

RFP#10312017 – Marketing for JFW

Questions & Answers

1. **Question #1: Why the target limited only to Amman? and can you inform us about the exact location for event and transportation facilities?**

Answer: The main event of Jordan Food Week (the food fair) will be in Amman, therefore that is why our main target is people in Amman. Other companies/restaurants/hotels that are not located in Amman are encouraged to participate by hosting their own Jordan Food Week activities or events but those must be at their own expense. If they choose to do so, they will receive marketing support from us by being mentioned on Jordan Food Week social media channels and in the special event booklet.

The venue is not decided yet, as an example: The Boulevard is a potential venue. Other similar suggestions to The Boulevard setup will be considered.

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2. **Question #2: Is there any entry fees for the event?**

Answer: The main Jordan Food Week event (the food fair) will likely be general admission and no tickets will be sold in advance, therefore admission is free. However, this is subject to change.

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.

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3. **Question #3: Is there any technical equipment's like screens, Microphones, sound system ... etc. will be available in the location?**

Answer: Yes, all will be available. We are hiring an event management contractor who will manage and provide all these requirements.

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4. **Question #4: Is this event for Jordanian food only or for all food industry in Jordan? i.e. can places like Blue Fig participate; they are a Jordanian food brand but doesn't serve traditional food**

Answer: All Jordanian brands are welcome to participate but the focus is on a) small-scale artisanal food producers and b) Jordanian cuisine.

Companies like Blue Fig can participate by offering a special Jordanian menu during Jordan Food Week at its restaurant (which could be either innovative twists on Jordanian food, or serving dishes that contain ingredients made by artisanal producers from around Jordan such as olives from Ajloun). This is just an example of how companies/restaurants/hotels can participate. The goal is to get many companies eager to take part in Jordan Food Week and hosting different activities at their own locations. Please refer to *Attachment F* for more examples of the kinds of activities companies can participate in or they can also suggest their own ideas.

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5. **Question #5: Regarding the influencers, is our scope to recommend influencers, or is making a deal with them part of our scope?**

Answer: Making a deal with them is part of the scope. Please identify specific influencers in the bid and include reasons for why you chose them.

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6. **Question #6: Can we submit an offer for some of the deliverables only and not all?**

Answer: No, you must submit an offer for all deliverables. If you feel like you can't fulfill a certain deliverable then you must justify in your bid why that is the case. It is worth noting that the RFP states that the Bidder may partner with other firms or subcontractors in their offer as per the following: "If the Offeror includes a group of firms and/or subcontractors, one lead organization or firm must be clearly identified and is responsible for handling all reporting and coordination with USAID LENS."

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7. **Question #7: For the media coverage, please elaborate on the point that the USAID doesn't pay for media coverage, as the media will not come if we don't pay them**

Answer: USAID LENS does not and cannot pay for media coverage. All PR partnerships that will be formed for this event must be done with the understanding that the media channel will gain more followers/listeners/viewers from covering the event and will be at the forefront of one of the biggest, if not the biggest food event in Jordan's history; a week-long celebration of Jordanian food, which is a completely untapped market in the country. This will be their opportunity to be part of a national movement that taps into Jordanian pride and sentiment, and that celebrates its rich culture and history of food. They will get plenty of publicity and exposure, linking their brand to the love of Jordan, and will put them at the forefront as one of the biggest supporters of local businesses, and as such, will not be compensated monetarily.

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8. **Question #8: For the media plan, is our part to recommend the media plan with our recommended outlets or do you need a complete media plan with rates as well?**

Answer: In the technical proposal, please only recommend a media plan with suggested outlets. For the cost proposal, you will need to include the media rates based on the suggestions you made in the technical proposal.

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9. **Question #9: Regarding the USAID rates, will the USAID book directly with the supplier to get those rates or you will book with the agency?**

Answer: The agency must book directly with the supplier but they must cite USAID rates. Please note that USAID is exempt from sales tax so the rates must reflect that.

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10. **Question #10: Regarding the budget of 200k:**
- a. Does this cover the media spent as well?
 - b. Does this cover the event budget as well, or this is only for the scope of this RFP?

Answer: Yes, it covers media spend. No, the event budget is separate.

11. Question #11: Regarding the branding, in order to present some designs along with the proposal, what is the general mood for the event, is it hippy, funky, classic, heritage ... etc?

Answer: We are looking to present Jordanian food and cuisine in a modern, innovative and engaging way that will get people excited to talk about, attend, participate and purchase Jordanian-made foods. How the Bidder chooses to capture this mood is up to them. We want to avoid traditional/classic branding. This is the time to explore creative and out of the box ideas and designs. We are looking for designs and branding that can rival or surpass other international food events.

12. Question #12: Do you need social media community management service or only content and strategy?

Answer: We will require social media community management services in addition to content and strategy.

13. Question #13: Can you specify what is included in the branding material deliverable?

Answer: USAID LENS is relying on the bidder's expertise to suggest in their proposal other items that they think will be needed to effectively market Jordan Food Week within the stated budget. Examples can include: flyers, posters, signs and banners, rollup banners, etc.

14. Question #14: Can you clarify what do you mean by post campaign sustainability?

Answer: Please refer to section 4.d. of the RFP for more details on this point.

15. Question #15: You mentioned that we should establish Youtube channel, however do you expect to have videos on the channel within the set scope or will this be worked on out of scope?

Answer: The Youtube channel is not a must, however we welcome bidders to suggest creative ideas that include the use of video within the set scope. We do not expect to produce costly, high production videos. They can simply be video slideshows, quick interviews, etc. We welcome all other ideas or recommendations.

16. Question #16: You mentioned not paying for media coverage, however are you willing to pay for influencers?

Answer: Please see answer to question 7 above. If the Bidder strongly feels that influencers must be paid, then they should include a justification in their proposal for why this is the case and briefly mention past examples in which influencers were paid.

17. Question #17: Can we know the proposed venue locations?

Answer: The venue is not decided yet, as an example: The Boulevard is a potential venue. Other similar suggestions to The Boulevard setup will be considered.

18. Question #18: To clarify, regarding the measurements currently there are no available tools to measure outdoors and radio performance but there are available tools for online banners and social media.

Answer: Exact KPIs can be discussed when the chosen company is awarded the contract. However, bidders are encouraged to outline several KPIs they believe will effectively capture the performance of the marketing campaign.

19. Question #19: Regarding the live coverage, it will be done through handsets and not professional cameras. Are you ok with this?

Answer: Yes that is fine.

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- **Question #20: Pre-event phase:**
 - a. **Develop all branding and artwork:**
 - i. **Design only?**
 - ii. **Please list needed items**
 - iii. **If production is needed, please list down specs and quantities**

Answer:

- The chosen company will be required to handle design, production, installation and distribution of all marketing material.
- Besides the event booklet, USAID LENS is relying on the bidder's expertise to suggest in their proposal other items that they think will be needed to effectively market Jordan Food Week within the stated budget
- Based on the information and objectives of Jordan Food Week as stated in the RFP, USAID LENS is relying on the bidder's expertise to suggest items, specifications and quantities that will ensure that the marketing campaign for Jordan Food Week is successful.

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- **Question #21: Develop the marketing material and collateral for the event, including booklet**
 - i. Does this mean we might have other material, if yes, please list down the items.

- ii. Please list down quantities and specs if other material if needed
- iii. As for the booklet, please advise on the number of pages

Answer:

- Besides the event booklet, it is up to the bidder to suggest in their proposal other items that will be needed to effectively market Jordan Food Week within the stated budget
- Based on the information and objectives of Jordan Food Week as stated in the RFP, USAID LENS is relying on the bidder's expertise to suggest items, specifications and quantities within the stated overall budget that will ensure that the marketing campaign for Jordan Food Week is successful.
- It will be difficult to advise on a number of pages when the content and design is not yet developed. We believe it will not be less than 50 pages. However the bidder may make other recommendations or suggest other ideas based on their past experience or research on similar events.

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- **Question #22: Would you like us to recommend our sister public relations company Asdaa regarding the press release requested in the RFP?**

Answer: Yes. It is up to the bidder to suggest all recommendations that will strengthen their proposal and ensure Jordan Food Week is effectively marketed.

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- **Question #23: Can you advise the required Arabic name for Jordan Food Week?**

Answer: أسبوع الأكل الأردني Please refer to Attachment F for more details.