

Clarification and responses to RFP/2019/013_production, editing and promotion of photographic content (videos and still photos)

1. Bank letter grantees:-

As per our conversation and should we be appointed for the project; Saluki Media's company policy unfortunately does not provide Bank letter grantees.

Question: Can you confirm that a security check will suffice as a guarantee against a % advance? We can also provide a reference from the ADNOC as to our good will and past history in honouring of advance payments.

Response: A security check should suffice.

2. **Development of content for a social media promotion campaign.** The contractor should propose a promotion campaign to distribute the videos and photos to targeted audiences such as energy stakeholders in selected regions, as well as the general public

Which selected regions? Will it be the 4 countries we are shooting or are there more countries required?)

Response: The social media promotion campaign will target a global English-speaking audience. IRENA will assess and undertake targeting of audiences based on several factors. However, at the moment, it is expected that all the content will be in English.

Will the language be in English alone as some of these regions are French speaking?

Response: The consideration should be for English alone.

3. Budget and resources

The quotation from the bidder should clearly indicate the detailed costing related the three deliverables above.

Question:- As this is a media strategy and a paid media plan; the costs of such will dramatically scuew the budget upwards and vary considerably depending on the reach. Should we kept this as a separate budget from the filming and production costs.

Response: The implementation of the social media plan is to be done directly by IRENA. The vendor will develop the plan and design the contents of the plan upon approval from IRENA. The vendor should hence, limit the quotation to cover the development and content design for the campaign. All costs related to the execution of the social media plan (especially media ad-buy, etc.) should not be featured in the quotation.