

## Answers of Bidders Questions for RFP / UNFPA/23/006

### 360 Media Surround Campaign

#### Link to Meeting recording

[https://drive.google.com/file/d/1bN2EdahVhu2CQ\\_u1vafoGznOc811wdd/view](https://drive.google.com/file/d/1bN2EdahVhu2CQ_u1vafoGznOc811wdd/view)

Q. We need to know the media budget as this will heavily affect the financial proposal, if you can not tell us an estimate or a bracket, we need to know the reach for the offline (GRP) as well as online (Reach).

A. Estimated budget cannot be identified however the media campaign aims to reach 60,000,000 through digital, print and audio media platforms.

Q. What is the exact duration of the campaign?

A. 6 months

Q. For the PSA, will it be a new production or will it be the material from the drama series.

A. Please submit two scenarios for both options

Q. Please provide us with a summary of the drama series. Main incidents or plot.

A. Berry Leaves is a 45-episode TV drama series about 10 students of an academy of theatre arts. The plot follows the story of a film director who decided to return to Egypt and lead the theatre arts academy from which he graduated. He applies new methods and techniques to a group of students from different backgrounds. The show also follows the personal lives of the students, reflecting on economic, social & cultural issues in Egypt and focusing on UNFPA's related issues including gender-based violence, FGM and gender inequalities.

Q. Do you have a visual identity? Or you want us to provide you with and if you have certain guidelines, please share it with us.

A. UNFPA has a visual identity, but the campaign should be aligned with the visual identity of the series, in coordination with Eagle Films.

Q. Please provide us with the names of the celebrities involved.

A. Asma Galal, Shereif Salama, Khaled Anwar, Salwa Mohamed Aly,

Q. Please provide the governorates for the campaign.

A. Assiut, Qena, Benisuef, Menya, Greater Cairo, Alex, Daqahliyah, Matrouh, Aswan, Luxor, Fayoum, Sohag, Damietta, Behira, Kafr El Sheikh .

Q. Will we do separate Social media platforms (FB & IG) for the campaign or will we capitalize on the UNFPA Egypt's page?

A. UNFPA is open for suggestions, but both options are viable.

Q. What are the channels/ online platforms that the drama series will be aired on?

A. Final Airing plan will be shared with us very soon and will be shared with the awarded bidder

Q. For the radio episodes, do we need to work on the 20 episodes or sampling for it?

A. Sample of two or three episodes for the sake of the bid

Q. Finally, we need to know the actual submission date.

A. 24th June 2023

Q. Please provide the celebrity rights and usage.

A. This is will be coordinated with Eagle Films since the celebrities signed their contract with them. Part of Eagle Films responsibility is to support UNFPA in a number of grass root activities to raise awareness on messages included in the series and provide platforms where involved celebrities can be engaged in a number of outreach activities to change the behavior of the target audience in Egypt.

Q. OOH locations, will it be covering different governorates or Cairo only?

A. All 15 governorates mentioned in point # 6 with a concentration on Upper Egypt Governorates

Regarding the TV series:

Q. Is it already developed or is it still in production?

A. TV Series are already developed

Q. If available we need to access the existing script of the TV episodes.

A. Access will be granted only to the successful bidder after signing a consent for not sharing until the actual airing of the episodes

Q. What is the plot/story? If we can't access the full script, we need to know the main topic of each episode as this will help us in choosing the potential radio channels

A. The plot follows the story of a film director who decided to return to Egypt and lead the theatre arts academy from which he graduated. He applies new methods and techniques to a group of students from different backgrounds. The show also follows the personal lives of the students, reflecting on economic, social & cultural issues in Egypt and focusing on UNFPA's related issues including gender-based violence, FGM and gender inequalities.

Who are the actors/candidates?

Asma Galal, Shereif Salama, Khaled Anwar, Salwa Mohamed Aly

Number of episodes? 42 Episodes

Duration of episodes? 25 minutes

Can you share any clip samples? It was presented during the meeting with all suppliers held on 7<sup>th</sup> June at UNFPA Premises.

Regarding the Radio Episodes:

What is the expected duration of the episode?

It is up to the selected company to decide but ideally it shouldn't be more than 30 minutes

What is the expected duration of the podcast? We didn't request Podcast, if you want to present this as an option, then you will need to advise on the duration

Can you share with us the stakeholders, coordinated from your side, who will be involved in the podcast?

UNFPA didn't request for Podcast. In case it is proposed by the bidder and accepted by UNFPA. The coordination should be done by the successful bidder.

Regarding the social media Package Components:

Are there existing, active pages for the final designs publication or will a creation of a new page be required from our side?

There is UNFPA social media platforms that can be used.

Will the designs also be related to the TV series? Yes

What is the expected sitemap of the website and no. of pages? Website is already developed and structured based on UNFPA guidelines, the successful bidder will be responsible only to update the content of the website during the duration of the media campaign

General:

Do we have a budget ceiling for the project?

Budget estimates cannot be shared however UNFPA is aiming to reach 60,000,000 by the end of the campaign

