

2nd Set of Q&A

Request For Proposal (RFP) for the
Implementation of a Marketing and
Communication Campaign for the Promotion of
Italian Energy-Efficient Home Appliances in
Lebanon

Prepared by the Lebanese Center for Energy Conservation (LCEC)

February 2024

Beirut, Lebanon

RFP for the implementation of a marketing campaign for the promotion of Italian energy-efficient home appliances in Lebanon

Notes to Bidders

1. This document provides the answers to 9 questions that were sent by interested bidders, following the launching of the RFP for the Implementation of a Marketing and Communication Campaign for the Promotion of Italian Energy-Efficient Home Appliances in Lebanon.
2. This document shall be considered an integral part of the RFP.
3. The deadline to submit proposals is extended till **Friday 9 February 2024 at 3:00 pm.**

Q1. *Would you like to implement an e-commerce shop in the mobile app, where people can buy the items then get the order from the nearest supplier?*

A1. E-commerce shall not be included in the mobile application.

Q2. *Regarding the promotional videos, do you only need the videos, or you would like us to buy spots on TVs in order to promote them?*

A2. The scope of work of the contractor includes the design and production of short promotional videos, with the Ministry of Energy and Water covering the airing of these videos on television.

Q3. *Same for the billboards, do you only need the design or you would like us to rent the billboards also?*

A3. If the bidder chooses marketing via billboards, they are responsible for the design and rental of the billboards. Regarding the Bill of Quantities (BoQ), the pricing for this item shall be based on a per-unit basis.

Q4. *For the rollup banners, brochure, stickers, and coupons we need to know the size, shape, and number of pages.*

A4. The contractor is responsible for the design and execution of the entire marketing material. While the LCEC may contribute ideas during the implementation phase and engage in further discussions, the overall strategy of the marketing material falls under the contractor's purview.

Q5. *In-store branding size, material, and quantities in each store.*

A5. As mentioned in the RFP, the bidder must take into consideration 20 branches of retailers of different sizes and locations. As such, it is recommended that the bidder estimate the average price of in-store branding. The bidder is responsible for specifying the type of in-store branding to be employed.

- Q6. *Design of short promotional videos, we need to know if we will be producing videos in terms of video shooting or LCEC will be providing rushes or the videos will be a sort of infographics.*
- A6. The videos may consist of infographic content, video shooting, or a combination of both; as proposed by the bidder. The LCEC will discuss the content of the videos with the contractor during the implementation stage.*
- Q7. *We will have to produce a TVC that includes storyboard, talent casting, and full production?*
- A7. It is up to the bidder to choose the type of marketing strategy to adopt during the campaign.*
- Q8. *Development of a dynamic web platform and a mobile app pricing can highly differ based on the complexity of both platforms, we need a clear skeleton and site map for both platforms so we can provide a quotation*
- A8. The minimum requirements of the web platforms are mentioned in the RFP pages 10 and 11.*
- Q9. *If you already have a clear budget for TV/radio appearances, TVC spots, social media boosting and SEO so we can work on a clear marketing strategy.*
- A9. The TV spots will be covered by the Ministry of Energy and Water. Social media boosting and SEO shall be included in the budget of this bid.*