

Response to questions  
Media Placement RFP - Nigeria  
Posted January 10, 2018

1. Please provide documents on the evidence-informed behavioral drivers of optimal breastfeeding practices which was the basis for the development of the TV and Radio spots.

Ans: Please refer to pg2: The agency is only required to **support the mass media placement** component of the national scale up program – the messages will be developed and produced by Alive and Thrive.

The media placement component will adapt radio and TV spots developed, pretested and aired by A&T for mass media campaigns in Lagos and Kaduna states. The contractor will **ONLY** develop a media plan for 12 additional scale-up states for both radio and TV stations, and **where necessary translate the spots to relevant local language(s) spoken in the states**. All the radio and TV spots that will be adapted were prepared based on evidence- informed behavioral drivers of IYCF practices and specifically optimal breastfeeding practices (documents will be made available to **successfully shortlisted applicants** upon request from A&T).

2. Broadcast pattern i.e. three rounds with each round lasting three months. Does it mean four months make up each round e.g. Jan – Apr '19 (Round 1), May – August '19 (Round 2) & September – December '19 (Round 3).

Ans: You are expected to provide a media plan that will indicate type of messaging, number of spots, frequency, number and type of radio and TV stations in each state. Your plan should also indicate intensity and coverage per state

3. If already defined, please provide specific age and socio-economic classification for both primary and secondary target groups e.g. 16 – 38years SEC BC1C2D. This would enable filter available data (AMPS and MPS Diaries) appropriately to generate the desired audience information. Agency is open to recommending if permissible.

Ans: All Pregnant women and mothers of children under 6 months all secondary audiences across all Socio -Economic Class.

4. In what order of priority are the behaviors for A & T? This would aid proper allocation of spots on the media plan

Ans: Early initiation of Breastfeeding and exclusive breastfeeding – equal importance

5. Agency will require a brief or guide which states A & T's preferred method (if any), scope and objectives, parameters to be addressed, etc. for pretesting of Ibo and Yoruba radio and TV materials.

Ans: A&T is open. Contractor to share approach, strategy and innovations.

## ANTICIPATED DELIVERABLES

6. Better understanding of training requirement for radio and TV stations on campaign and monitoring plans.
7. Please expound expectation(s) about radio partners database.
8. Maxi media Global Limited is a media planning and buying agency hence, does not have the professional capacity to translate materials or conduct a pretest for other language materials. However, we have partners whose forte cover both and can support in managing those processes. Please let us know if the A & T team would welcome subcontracting such functions to enable us to appropriate the related cost.

Ans: To be considered, bidders must provide all the information and materials listed as 1 to 8 under Technical Proposal

9. “Signed contracts with all participating radio stations (if not already in place) ...” Does this imply we should have and submit evidence of subsisting contractual agreements with the radio stations we intend to deploy for the campaign? If so, does same applies to TV stations as well?

Ans: Yes, it applies to all

10. Can we have an idea of length of Radio & TV materials to be deployed for planning purpose?

Ans: 45 seconds TV & radio – It may extend to one minutes for certain language specific.