



United Nations Population Fund
Asia and Pacific Regional Office
4th Floor United Nations Service
Building, Rajdamnern Nok Avenue,
Bangkok, 10200 Thailand.
E-mail: apro-procurement@unfpa.org
Website: <https://asiapacific.unfpa.org>

**Q&A in response to
REQUEST FOR QUOTATION (RFQ) N° UNFPA/BKK/RFQ/21/006
In regards to: The provision of Strategic Social Media Analytics with a view to Strengthening
Communications and Advocacy Initiatives, Resource Mobilization and Partnerships**

Q1: Whether companies from Outside Thailand (like, from India or Canada) can apply for this?

A1: Yes, this Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to perform to The United Nations Population Fund Asia and Pacific Regional Office (UNFPA APRO).

Q2: Whether we need to come over there for meetings?

A2: No. as indicated the TOR under subject 'Input' that *'Throughout the preparation process, the contractor and the UNFPA Regional Office will engage in periodic meetings, which may be complemented by email exchanges and discussions between the contractor and UNFPA APRO on the scope of the project, clarification of deliverables, etc.'*, the meeting can be done virtually.

Q3: Can we perform the tasks (related to RFP) outside Thailand (like, from India or Canada)?

A3: Yes, the service can be done from anywhere in the world.

Q4: Can we submit the proposals via email?

A4: Yes, please refer to Section V. Instructions for submission that *'Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to Email address for bid submission at apro-procurement@unfpa.org no later than: **Monday 18th October 2021 at 17:00 hours, Bangkok time.**'*

Q5: What is the approximate total budget available?

A5: The estimated budget for this requirement is USD 20,000 - 30,000

Q6: The tender stipulates the requirement for UNFPA to have access to the analytic/audience platforms used by the awarded agency. Does the project budget include license extensions for analytic platforms that may be necessary to accommodate this requirement?

A6: Yes. License extensions for a period of 2 years must be accommodated in the total cost. Indicate the per-year cost, and also if there are package deals or discounts for extended license arrangements.



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Q7: While the project scope and tender is mainly focused on audience intelligence, analytics and recommendations for audience growth, increased engagement and content optimization through quarterly reports and training, it also lists more executional support including: community management, campaigns management, and audience/media targeting optimization. To better determine our resource allocation and budget proposal, how much execution support in those areas does UNFPA envision will be required?

A7: Support in community management and campaign management will be approximately 1 to 3 times a year. Insights on audience / media targeting optimization are ideally to be provided on a quarterly basis.

Q8: The tender and scope does not include any mentions of deliverables in terms of content ideation and production from the awarded agency. Should it be assumed that UNFPA will internally produce all of the social media content that stems from the awarded agency's recommendations for content optimization, increased engagement and audience growth opportunities?

A8: Yes, UNFPA will produce all social media content. The scope of this tender does not include content ideation and production.

Q9: If the bidder is expected to develop content, what criteria do you suggest prospective bidders to use to quantify the number and type of assets to be produced, so that proposals can be comparable?

A9: The bidder is not expected to develop content.

Q10: The provision of reports is often mentioned in the TOR document. We understand that the number of active reports to be provided will be agreed upon in Phase 1, and be produced starting from phase 2. Is it reasonable to assume that reports will be provided quarterly? Does this task also entail a "training on the job" to train UNFPA staff in developing and analyzing reports?

A10: Provision of reports on a quarterly basis is expected and can be further discussed and agreed upon in Phase 1. The task entails training UNFPA staff in understanding reports provided in all their depth, and using this knowledge to further develop and analyze reports as well.

Q11: Could you please clarify the request for "Unlimited Twitter and other social platforms' intersection and affinity reports"? Is the bidder expected to provide UNFPA with tools able to develop unlimited reports?

A11: Yes, it is preferred to be able to generate as many reports as and when required, with no limitation per year.



Q12: Could you provide additional information on the Quotation RFQ No UNFPA:2FBKK:2FRFQ:2F18:2F002 mentioned among Phase 2 deliverables?

A12: The selected company must assign a dedicated Account Manager or team to manage the contracted term with UNFPA. This dedicated person / team will be UNFPA's main point of contact for discussing upcoming campaigns and activities, as well as the required support.

Q13: In the scope summary section, there is mention of "Campaign/s management" and "Audience and media targeting and optimization" but no details of the media targeting requirements elsewhere, especially in the deliverable/output section. Can we confirm:

- Is the focus on this proposal just for social media analytics or also implementing digital marketing campaigns?
- **A13:** The scope of the proposal is primarily to provide social media analytics that UNFPA can use when implementing digital marketing campaigns.
 - If media targeting is in scope,
 - Q13.1: Which markets and channels?
 - **A13.1:** This will depend upon the campaign.
 - Q13.2: Does UNFPA have an agency for developing the digital assets or do they want the vendor to provide?
 - **A13.2:** UNFPA will develop digital assets either in-house or via an agency. The vendor is not expected to design or develop content.
 - Q13.3: What would the objectives of the media targeting campaign(s) be?
 - **A13.3:** The objective/s will differ depending on the campaign.
 - Q13.4: What would the duration be?
 - **A13.4:** The duration of campaign/s will be different.
 - Q13.5: Is there any guidance on media spend budget?
 - **A13.5:** The media spend budget will depend upon each campaign and will not be part of the scope of this tender.

Q14: What would be included in the implementation plan in Phase 2 Output?

A14: Quarterly check-in meetings to discuss ongoing campaigns and social media insights that can help increase UNFPA's engagement on social media platforms. Ad hoc meetings may be requested on rare occasions, if necessary.

Q15: What is the estimate of the number of social media accounts that would need community management?

A15: Three (3) - Facebook, Twitter, Instagram



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Q16: Can you confirm the 22 target countries for this work is as shown in picture below:

A16: Yes, the countries are as specified on our website. However, each campaign will target different countries / a selection of countries, depending on the campaign.