



United Nations Population Fund
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Questions & Answers

RFP Number UNFPA/EGY/RFP/22/005

Media 360 Surround & Engage Platform Campaign

1. What is the duration of the campaign? It will run in parallel to the broadcasting of T.V. drama episodes that are broadcasted 5 days per week and may go beyond (starting from October 2022)
2. Who should the advertising speak to regarding family planning and what relevant insights do we have about them? (demographic and psychographics) The target groups of the campaign are primarily young people, new couples, women in reproductive age as well as men and boys - especially in Upper Egypt /governorates with indicators lagging behind
3. What is the key message to communicate and focus on? (wish to deliver to customer) UNFPA will provide the selected company with the key messages of the campaign
4. What do we want consumers to think or feel after seeing the advertising, and how do you want them to respond? The media campaign should encourage viewership of the T.V. drama, as well as develop understanding around the key social norms on gender roles, family formation, and family size. We aim to encourage them to interact through the interactive portal that is already developed and will be launched in parallel to the broadcasting of the drama.
5. What is the brand strategy? This is not applicable to the campaign - there is no "brand"
6. What is the reason to believe (functional and/or emotional benefit)? The episodes are based on focus group discussions, and real life stories - the drama is meant to sturr discussions among the public around young people's struggles. The campaign is built around a global social norm change campaign,
7. What is the tone of voice? Not applicable - there are a number of characters



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8. Are there any genuine mandatory or helpful prompts? **Do not understand the question.**
9. What will be the topics of the 20 episodes? **The 20 episodes of the radio show cover the T.V. drama**
10. Will we produce the series? **No, the series is already produced, but you will produce the radio series.**
11. Is there a specific tagline for this campaign or will we create one from scratch based on the above requested info? **You will create one from scratch**
12. Is there an existing TV commercial that we will use in Radio show “20 episodes” or we will produce a new one to be included in our technical proposal? **You will use video and sound bites to create the commercials to disseminate the key messages of the TV drama.**
13. We don't meet some of the required years of experience, but we have done some notable campaign during last years. Should we send you the proposals anyway? **Usually we request at least five years , if 4 and +years we do accept , but if 1 or 2 so NO**
14. We are going to make subcontracts with some of our current partners/suppliers (market leaders in Egypt/personal contacts) which we cooperated before in many campaigns. Should we send you their names/previous works so we weighting our proposals? (They are very good in their field, but more than one). **Yes you can send for the previous contract with the project outline (methodology used, cost of contract ... including the partner's feedback/evaluation/thanks letters ...etc)**
15. We have done two recent contracts before with ILO, and unofficial tasks (subcontracts) with UNICEF. Mentioning that as an experience in our proposal will make a difference. **yes you can mention your rule in the project**
16. Is there any problem, if we have 8 years of operational experience and 2 years' experience with women's empowerment entities? **We can submit or not. Yes you can**
17. If we will do airing and outdoor campaign with another partner? **The designs will be coordinated with another partner**



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18. What do you mean by public area branding in scope of work? **Public area branding includes billboards in main streets for example**

19. Airing and outdoor budget or cost only can be identified based on timing and series length do we need to submit their prices now? **Airing is not your responsibility**