



INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS

Questions and Answers for RFP/17/020

Voter Information Campaign – Egypt

Question 1: Based on the RFP, the Campaign Components dictate that we should cover two types of messages – informational and procedural; given the huge challenge of getting people to go down and vote for the local councils, are we allowed to include any additional recommendations for educational and motivational messages? If yes, can there be a bigger budget allocated for those messages aside from mentioned budget?

Answer: At this point, your proposal should only be focused on informational and procedural messages as mentioned in the RFP. Yet, you can certainly include additional recommendations for motivational messages. Once a bidder is selected and depending on discussions with IFES' counterparts as well as the needs at the time, the vendor may be requested to include motivational messages in the campaign itself. However, the total estimated budget will remain the same as what is mentioned in the RFP. IFES reserves the right to change that estimate at any point.

Question 2: It is mentioned in the RFP document that the budget shall not include any TV or Radio media buying costs; however, the OOH, printed material and newspapers are included. As for the events/on ground activations organization, does it fall under the same budget mentioned or it can have extra budget? Also please specify whether the online media elements covered in the budget – which is equivalent to \$300k according to RFP/17/020.

Answer: Bidders are expected to budget for the cost of producing T.V and Radio Public Service Announcements. Due to the nature of these campaigns, IFES is usually able to secure free of charge airtime through various public and private T.V and radio channels. Bidders are also expected to budget for the full costs of OOH, the production of printed materials, and newspapers etc. As mentioned in the RFP, these costs would include everything up to the delivery of the final product. For example, costs for OOH would include design of billboards, printing, installation, rental, maintenance and removal.

Question 3: As per the listed in the Mechanics of Dissemination, we have 5 mediums of communication; how flexible is it for us to alter these means – to add or remove a medium according to what we see necessary? Please specify the mandatory mediums you insist on using in this campaign.

Answer: At this point, bidders should submit their financial quotes and ideas based on all the mediums mentioned in the RFP. This allows IFES to objectively assess all proposals against each other. Bidders are of course allowed to propose additional mediums for disseminating the messages, but that should be in a separate document (for the ideas and narrative) and a separate table (for the financial quotation). Before executing the campaign, IFES reserves the right, at its own discretion, to select part or all of the mediums (products) as well as any of the quantity brackets listed in the RFP (whether in the Word Document or the excel file).

Question 4: Please define local councils

- a) Who are they?
- b) Where are they centered?
- c) How are they structured?
- d) What are their roles and habits?
- e) What do they think about elections?
- f) Demographic segmentation?
- g) Who can vote?

Answer: Local Councils are elected bodies that are physically located at the different tiers of local administration in Egypt (i.e. at the Governorate level, district level etc...). They are responsible for following up on the development plan, monitoring the executive authority at the respective tier of local administration among other duties and responsibilities. These councils will be elected for four year terms by popular vote and each citizen residing within the constituency of a given council has the right to vote for members of that council. Local elected councils across Egypt have been dissolved since 2011 and new elections are expected to take place sometime in 2017. Please refer to articles 180-183 of the Egyptian Constitution for more details about local councils.

Question 5: Content of messages will be developed by IFES, what exactly is the content? And when shall we get it?

Answer: IFES will provide the selected bidder with the main themes/ideas for the content of messages. For example, IFES may inform the selected bidder to prepare an A4 leaflet that includes voting steps (i.e. the steps that a voter should follow once he/she is at the polling station). IFES will then communicate to the selected bidder what these steps are. The selected bidder will then write up these steps using a unique font and will design the entire leaflet and artwork in line with the overall campaign theme. For T.V PSAs, for instance, IFES may ask the selected bidder to prepare a script that helps voters identify where their polling station is located. IFES will then provide some basic information to help with the script writing, but again, the selected bidder would be expected to write up these ideas, propose a storyboard, and move forward with producing the Ad after receiving IFES' approval.

Question 6: For the OOH, do you have specific sizes? Or shall we propose based on locations available?

Answer: Bidders are expected to propose the sizes that they think would be suitable for the purposes of the campaign.