

Responses to Questions
On Request for Proposal to Develop Social and Behavior Change Communication (SBCC)
Materials

Question 1:

- How do you plan to allocate the number of days as the scope of work is the same as for Theme 1 but there are 4 more videos to produce with the same budget? Does it mean that we can adapt the Theme 1 creative concept to the Theme 2? (as this could leave some budget for the production of the animated videos for example).

Answer 1:

- The Creative Concept for theme 2 on demand reduction of bushmeat consumption would also require testing to ensure our audience's perception and understanding. The Creative Agencies could propose budget on production of the animated videos.
- The SOW for Theme 2 is not the same for Theme 1. The difference is the production of IEC materials was removed and replaced by the production of 4 animated videos.
- For the number of days, it is up to the Creative Agencies and depends on their level of expertise, experience and ability to do the job. However, in the SOW, the performance period was provided from December 20, 2021 to April 30, 2022.
- For the budget, the SOW states that it is projected to be between \$20,000 to \$25,000. It is up to the applicants to propose their budget as they see fit. No budget negotiations will happen at this stage.
- To adapt the Theme 1 creative concept to the Theme 2: It would be unfair to other applicants who did not have opportunity to work on Theme 1 to say yes or no to this question. Therefore, it is up to the applicants to make their own judgement.

Question 2:

- Do you have pictures that we could use, especially from bushmeat consumption? If you don't have, the proposal will need to include photo shooting or pictures buying.

Answer 2:

- Please refer to section A.3 under Activities below from the RFP.
- Be responsible for costing of resources (photos and video footage, human and logistic resources for testing of materials, casting and location for shooting, etc.) incurred to support production and delivery of the materials.

Question 3:

- The 60-90 sec video is real human shooting (not animated)?

Answer 3:

- Yes, the 60-90 second video would ideally be live action and require a cast and will serve as our campaign promotional video and support our SBCC campaign activities on Theme 2.

Question 4:

- Do you want all the materials to be tested, even the videos?

Answer 4:

➤ Yes, to be effective all materials require testing. Please refer to section Activities below from the RFP.

- 4) Test the effectiveness of *all* the creative communication concept, design and materials with target youth audience and key stakeholders. The testing may be implemented for two rounds. In case any significant changes resulting from the first round of testing is observed, a second round may be conducted to ensure those changes are incorporated and confirmed with our target audiences. In the event that the first round of testing does not result in significant changes, the second round of testing may not be required.

Question 5:

- Regarding Activity 3, are you expecting more materials than the ones listed (key messages matrix + 20 social media posts + 60-90sec video +4 animated videos)? If yes, which ones? How many more?

Answer 5:

➤ Generally speaking, those items are required in section A.2. See below from the RFP.

1. Key message matrix (digital files that can be used for printing) - standardizing key campaign promises and scientifically accurate supporting information;
2. One set (20) of pre-prepared social media posts (infographics, photos, multimedia materials, etc.) that can be adapted by different implementing partners and appropriate to key platforms (i.e., Facebook, YouTube, Twitter) to help individuals and organizations reinforce key campaign messages (see A.3 for a list of materials for inspiration);
3. One 60-90-second video focusing generally on matters around “reducing bushmeat consumption” for social media sharing;
4. Four short videos, preferably animated, each one focusing on a different topic:
 1. **Benefits of wildlife in ecosystems;**
 2. **Impacts of wildlife loss;**
 3. **How youth can take part in reducing bushmeat consumption;** and
 4. **Call to action for ending bushmeat consumption.**

➤ With that, as we mentioned in Point 2. for a list of materials for inspiration, Creative Agencies could have their own strategy for additional materials that contribute to the success and impact of the SBCC campaign. Timeline and budget could also vary depending on Creative Agencies’ proposed additional materials, including the level of expertise, experience and ability of the Creative Agencies.

Question6:

- All the tools should be developed only in Khmer?

Answer 6:

➤ The final materials will be in Khmer. However, videos require subtitling in English. Facebook content also requires caption in English

Question 7:

- Is the timeline flexible?

Answer 7:

➤ The timeline set is consistent with our SBCC campaign on demand reduction bushmeat consumption. The Creative Agencies are strongly encouraged to follow.

Question 8:

- Are you open to changing the strategy if we have different inputs at the beginning of the project?
Are you willing to wait until the testing report comes out?

Answer 8:

- Technically speaking, we will have our Creative Brief that will help guide development of Campaign's creative materials. Creative Agencies are encouraged to visit our Creative Brief and then come up with a strategy for development of materials. We are open to consultation on Creative Agencies' strategy. By and large, the materials could be modified based on the testing.