



Communication Actions of the initiative NaturAlbania
Reference: 13B/2020

QUESTIONS & ANSWERS – 25.09.2020

	Questions	Answers
1	<p>Deliverable Web platform to promote agro tourism and local touristic services:</p> <ul style="list-style-type: none"> 1. Who will produce the content of the website (Texts, photos and videos), is there any material that will be given by the Contracting Authority or The Contractor needs to produce everything from scratch? 2. Will it be mandatory that The Contractor presents a mock up of the website in this phase? 3. What exactly means “manage of the website for 24 months”, it refers to technical maintenance, updates with materials given by the Contracting Authority or content management by the Contractor? 4. About the web platform promotion, the request is only web and social media? Do we need to do SEO marketing? 	<ul style="list-style-type: none"> 1. <i>The production of the content of the website must be included in the offer. Part of the materials may be given by the Contracting Authority and/or Contracting Authority's implementing partners.</i> 2. <i>A mock up of the website is not mandatory in this phase.</i> 3. <i>The description “manage of the website for 24 months” refers to technical maintenance, updates and communication materials produced by the Contractor, for 24 months. For the updates, other communication materials may be given by the Contracting Authority.</i> 4. <i>SEO marketing is in this case optional and up to the tenderer.</i>
	<p>Deliverable Brand Campaign: Italian Cooperation and Environment:</p> <ul style="list-style-type: none"> This advertising campaign will be focused mostly as a local campaign? For how long? 24 months? 	<ul style="list-style-type: none"> <i>Media plan is up to the tenderer: local, national or international proposed media will contribute to the quality of the technical proposal that will be evaluated in accordance with the Evaluation Grid included in the tender dossier. The period of the contract is 24 months. Minimum indicators for the media plan are specified in the tender dossier, <u>Folder B, Terms of reference, paragraph 8.2.</u></i>

<p>Advertising Campaign</p> <ul style="list-style-type: none"> • Is there any % of the Advertising share between the National and International media that you would suggest for This Campaign? 	<ul style="list-style-type: none"> • <i>The share percentage between National and International media for this campaign is up to the tenderer.</i>
<p>Deliverable Sectorial analysis seminar with stakeholders:</p> <ul style="list-style-type: none"> • The seminar you referring will be conceived as a 1 day event? Who will be in charge of the third party costs of the event such as renting of premises and equipment, branding, audio and video etc.? 	<ul style="list-style-type: none"> • <i>The number of days expected for the seminar is up to the tenderer. Renting of the premises, branding of the venue, video and audio systems or light lunch or dinner are potential parts of the production. Transportation costs for participants shall not be included. Tenderers may include in the financial offer breakdown a voice to cover the costs for the transportation of X number of speakers.</i>
<p>Deliverable Brand Image:</p> <ul style="list-style-type: none"> • 1. By Brand Image are you referring an ideation and production logo for project of NaturAlbania? • 2. What kind of screensaver are you referring here? Do you mean wallpaper? • 3. What is the content/audience of the Brochures? How many pieces are expected to be produced under this deliverable? (150 pieces?) How many pages will be conceived the brochure? Who will write the content of the brochure? 	<ul style="list-style-type: none"> • <i>1. All information referred to the Brand Image is included in the tender dossier, <u>Folder B, Terms of reference, paragraph 4.11 Description of the assignment.</u></i> • <i>2. In this case wallpaper is not intended as a screensaver. Nevertheless the tenderer is free to include additional materials in the proposal.</i> • <i>3. As an example, content of the 2 brochures may be before-and-after of the initiative, or brand campaign on one side and 10 pilot actions communication campaign on the other side. For a lay out of the brochures generic texts or lorem ipsum texts may be used within the technical proposal. In order to focus on quality of creativity and production, the number of pieces is up to the tenderer and will not influence the evaluation phase. Number of pages or number's range of</i>

	<ul style="list-style-type: none"> • 4. Regarding the videos for the 10 actions: The videos for the 10 actions are to be produced social media ready (under 1 minute) or as a TVC (15-30 seconds)? • 5. In case of PR and media appearance, does the project have Albanian speaking staff that can be present in the media? 	<p><i>pages may be pointed out by the tenderer as part of the technical proposal. Copywriting is also part of the technical proposal.</i></p> <ul style="list-style-type: none"> • 4. <i>All information referred to the Visual campaign to promote the 10 pilot actions is included in the tender dossier, <u>Folder B, Terms of reference, paragraph 4.11 Description of the assignment.</u></i> • 5. <i>Yes, the project has Albanian speaking staff that can appear in the media.</i>
2	<ul style="list-style-type: none"> • 1. In B4 ANNEX III What is meant by "4. Adaptation of the Creative Proposal", adaptation to what? • 2. In you "Mandatory days" how many hours of coverage does your mandatory day cover; 100 days of AICS Tirana Social Media coverage 10 days of TV, print and billboard coverage • 3. Are international NGOs permitted to bid? 	<ul style="list-style-type: none"> • 1. <i>Adaptation must be intended as of the proposed creative concept to the media: print, billboards, web, TV, only to mention some of them.</i> • 2. <i>As a general rule, social media, print and billboards advertising spaces are usually sold per days and not per hours. On TV a news or a single scheduling of a spot will be considered as n.1 day.</i> • 3. <i>In accordance with <u>section 3.a) of ANNEX A2. Instructions to tenderers</u>, participation in this tender procedure is open.</i>