

Questions and Answers

1. Regarding the creative concept, should we work under the #Superdads #EarlyMomentsMatter #EatPlayLove platform which is a creative direction already? Should we use these # in our proposals?

Answer: The applicants could choose wheatear to propose a new creative concept or use/ adapt UNICEF's global communication initiatives on ECD such as "Early Moments Matter". Please have in mind that this creative and messages are aimed at raising awareness on the importance of ECD while Bulgaria Country Office has the objective to raise funds for its program on early childhood development. There is no need to use # in the proposals.

2. Regarding fundraising for ECD, what is the core CTA? Is it more general, e.g. support ECD or specific, e.g. your money goes for The Visiting Nurses Program, or families in poor neighbourhoods, or special needs kids etc.?

Answer: The call to action should be specific and should follow the model issue-action-impact. UNICEF is raising funds in support of the home visiting service for expectant parents and families with young children in the regions of Sliven and Shumen until early 2019 (when the Ministry of Health is expected to provide funding and roll out the home visiting service to all regions of the country);

3. V/4 You've specified that there'll be 30 videos for social media rotation. Are these ready or should we adapt existing ones with a fundraising message/propose an entirely new idea and produce them?

Answer: It is specified in the ToR that the consultancy will cover the following services: development of 30' sec. video(s) for digital media with fundraising appeal, visual content and posting plan, Facebook, Twitter and Youtube covers, Facebook ads (1200x628);

4. Regarding Adwords, should we propose an estimate/strategy for the campaign and tools, since the campaign will be implemented by a third party?

Answer: Yes. The strategy should be included in the proposal.

5. Will there be TVC for the campaign? In the invitation letter there is a mention of a storyboard for such a TV spot. If there is a TVC, are we expected to propose an idea for it and estimate production?

Answer: No. We have not planned a TVC campaign. In the specific tasks and deliverables, it is specified production of video for social media.

6. Is there a media agency that will negotiate the partnerships with the digital channels of major TV stations?

Answer: We do not have contract with a separate media agency. Media planning and negotiations of partnerships should be included in the proposal. We expect pro bono support for PR materials and coverage.

7. Are we expected to manage your social media channels during the campaign? Should we prepare an actual posting plan or just a social media strategy? Since you have a LinkedIn channel, should we include it in the channel mix?

Answer: The contractor should include a social media strategy in the technical proposal. The selected agency should prepare a posting plan for Facebook at later stage. The social media content is managed/uploaded in-house. Applicants should feel free to include in the mix all social media platform where UNICEF Bulgaria has a profile/page.

8. It would be very helpful for us if you decide on the main communication goal of the campaign — general awareness on the importance of ECD or awareness about the fundraising activity, which will presumably lead to general awareness on the problem?

Answer: The communication campaign should integrate awareness raising and fundraising efforts. Therefore, both communication objectives are important and should be considered.

9. The same question applies also for section V — 5. Design and implement digital lead generation activity — are we focused here on the fundraising importance or the problem with ECD in general?

Answer: *The lead generation activity should target parents and caregivers through useful information and content. The purpose is to build a list of prospects interested in the topic of ECD. At later stage this group could be asked for donation.*

10. Should we come up with additional social activities or should we drive people to participate in the already developed activities such as assistance, policy advice, training etc.

Answer: *What do you mean by “participate”? We are not asking for participation but for support.*

11. Logo of the campaign - is it mandatory to develop entirely new identity of the campaign, including new logo?

Answer: *No.*

12. Public event/launch of the activity - this should be an exclusive event or open for all?

Answer: *There is no preliminary concept for a launch event to follow.*

13. Can you clarify any budget frames for the campaign?

Answer: *The budget frame of the campaign will be subject to discussion with the selected candidate.*

14. How many participants are invited in the pitch? Do you consider participation fee?

Answer: *There is no participation fee. The bid is public and any company which covers the requirements could participate.*

15. Could you, please, specify the period of the campaign – is it from 16.04 till 31.08, or from May to June, or from May to 31st August? In the first lines of the ToR you’ve mentioned 16.04-31.08 as a period of the campaign; then in point III. as a period of “multi-channel campaign on ECD” May-June 2018 is mentioned; then in point IV.6. as a period of the media campaign May-June is mentioned and, in the end, in point VII. as timeframe stands May - the 31st of August – which is the initial and the end of the campaign?

Answer: *As specified in the ToR, the period of the campaign is May – June 2018.*

The duration of the contract will be April - August 2018.

16. Please, specify if the separate channels (PR, BTL, media, and etc.) has to be implemented in different periods – please, specify for each channel the expected period of communication.

Answer: *Preferably all communication activities should be implemented in May – June. The exact action plan should be proposed by the agency.*

17. Could you, please, specify KPIs regarding the fundraising – what amount would be consider as satisfying as reported total amount of the fundraising campaign in the end of the campaign?

Answer: *The fundraising target of the campaign is 150,000 BGN raised from individual and corporate donors. Details on the financial fundraising target will be provided to the agency following the signing of contract.*

18. Besides the amount we will target to raise, are there any other KPIs to keep in mind as expected results?

Answer: *UNICEF will evaluate the campaign based on the following KPIs:*

- *Overall gross income from the campaign and distribution by channels;*
- *Net income;*
- *Return on investment (at least 3);*
- *Number of new one-off individual donors recruited during the campaign;*
- *Average donation;*
- *Response rate to e-mail/ DM activities;*
- *PPC campaign: CTR, number of conversions, conversion rate and cost per conversion;*
- *Social media campaign: reach, engagement, leads, conversions;*
- *Website/landing page performance metrics;*
- *Number of new contacts gathered through the lead generation activity.*

19. What amount was raised in the previous campaign and for what time of period speaking of communication activities?

Answer: *This financial information could be shared with the selected agency.*

1. In point IV.7. you've mentioned 4 stories and 2 books. Could you, please, specify:

- a. Who are the people who will tell these 4 stories?
- b. When do you plan books to be published and in stores for sale?
- c. Are there any personal stories planned to be part of the books' content?
- d. If yes, who are the people behind those stories?
- e. Which is the publishing house, and can we consider its communication channels as ours as well (having in mind they will be kind of a partner)?
- f. In which book stores you plan to distribute the 2 books and in how many copies they are to be published?
- g. Do you plan to add the income of books' sales as part of the total fundraising amount? If yes, what would be the price of one copy of the book?

Answer:

- a. UNICEF will provide human interest stories to the agency prepared by individual consultant.
- b. The books for parents will be available only electronically for free.
- c. No.

20. In point IV.1. you've mentioned as one of the communication objectives the "change of parents' / caregivers' / adults' attitude towards the significance of the early stimulation, responsive care, nutrition, health and safety"- could you, please specify what is the status as we speak of the respective attitude and what is the desired one, including according to which source of data? In other words, a switch from what kind of attitude to what kind of attitude you will expect the communication to lead to?

Answer: *Please check Annex 1*

21. Are there any ECD campaign ambassadors from Bulgaria so far and if yes – please, share names and reasons to be part of the campaign.

Answer: *There are no ECD campaign ambassadors in Bulgaria. Feel free to propose celebrity endorsers of the campaign.*

22. Can you please describe what are the different methods for donating (fundraising) - by credit card, SMS or other?

Answer: *UNICEF Bulgaria provides a wide range of donation methods to its donors. The mostly used are SMS to short number 1021 – for both one-off SMS donations and subscriptions for monthly donations; online donations (one-off or regular) through credit/debit cards on UNICEF's web-site here: <https://www.unicef.bg/donate>; bank transfers to UNICEF's bank accounts in RaiffeisenBank or Piraeus Bank. Other donation options are described on this link: <https://www.unicef.bg/drugi-optsii-za-darenie>*

23. Can you please confirm if these are the mandatory deliverables for the technical proposal?

Answer: *The technical proposal should include the following elements:*

- *Brief communication concept for achieving objectives listed in the Terms of Reference;*
- *Creative concept (key visuals, key messages, slogan of the campaign, video storyboard, etc.);*
- *Timeline of the project;*
- *Brief Description of the Firm/Company and portfolio. A list of at least three relevant projects in the last five years; Three References from key clients;*
- *CVs of Key Personnel involved in the project.*

24. Can you explain a little bit more about the home visiting services - how do people apply or contact you, how do you choose which parents to visit, etc. Also, it would be really helpful if you share any feedback from any of the participants so far.

Answer: *The home visiting services are currently available for free to all pregnant women and parents/caregivers of young children in the regions of Shumen and Sliven but the support they receive is based on the individual needs. The visiting nurses are actively searching families with young children through home visiting, as well as in partnership with maternity wards, GPs, and municipalities. Parents could also directly contact the Centers for Maternal and Child Health via phone. Many new contacts come via word-of-mouth.*