

**QUESTIONS AND ANSWERS RELATING TO RFP: SCM004-2025 – MARKETING AND BRANDING
SERVICE FOR 3 YEARS**

No.	Question	Response
1.	Will an in-person or online briefing session be scheduled?	There is no in-person or online briefing session for this tender, as it was not included in the tender requirements.
2.	What is the preferred submission format for Phase 1.1 - a printed document or a USB containing a digital submission with supporting video elements, etc.	The tender does require a printed submission. A digital submission, including all supporting materials such as video elements, may be provided on a USB drive (The USB drive must be included in the original tender submission placed in the tender box).
3.	Should Phase 1.2 be submitted together with Phase 1.1 on 23 January 2026 or will agencies shortlisted from Phase 1.1 be invited to present Phase 1.2 in person?	Phase 1.2 must be submitted together with Phase 1.1 on 23 January 2026. If bidders achieve a minimum score of 55 points in the Phase 1.1 (functionality evaluation) they will qualify to present to the evaluation panel. The presentation will be based on the information included in the original tender submission.
4.	Regarding the requested case studies, including video content: Please confirm if video case studies are required as part of the initial Phase 1.1 submission, or if they should be prepared for potential presentation during Phase 1.2 should we be shortlisted.	Yes, the case studies are required for phase 1.1.
5.	Regarding the requested case studies, including video content: If videos are required in Phase 1.1, kindly advise on the preferred submission method (e.g., digital upload via portal, embedded links, USB drive).	USB drive (The USB drive must be included in the original tender submission placed in the tender box).
6.	Kindly confirm if the completed contract and associated forms (including rates) should be submitted alongside the functionality document, or if these components require separate submission envelopes/procedures	These must be submitted together with your entire tender submission.
7.	Creative Pitch Request Deadline: We require confirmation on whether the creative pitch request (Phase 1.2 – Functional Criteria Presentation) is to be included in the initial submission due on January 23rd	Yes
8.	Evidence of Successful Executions" (Phase 1.1 Functionality): Concerning the requirement in Phase 1.1 (Functionality) for "evidence of 3 successful executions of 3 similar projects with 3 testimonials": <ul style="list-style-type: none"> Please clarify if this evidence should be presented as full case studies or as examples of delivered work. Additionally, could you specify if the "similar projects" should pertain specifically to ATL, BTL, or place marketing initiatives? 	Evidence to be submitted as case studies as required in the RFP, and the similar projects should align with the scope of work in Section 3 of the RFP, including ATL, BTL, or place marketing where relevant.
9.	Case Study Content (Confidentiality): In the case study submission, you have requested details on "concept, creative, final product." Given the potentially confidential nature of initial creative presentations, please advise if it is acceptable to focus our submission on the final product and outcomes for the case studies, or if the detailed concept and creative development stages are mandatory for Phase 1.1.	Please provide submission that responds to the requirement as outline in the RFP.