

“REQUEST FOR PROPOSAL: Campaign Support to Accelerate progress on Girls’ and Women’s Nutrition”

Questions and Answers

July 19, 2022

Q1: Will the Project Director give final approval of the campaign name, or will the name need to be reviewed by other executive stakeholders for final approval?

FHIS response: It will need consultation with stakeholders, but PD will have final approval.

Q2: Is creation of a logo included in this scope of work?

FHIS response: Yes.

Q3: Can you describe further what stakeholder and formative research has been done to date?

FHIS response: We’ve conducted preliminary consultations with key partners to support the development of our women’s nutrition framing and definition

Q4: Do you have any new research activities in mind to complement this research i.e. surveys, focus groups, etc.?

FHIS response: We are currently conducting outreach to better understand the perceptions of target donors and government stakeholders at the country level – this formative research will be completed to support the kick-off of the communications work.

Q5: Do you have any preference or technical requirements in terms of CMS (i.e., WordPress vs. other CMS) or Hosting?

FHIS response: We do not have a preference, please specify the platform in your proposal and budget.

Q6: Can you share any additional details on the content you envision being on the website? Is that content written yet?

FHIS response: Web copy will be largely written by us but we would like editing support and support on straplines/ some content. We are looking for agency support on sourcing images.

Q7: Will the agency have any responsibility for creating content for the website or campaign?

FHIS response: Yes.

Q8: For translation, should we assume, you will provide translations to us to implement on the website?

FHIS response: Please state if you have translation capabilities and cost associated. It is not a prerequisite.

Q9: What translation support would you need for us to scope for beyond the technical implementation?

FHIS response: An idea of cost per word for translation and to mention if you have translation capabilities. It’s important that the campaign names resonate in English predominately.

Q10: What social media platforms do you envision supporting in the toolkit?

FHIS response: Twitter and LinkedIn are the main platforms, but our partners may use others.

Q11: What is driving your December 31st project end date? Is there any flexibility with this timeline?

FHIS response: We intend to have the Action Agenda and communications assets ready by this date.

Q12: Can you please describe who will be included in the working team for this project on the FHI Solutions side?

FHIS response: The core team for the project, including the Project Director, Project Manager, and Communications consultant

Q13: What is your total budget for this project?

FHIS response: We have budgeted up to \$130,000 for brand communications activity. This is a competition selection based on the best offer value.

Q14: A digital ad campaign was not noted in the deliverables previously beyond just providing the social media assets. Do you need us to develop a proposed budget for ad spend and run the ads and report results?

FHIS response: We are open to other communications approaches, such as digital adds, if the purpose and execution of the approach can be articulated in the pitch.

Q15: Are there specific platforms you are interested in digital ads i.e. Facebook, Twitter, etc.?

FHIS response: Twitter and LinkedIn are the main platforms, but our partners may use others.

Q16: You mention existing formative research and stakeholder analysis, and the possibility of doing more ourselves. Does this already include research from your primary donor audiences, or could FHI Solutions provide access to donor participants to conduct this primary audience analysis?

FHIS response: This does include consultation with primary donor audiences. FHIS could provide access to these audiences for the vendor to conduct any additional consultations.

Q17: Would we also be able to prototype test (once draft messages, identity, website interactive prototype is created) with a representative group from your donor primary audience?

FHIS response: Potentially. We can message test with the donor for this project and potentially other targets.

Q18: Is FHI Solutions weighting towards agencies based in the Global South and specifically in the countries/region mentioned in the 'country level'?

FHIS response: No.