



Global Expertise. Local Solutions.
Sustainable Democracy.

2011 Crystal Drive
Floor 10
Arlington, VA 22202

Tel: 202.350.6700
Fax: 202.350.6701
www.IFES.org

INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS
Request for Proposal - RFP-20-058
Questions and Answers
July 10, 2020

Q1. What is the expected duration of the song?

IFES Response: Duration of the song should be between 2.30 – 3.00 minutes.

Q2. Is there a prize for winners, monetary or any other form of reward such as producing an album/single? Can sponsors be involved?

IFES Response: We cannot offer monetary awards for the winners. However, we can offer producing a single and maybe album if your budget is realistic and in line with our overall budget for this project. The winners will also be offered to perform at the “Tune Up to Vote” TV show which will allow them to play in front of a large audience on TV in Myanmar.

Your proposal can include production cost for three videos for winning songs, but make the videos optional, please. Be reasonable when planning the costs of the video and include basic information about the overall production. The video production will depend on the final timeline and the budget. This will be discussed in more detail with the selected vendor.

You can suggest sponsors, as long as they do not draw away the attention from the event, or that people who are participating in the voting are not charged any fees for participating. Also, we need to make sure that the sponsorship would be in line with our procurement regulations.

Q3. Are you open to tie in with the popular music app JOOX, and/or with Telcoms to include in the public voting counts? For Example: With the JOOX app, we can tally the number of streams during the voting period. SMS votes can be sent through Telecom?

IFES Response: In general, we are open to any approach that will increase the visibility of the song contest and the number of people participating in the contest. The overall goal of the song contest is to increase awareness among young people about the election in November. It is important that people who are participating in the voting in the contest are not charged any fees by Joox, a telecom company or any third party. It is suggested to make this an optional approach in the proposal and propose voting on Facebook as well.

Q4. Timeline: We would like to have more information about election timelines (E.g. announcement of registration dates, deadlines etc.) in order to strategically plan our campaign and promotional activities?

IFES Response: Our main goal is to raise awareness about the election among young people. We also need to look at what is realistic with the current timeline. The social media campaign should include some messaging and the daily Facebook show should feature some content about the voter list for some time in late August. Should a vendor decide to submit a timeline with tentative dates adjustments will be made after the selection process.

Q5. Is there a set budget for the production?

IFES Response: Please provide a proposal and budget that you feel will lead to the best possible result. If there are certain activities or ideas that you believe would be great, but would be linked to a disproportional higher budget, you can provide in the proposal one or two options with a more moderate and a more expensive version from which we could choose from. Make sure to clearly indicate the option in the proposal and the budget.

Q6. We would like to know is there a possibility to clear on certain subcontractors? Do we need to subcontract the influencers and potentially other media outlets for the full scope of work?

IFES Response: We prefer a one-stop solution from your side. You can bring more companies into this proposal if needed as long as you or company is taking the lead and oversees and coordinates all aspects of the project. Please make sure you indicate this in the proposal and in the budget. We want to raise awareness and get the attention of as many people as possible. The project scope is very broad so if you need to get additional expertise onboard please identify that clearly in your proposal and budget.

Q7. Kindly clarify us the request in terms of creative: to which extent does this proposal need to include a creative idea?

IFES Response: The main goal of the song contest is to raise awareness about the election among young people. We expect the company to come up with a creative concept to reach that goal. We expect creativity in terms of the overall concept and in all PR activities. The daily Facebook show is important and certainly is one area for a lot of creativity.

In terms of the song production we expect your company to work with a local producer in Myanmar who will focus on the quality of the final songs.

Q8. How would you define your target audience? What is their age, demographic and location? Is this something we would need to suggest?

IFES Response: The target audience is young people across the country. Male/female. First time voters, 18 to 25 years old is the core target audience age. Ideally, we can create a contest that will get the attention from rural and urban areas in Myanmar.

Q9. The RFP mentions the option for vendors to produce final three songs. Is this different from the scope of work listed as “the contractor shall create three songs to go viral in Myanmar and inspire young people to participate in elections?” If so, how is it different?

IFES Response: We wish to have three winners and, therefore, three songs should be produced in the end. We would prefer if a vendor handles the song production of the final winners as well as the ten finalists, which will be picked by a jury. The ten songs should only get a basic “digital makeover” by a sound

engineer (and not a producer) so that they are all in similar sound quality before they will be submitted for the final round.

Q10. Under Scope of Work, Step 4, it is planned to use a game-based learning platform to engage with audiences. Would IFES also be willing to consider in-stream gamification activities?

IFES Response: Yes, as long as people are not charged any fee for participating, we welcome suggestions. The Facebook show is very important and the objective of this activity is to attract a large daily audience. Be creative about the content and the guests. Should you be able to offer different options, please indicate this in the proposal, and also in the budget. Also, the jury should be included in social media activities and probably be a guest on the Facebook show at least once. For the concept and the budget, make us understand what you want to do and what you budget for.

Q11. What metrics will you be using to measure the success of the campaign?

IFES Response: You are welcome to propose metrics based on your expertise. We would like to have as many people as possible be involved in the voting of the election song, number of streams or views of the songs, daily viewers of the Facebook show, etc.

Q12. How much can we leverage the other resources, pages and campaigns by IFES for 2020?

IFES Response: We welcome any cross-promotion efforts and ideas from your side. We plan to operate a dedicated Facebook page for the election show and the “Tune Up to Vote” TV show. We will consider any suggestions you believe would be beneficial and realistic in reaching more first-time youth voters.

Q13. For Step 8, could you please expand on what you mean by powerful ceremony?

IFES Response: Please propose an idea based on your expertise and experience working in Myanmar. The main goal is to create a ceremony that will interest and reach many young people. Should you have more than one idea, please feel free to provide several options in the proposal and indicate the different options in the budget as well should there be different costs. Please note that your options might be limited to a virtual event due to Covid-19.

Q14. Can Step 9 be used as an incentive/award for musicians and artists to submit their songs?

IFES Response: Yes. We can offer producing a single and maybe an album if the budget is realistic and in line with our overall budget for this project. Realistically, it might be a single/song only. The winners will also be offered to perform at the “Tune Up to Vote” TV show which will allow them to play in front of a large audience on TV in Myanmar (note: The TV show mentioned here is not part of this proposal). You can offer in the proposal the production of three video for the three winners as well. Make the videos optional. Please be reasonable with the costs of the video production and note that timelines of the project may change.

Q15. Shall we use the pricing format shown in the RFP during submission?

IFES Response: Please follow the pricing format as much as you can. Please provide a budget that is as detailed as possible, matches the proposal and is easy to understand. Be detailed and specific where you can. For example, if you just provide a lumpsum for producing three songs with videos it will be difficult

for us to understand your budget. Also, if you have great ideas but some ideas might be pricier, provide us with options to choose from. For example, if you want to hire a celebrity for the ceremony, please indicate that in the proposal and the budget. Or, if you think it is a good idea to include a social media campaign to promote the ceremony, please price that separately so it is clear for us.

Another example would be the song production. We understand that it is hard to provide a budget if we do not have the song yet. You should provide an estimate based on your expertise that a production would take for example around four studio days, which would cost a certain amount plus indicate other costs like producer or sound engineer so the budget provides as clear of a picture.

Q16. Facebook is the main source of information during this campaign, but is IFES interested in including a wider buying scope such as programmatic, YouTube in-stream ads redirecting to FB page?

IFES Response: You can suggest additional marketing activities but please make them optional and clearly indicate this in the budget of the proposal as well.

Q17. Can the voting structure be amended?

IFES Response: If you refer to how the three winners are selected, you are welcome to propose a different process which you think is more effective, efficient and fair, based on your expertise. A voting through Facebook, should be one option as a fall back plan. Also, it is important that people who will participate in the voting of the contest are not charged any service fees by a third-party provider.

Q18. Would IFES be able to share any resources or research done in 2019-2020 on the general election?

IFES Response: When the selection process is completed, IFES will share helpful information and research findings, but will not pay for additional surveys or focus groups.

Q19. What is expected for the RFP in addition to the timeline, experiences and budget? Do creative aspects need to be highlighted? What is the preferred format for the proposal?

IFES Response: A selected vendor will be responsible for the organization of the entire song contest. Activities and ideas need to be explained in the proposal as detailed as possible. The budget items need to match the proposal. Please be as detailed and specific as possible. You can provide a PDF or PowerPoint for the concept of your proposal.

Please refer to page 4 of the RFP the section entitled PROCESS. There are 10 steps which outline the process. Each step includes a description of the step and below a “contractor activities include” section with bullet points. Those “contractor activities” should help you to design the proposal. Please submit a proposal that covers all steps and all activities. Based on your expertise and experience you can propose additional activities or change some parts of the process if you think it would make the whole concept better. If you make changes, please explain. The contest should draw a lot of attention and make people follow it over the whole period. We want many daily viewers of the Facebook show. You can be very creative where you think it is suitable. If you have in a few cases more than one idea, please include options for us to pick from and clearly indicate this in the budget as well.

Always keep in mind our goal. We want to raise awareness about the upcoming election. The contest and the utilization of the songs need to reflect that. The contest needs to be fair and fun for people who submit and people who follow the contest and participate in the voting. Finally, the jury should have fun and be engaged as well.

Q20. When is the project expected to start?

IFES Response: For your proposal, please estimate that planning would start in late July and hope to have the contest start in August. We would like to see the project conclude in mid/late October. The exact timeline depends on the vendor, but planning should take a month and the initial period for people to submit the songs should be anywhere from two to three weeks.

Q21. What is the estimated budget?

IFES Response: Please budget accordingly for the entire scope of work. We want to reach as many young people as possible, so propose good ideas based on your experience, expertise and budget accordingly.

End of Questions and Answers