



Jordan Food Week
Marketing RFP – Q&A
19 September 2017

1. Influencers: how many are needed? Should they be food related?

USAID LENS would like to distinguish between ambassador/s and influencers for Jordan Food Week. An ambassador(s) should be a high-profile and recognizable Jordanian—preferably a well-known chef or works in the food industry—who will agree to make media appearances and promote the importance of buying local foods and highlighting the diversity and quality of Jordanian cuisine. They may also be requested appear on Jordan Food Week marketing materials (for example on social media posts and billboards) and become the “face” of the campaign. USAID LENS will have the final decision on whether to utilize an ambassador but the Offeror can decide to suggest names of potential candidates they feel may be the most appropriate for this.

On the other hand, influencers should be Jordanians or internationals residing in Jordan who have amassed a large following on social media (can be food-related or otherwise) and will agree to attend the event and do live postings (via tweets, Facebook, Snapchat or Instagram) about the exhibitors and the food that will be available for sale. They will be needed mostly during the Jordan Food Week event itself (April 18-25) whereas the ambassador will need to sign up to at least a 6-month commitment starting November 2017. The number of influencers should be no less than 10. The Offeror may propose names of specific influencers in their proposal.

2. Logo: can we have the logo in AI?

Yes, please check **attachment H**, under the original RFP posting.

3. Website: what’s the scope of development to be made on the website?

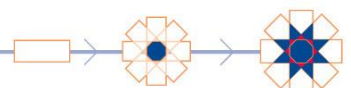
- More content to be added on the Jordan Food Week program and activities
- Adding a sign-up sheet and online application form for interested exhibitors
- Make it more dynamic and exciting- suggestions are welcome

4. Pre-food week events: Are they in Amman or outside Amman? Does the scope of work include the logistics if the event or LENS will take care of this?

These events are training sessions that will be held in Amman. USAID LENS will handle the logistics concerning venue booking and catering. The Contractor will be responsible for organizing the training itself. The training will consist of teaching home-based businesses to market, sell and display their products at exhibitions and bazaars to help increase their revenues.

5. Are we looking for in-kind sponsorships offering free services, locations etc. Or are we looking for sponsorships that pay in cash in order to participate in the food week. If yes, will this be added to the total budget of the project to enhance production and creative concepts of putting together the food week?

USAID LENS has designed its budget to cover the costs of running this event. However, if the Contractor wishes to be creative and propose new ideas that will exceed the budget, then identification of sponsorships will be extremely welcome.





6. Furthermore, will there be tickets sold for people to enter and be part of the experience? If yes, where do the proceeds of the tickets go?

USAID LENS would like to distinguish here between the Jordan Food Week exhibition (the main event) and other side events that will be organized by other partners.

The exhibition will likely be general admission and no tickets will be sold in advance, therefore there will be no proceeds as admission is free. However this is subject to change and USAID LENS may decide to charge a small fee. This is yet to be determined. Bidders may provide their own recommendations and justifications in their proposal if they feel strongly about a certain option.

However, other partners (e.g. restaurants and hotels) may choose to host their own events related to Jordan Food Week and may charge an entrance fee or sell tickets at their own discretion. USAID LENS will not have any role in this except to mention partner events in the overall Jordan Food Week marketing material.

7. In the RFP, it states that the agency handling the project will not be responsible for logistics of the food week in some parts, however in other parts it says that the agency handling the project will be responsible for the logistics of the food week.

The agency will not be responsible for event management logistics for the main event of the Jordan Food Week – this will be handled by another contractor.

USAID LENS will cover the event management logistics for the pre-food week events mentioned in the RFP (i.e. securing the venue and covering meal costs). The Contractor will be responsible in this case for ensuring that the USAID LENS beneficiaries participating in these pre-events will be sufficiently trained in marketing (e.g. how to make a sale at an exhibition). Please note that these events are training sessions, and therefore the only attendees will be the USAID LENS beneficiaries. The trainings will center around how to sell, market and brand products for Jordan Food Week.

All other logistics will be handled by the marketing agency as stated in the RFP including:

- Focus group sessions
- Distribution and installation of ads and other marketing materials
- Media bookings and interviews

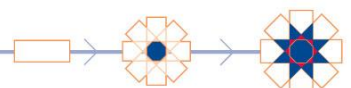
8. How many private and public sector partners we need to send the booklet to? Are we going to be responsible for distribution and coordinating shipments?

Yes, you will be responsible for distribution and coordinating shipments. It is up to the Contractor to determine and recommend to USAID LENS which institutions to send the booklet to and the distribution.

9. Are the ambassadors/influencers going to be compensated using the overall budget or separately?

They should be compensated using the overall budget.

10. How many home-based beneficiaries are going to participate in the event?





The overall number of exhibitors will be around 200. Home-based businesses that are direct beneficiaries of USAID LENS will number around 100. Other businesses can apply to participate. These can be other home-based businesses around Jordan, and/or those selling Jordanian artisanal foods.

11. You mentioned in clause k that we need to promote 50 exhibitors prior to the actual food-week, is there a certain percentage of the budget that needs to go towards this promotion?

There is no certain percentage. Please see answer to question 7.

12. Is there a certain firm/contractor who manages the website or is it being managed internally?

It is being managed internally. The website was created using an off-the-shelf template and USAID LENS wishes to keep it as such without any need to completely overhaul the website. The Contractor is responsible for adding content and sections.

13. Do you have a past campaigns sample we can check? such as radio recording, TV ads or any available artwork?

The only available artwork for Jordan Food Week is in attachment F (Jordan Food Week info) on the original RFP posting. We suggest that the Offeror does independent research on Food Week events from around the world and propose something similar in terms of content.

14. Can you please clarify point A in pre event phase I , who are the targeted exhibitors from inside or outside Amman?

These will be mainly home-based businesses that are direct beneficiaries of USAID LENS. The Project works with home-based businesses in the governorates of Irbid, Zarqa, Karak, Tafilah and Aqaba. USAID LENS can provide you with their contact details so that you can set up focus group sessions with them. Other people who should be present at the focus groups include home-based businesses that are not direct beneficiaries of USAID LENS and other businesses in Jordan that are not necessarily home-based, but produce artisanal foods.

15. please clarify point K in pre-event phase I holding at least 2 pre- food week event?

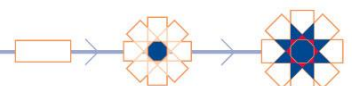
These will be small training sessions that will help prepare our home-based beneficiaries to practice their sales pitches and improve their marketing skills in the run-up to Jordan Food Week. The Contractor will be responsible for organizing the content of the trainings, USAID LENS will handle the logistics pertaining to venue and meals.

16. point D in Event lunch phase 2 , media kit for media participant can you please elaborate?

These will be standard media kits that are usually given out to journalists and reporters who attend an event, to guide them in their coverage. It will probably include a folder, description of Jordan Food Week and description of USAID LENS. Offeror may propose other ideas.

17. Are we expected to submit any designs and artwork in the proposal? For the booklet for example?

Yes, you must submit designs and artwork to show how the branding can apply to different marketing materials. The brochure can be one of them (you can design a sample page for





example), along with other examples such as social media posts, outdoor advertising, newspaper or magazine ads, and others. Please note that the logo has already been designed. Please refer to original RFP posting to download the logo in AI format.

18. Is USAID Lens going to provide the info for the booklet/brochure?

Yes, USAID LENS will provide all the information, but the Contractor will be expected to design, copywrite, edit and translate the content to make it suitable for the booklet.

19. On page 3, the RFP states that we should use the brand developed by USAID Lens, however, on page 9, the RFP states "the offeror shall describe in detail and provide sketches for the campaign branding and collateral". Please elaborate.

The logo has been already developed by USAID LENS but the Offeror must show how they will take the logo and apply it to a variety of marketing materials. See answer to question 17 above.

20. Is there a fixed number of attendees for each focus group? And where the grouping will take place is it in Amman or we will visit the Governorates and meet them over there?

There is no fixed number but it is preferable to have no less than 10 and no more than 20 attendees for each focus group. It is preferable that you arrange to visit the governorates.

21. Are there any USAID media rules for newspapers, radio, and TV?

USAID LENS and USAID/Jordan must review and provide final approval on all forms of advertising concerning Jordan Food Week. The USAID logo must be used on all marketing materials, including radio and TV ads.

22. Can you please share USAID special rates for TV, radio and newspapers?

You will need to ask media outlets for these rates. Usually they are lower than the standard rates. Please note that USAID rates are exempt from sales tax.

23. Do you have a specific direction for the content of the website?

We suggest that the Offeror does independent research on Food Week event websites from around the world and propose something similar in terms of content. For more information please refer to questions 3 and 12.

24. Where should we hold the 2 pre-launch events? And are they supposed to be similar to the main event but on a smaller scale?

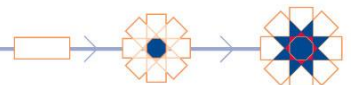
Please see answers to questions 15 and 11.

25. Do you have specific items for the media kit in mind or should we propose what we see fit?

There must be a description of USAID LENS but otherwise please propose what you see fit.

26. Can you provide a list of activities planned during the main event?

You can read about them in attachment F in the original RFP posting for a general overview. There is no set agenda or list of activities for the main event yet. USAID LENS welcomes creative ideas from the bidders.





27. What are the operating hours for the emcee and do you want them to cover the event in English or Arabic, or both?

USAID LENS will examine recommendations from the bidder based on their expertise and justification.

28. Can you please specify the live coverage areas outside Amman and what the activities are?

USAID LENS does not understand what the term “live coverage area” is and therefore cannot answer this question.

29. Do you have a specific number of ambassadors in mind?

No. Please see question 1 for more info.

30. What benefits can influencers receive during the event?

If benefits are required to secure their participation, USAID LENS will leave it up to the Offeror to propose and justify examples of what these benefits are/should be.

31. Would it be possible to share last year’s media plan and bookings?

There was no Jordan Food Week last year. The upcoming one in 2018 is the first one.

32. Can you please share previous online and offline progress and close-out reports?

If you are referring to reports concerning Jordan Food Week, there are none yet as the upcoming one in 2018 will be the first. If you are referring to other past events by USAID LENS, then we cannot share them as they are confidential.

33. Will you be charging an entrance fee?

Please see question 6 for more elaboration.

34. Can we collect names of attendees at the door for tracking purposes?

All exhibitors, partners and sponsors directly involved in Jordan Food Week will have sign-up sheets. General attendees will not.

35. Can the media partner have printing space or internal branding, inside the event?

Yes.

36. Is Amman municipality a partner?

Amman Municipality has been a major partner in our other initiatives, specifically our efforts to provide a legal mechanism for people to be able to register and license home-based businesses in Amman and all other municipalities in Jordan. Therefore, they are familiar with our work. They are not a direct partner of Jordan Food Week as of yet but we expect them to be.

37. We need to know what kind of sales tax waver you have zero rate or normal waver.

معفاء بنسبة الصفر او اعفاء

معفاة بنسبة الصفر

Zero rate

