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Date: 14 May 2009

Clarification Note # 2

Request for Proposal – RFP UKR/02/2009

**DESIGN, PRODUCTION AND PLACEMENT OF AUDIOVISUAL PRODUCTION WITHIN THE
FRAMEWORK OF THE STATE VOTER REGISTER AWARENESS CAMPAIGN FOR THE OSCE
PROJECT COORDINATOR IN UKRAINE**

Request for Proposal – RFP UKR/03/2009

**PRODUCTION AND DISTRIBUTION OF PRINTED MATERIALS WITHIN THE FRAMEWORK OF THE
STATE VOTER REGISTER AWARENESS CAMPAIGN FOR THE OSCE PROJECT COORDINATOR IN
UKRAINE**

I. In accordance with paragraph 8.2 of the Instructions to Bidders, the OSCE would like to provide the following clarifications to the bidding documents:

Question 1: Should billboards be placed during the whole period of 5 weeks scheduled for placement?

Answer 1: Yes, they should.

Question 2: Should the period of 5 weeks be calculated from July 13 till August 16?

Answer 2: As soon as the bid winner is ready with production stage, the "5 weeks periods" can start.

Question 3: Do you have any definite cities (locations) that should be covered by outdoor advertisements or we could suggest our own approach?

Answer 3: Bidders are to offer their own approach, on condition of homogeneous coverage of all the territory of Ukraine and other conditions, mentioned in ToR.

Question 4: Could the number of 250 items of outdoor advertisements be combination of billboards, city lights, etc?

Answer 4: Yes, it could. Methodology of campaign with the help of outdoor advertising is to be offered by the bidders. This includes defining the breakdown of different advertising carriers (city lights, bill boards etc.).

Question 5: What should be the drawing of the print production for the first time voting youth (stickers, posters, leaflets) - 500 000 items of each type of product or total?

Answer 5: The quantity, mentioned below, is total for stickers, posters, leaflets or other types of printed production, offered by bidders. Please, pay attention that the goal of the campaign is not to print the maximum quantity of printed materials, but to reach the maximum percentage of representatives of target groups.

Question 6: Please, comment on the following point of Bidding Documentation: "Profile(s) of Professional Staff Provided by Your Firm"

Answer 6: While preparing Qualification Form (Section III - B) that is part of the Technical Proposal it is required to provide details on the relevant services carried out by the company in the last three years that best illustrate its qualifications. In particular it is required to put details regarding profile(s) of Professional Staff provided by Your Firm, means short information about professional staff that carried out services: name of the person, education, position in the company, main duties and tasks, etc.