will need to cooperate closely with them in the process of development of promo materials.

Q6: Production – do you have any reference video regarding level of complexity for featured videos, since there can be big difference in production costs, depending the level of complexity - three 30-seconds long promotional feature (non-animated) video spots

R6: OSCE Mission to Serbia cannot provide you with the example/reference video since that could influence the description of the approach and work plan to developing creative concept for feature videos and printed promo items, developing main messages of the public awareness campaign i.e. the selection process.

Q7: Create a visual identity of the campaign (including, but not limited to creating logo, campaign message and slogan(s) that are going to be used in the campaign, as well as general design requirements for appropriate accompanying high quality visual content (such as photos, infographics, illustrations, memes, visual quotes, data visualizations, gifs, and gamification) that informs, inspires, and moves target audience(s) to positive (re)action; - Should our financial offer contain just visual identity of the campaign, or should we include other elements stated in the text above (production costs of photos (and talent rights), infographics, illustrations etc.)?

R7: The financial offer should include all the elements stated above.

Q8: Develop a social media content as well as the detailed monthly plan of the campaign for social media (included but not limited to Facebook, Twitter, Instagram); - What is quantity of social media content? Is it content for 1 month or more?

R8: The social media content should cover the entire duration of the legalization campaign (three to four months).

Q9: Is there any relevant research available through Working Group on defined topic that you could share with all participants in order to define the most effective creative concept? Among other relevant findings, it is necessary to know more details about target audience(s).

R9: The OSCE Mission to Serbia cannot provide you with such research since that could influence selection process.

Q10: Is there any input regarding total budget for this Project, as production cost of 30-seconds long promotional feature video spots can vary dramatically? The same refers to media planning, if this service is included in the Project. This is important topic if we know that criteria for Financial Evaluation will be the least cost bid.

R10: The OSCE Mission to Serbia cannot provide you with the information about the total budget available for this Project or the budget available for the campaign itself since that could influence your suggested quotation i.e. selection process.

Media plan is included in this Terms of Reference, but not the costs for media buying.

Q11: Could you please confirm if task stated in the quotation - Design and production of three 30-seconds long promotional feature (non-animated) video spots, with a development of a plan for feature video spots broadcasting on national TV stations and plan for their placement on media internet portals, as per attached Annex B- ToR – includes both production of video spots and media strategy + media plan? If yes, could we receive more precise information on desired beginning of the media campaign and its duration, as well as other relevant inputs? It is clear that the campaign itself with all activities conducted by MoI lasts usually several months and that is expected the new legalization campaign can be announced in mid-2023. Still, for the purpose of effective media planning having in mind all factors that may influence the outputs of media campaign, it is important to have additional inputs in order to prepare relevant proposal that inter alia can be comparable among all service providers.

R11: Yes, it includes both production of video spots and media strategy + media plan. The exact time of the beginning of the media campaign is still unknown and uncertain (expected to be announced by the Minister of Interior for mid-2023), but the usual duration of such campaigns is three to four months. As stated above, media buying costs should not be included in your quotation.

Q12: As for Services under description 5 - Development of a social media content as well as the detailed monthly plan of the campaign for social media, draft and share social media posts, as per attached Annex B – ToR – should we include media plan for promotion of stated content?

R12: Detailed monthly plan of the campaign for social media should be included, but media buying costs, as well as paid promotion for social media, should not be included in the financial offer i.e. quotation.

Q13: As stated in ToR document - The selected service provider will work in close cooperation with OSCE Mission to Serbia's providers for design and printing services when is dealing with development of content and requirements for banners, brochures and posters. – could you please confirm if our financial offer should include printing services, and if yes, is there any input regarding print run per requested items?

R13: The submitted financial offer should not include printing services costs.

Q14: In line with stated input – All Project-related public information materials and messaging for print, audio, video, social media, will be developed and used in line with the OSCE Visual Identity Manual, OSCE Style Manual, the Mission's Multimedia guidelines, the Mission's IOM on publications and will be cleared by the OSCE Mission to Serbia's PCRS/CU. All afore mentioned documents will be provided to the service provider upon the contract signature – what is your recommendation in terms of preparation of concrete proposals of creative solutions if bidders do not have mentioned manuals? It is clear that all design and content ideas shall be agreed upon with the MoI prior to their full development, execution and finalization. Still, we would like to know what the stakeholders' expectations on this matter during the tender process are before Contract signing with chosen service provider.

R14: All above stated visibility guidelines and manuals should be followed in the process of final production of videos (and other materials) by the selected bidder and not in this stage of tender process.

Q15: Is this open call or you invited certain number of companies?

R15: The OSCE Mission to Serbia has directly invited certain number of companies, but all interested potential bidders are invited to request RFQ documentation via OSCE website or by contacting designated procurement assistant in writing to its e-mail.

Q16: Please, could you provide us clarification regarding the statement in ToR, section 6. – Minimum general and Qualification requirements established for the service provider: Must present a list of its clients for the past 3 years with references and contact details;

Does this requirement responds to the ToR, section 7. - Submissions: Enclose at least three references with names and contact details: addresses and telephone numbers to prove experience in previous organizing/conducting public awareness campaigns in Serbia, preferably on issues of public concerns (provide this information within Vendor Registration Form – Annex A);

R16: Yes, the quoted requirement corresponds to cited part of section 7 of the ToR.

Q17: From RFQ paper, in the form for submission of quotation, item No.1 – Creation of visual identity of the campaign, as per attached Annex B – ToR – at this phase, we are only submitting description of it as per Article 7. (Submission)?

R17: In the document “REQUEST FOR QUOTATION RFQ/SER/31/2022” all the requested quotation/prices must be filled and submitted using the form included in the mentioned document.

Annex B – Terms of Reference document (7. Submission) includes the list of all supporting documentation (besides the mentioned description) that also must be submitted.

Q18: Item No.2 form quotation form – considering 3 video spots – do we have to provide media plan for their placement? If this is the task, what would be the timing and is there any approximate budget?

R18: The document “REQUEST FOR QUOTATION RFQ/SER/31/2022” serves only for submitting quotations/prices for each of the stated items using the form included in the mentioned document.

Annex B – Terms of Reference document (7. Submission) includes the list of all supporting documentation that also must be submitted in this stage.

Media plan should be included in this Terms of Reference, but not the costs for media buying.

The exact time of the beginning of the media campaign is still unknown and uncertain (expected to be announced by the Minister of Interior for mid-2023), but the usual duration of such campaigns is three to four months.

The OSCE Mission to Serbia cannot provide you with the information about the approximate budget available for the campaign since that could influence your suggested quotation i.e. selection process.

Q19: In regards to the Article 7, and task for the Agency that we should provide the description and work plan to developing concept, how detailed we should do it? Do we have to include detailed scenario of all 3 videos/TVCs, and details of the print and other materials, or it is good enough to provide only description of the main idea and concept and plan how it is going to be applied?

R19: As stated in Terms of Reference document (7. Submission), in this phase the “description of the approach and work plan to developing creative concept for feature videos and printed promo items, developing main messages of the public awareness campaign (up to two pages)” should be provided.

Q20: Is it expected to send proposals of slogans for the campaign in this phase?

R20: As stated in Terms of Reference document (7. Submission), in this phase the “description of the approach and work plan to developing creative concept for feature videos and printed promo items, developing main messages of the public awareness campaign (up to two pages)” should be provided.

Q21: What information additionally should work plan consist of, having in mind that timeline framework and deliverables have already been placed?

R21: As per Annex B – Terms of Reference document (7. Submissions), the bidder should provide “the description of the approach and work plan to developing creative concept for feature videos and printed promo items, developing main messages of the public awareness campaign (up to two pages).

Q22: Item number 2 in the budget – you need precise production cost estimation for those videos?

R22: For all stated items in the REQUEST FOR QUOTATION RFQ/SER/31/2022 document, the bidders should provide precise costs estimations using the form provided in the mentioned document.

Q23: Does scope of work implies media buying on various channels (TV, online, social media)?

R23: No, media buying costs should not be included in your financial offer.

Q24: Item number 5 in the budget – what period this item refers on, and what is the scope (number of posts/creatives)?

R24: The exact time of the beginning of the media campaign is still unknown and uncertain (expected to be announced by the Minister of Interior for mid-2023), but the usual duration of such campaigns is three to four months.