

Social Media Campaign -Tender no: 20(40)/2017/ Prom

Responses to Queries raised at the pre-Bid meeting on 31/08/2017 and through mails

Sr. No.	Queries	Responses
1.	Objective - While the overall objective is about marketing the Indian Tea in the global and domestic market, do we have any particular brand associated here or will it be about promoting generic products as mentioned in the RFP?	The objective is generic promotion of Indian tea and its different specialties, varieties and positive attributes and achievements of the Indian tea industry. The brand for this project would be India Tea and its specialties e.g Darjeeling, Assam, Nilgiri, Kangra, Sikkim, Dooars-terai etc
2.	We would also need to know if there is any big launch planned for the coming year?	No such thing has been planned as of now
3.	Exemption from EMD submission and Tender Procurement Fees. As per GFR rule 170 Amended and published 2017, it is required that the organisations registered under Ministry of MSME/ NSIC to be exempted from submission of EMD.	The relevant certificates from the Ministry of MSME, valid NSIC single point registration certificate copy , self attested , need to be submitted along with the pre-qualification proposal for examination by the Tender Committee
4.	What are the different documents required to be submitted on the date of submission of the Bid i.e. 18 th September 2017?	As per details in the RFQ cum RFP
5.	The point mentions qualifications for Media Planning & Buying and also target reach strategy, we would need to check if the client has any particular budget in mind in order to seek the reach numbers desired. And also, would the media be open to across other networks (GDN, programmatic, SEM etc.) or just restricted to social media promotions? Additionally, are we driving the consumers to another website for them to complete the purchase funnel? Or is the entire communication objective restricted to promoting the India Tea on social media platforms?	Selection of media needs to be suggested by the agency as per the proposed strategy to promote India Tea and its specialty teas. This is a generic promotion exercise and hence no purchase referral is required. However users need to be directed to the website of Tea Board India for more information
6.	How should we create a matrix on Target Reach? Should we	Strategy proposed by the agency will

	consider socio-economic and ethnic factors or should we consider age?	include/decide the target audience they are suggesting for promoting India Tea in a particular geography.
7.	Will video production be a part of the retainership? Please specify the number of videos to be uploaded and video quality – HD or medium quality. Should we give unit prices?	Details at page 45 and Annexure III of the RFQ-cum-RFP. The video should be of good quality and appropriate for the platforms
8.	Form 3N mentions Strategy for online reputation management (ORM) and response management (24x7, 365 days) while Form 4B mentions Retainer cost for 6 months	The selected Bidder will have to mention the Strategy for online reputation management (ORM) and response management on a 24X7 basis (including holidays) for the 6-month period of its contract
9.	Execution and monitoring of paid and unpaid online and social media campaign - What are the budgets for the paid campaign so that we can determine the management fee which will be a percentage of total cost?	The budget allocation to organic vs paid campaign needs to be suggested by the agency as part of their overall strategy
10.	Execution and monitoring of paid and unpaid online and social media campaign - Will media buying be a part of the scope of retainership? Regarding media buying, where do we put the threshold level? What is the benchmark for how much promotion to do? What percentage of the retainership should be dedicated to media buying for post promotion?	The budget allocation to organic vs paid campaign needs to be suggested by the agency as part of their overall strategy. The retainer fee should include management of organic as well as paid media. So a total fee must be quoted for the management of the whole campaign
11.	Social media management team including one onsite human resource for Tea Board India - Approximate size of team? How many resources should we include? According to the proposal, one human resource is needed onsite, how many resources are required offsite? Please suggest.	This should be decided by the agency as per their proposed strategy for the promotion of Indian teas
12.	Influencers and blogging program by roping in at least 10 high repute influencers and 20 bloggers – What do you mean by bloggers of repute? Please suggest what kind of influencers will be needed as cost will vary based on that	Bloggers/influencers of repute will include chefs/Tea tasters & sommeliers/Tea researchers/Tea entrepreneurs/Trade journalists/writers/Celebrities/ F&B enthusiasts/hospitality industry experts etc.
13.	Use of tools for execution and monitoring of online campaign -	Monitoring and ORM tools are expected to be

	<p>What kind of tools does Tea Board expect, since all tools come in different price ranges and have to be included in retainer fee?</p>	<p>deployed in order to execute an effective online campaign. Also, the Agency may suggest any other tools in order to make this campaign more effective.</p>
14.	<p>List of designated markets for campaign -What should be the language of communication for international markets – English or their native language? Please provide a brief profile of the tea drinking culture in all the 10 overseas target markets. What is the perception about Indian tea in these countries?</p>	<p>English and native languages, both. Researching about the market trends and what can work in that market is basic requirement of this tender and hence agencies are expected to obtain inputs from their international counterparts before devising an online strategy for the promotion of Indian Tea. However, all relevant and possible inputs and support available with Tea Board will be provided to the selected Bidder</p>
15.	<p>Regarding translations for the designated markets - Will translation of the creatives be a part of the retainership?</p>	<p>The translation of message, text and creatives for a specific market is part of retainership and the charges are to be borne by the bidder. The retainer fee should include all the parameters as detailed in the tender. The responsibility of correct translation will rest with the selected bidder</p>
16	<p>We would like to seek your verification on our understanding of the following points:</p> <ol style="list-style-type: none"> 1. 20% of the total retainership cost per month will need to be spent on promoting digital posts. <p>This excludes any form of media buying which will incur extra charges as applicable.</p> <ol style="list-style-type: none"> 2. Translation charges (such as translating to international languages for posts intended for overseas audience) will have to be borne by the 	<p>The budget allocation to organic vs paid campaign needs to be suggested by the agency as a part of their overall strategy.</p> <p>The translation of message, text and creatives for a specific market is part of retainership and the charges are to be borne by the bidder. The retainer fee should include all the parameters as detailed in the tender. The responsibility of correct translation will rest with the selected bidder</p>

	Agency	
17	If the agencies have created videos on other themes for other Govt/PSU/Pvt also be considered on the same foot as sticking to tea based theme essentially eliminates the chance of wider participation.	As per RFQ cum RFP for digital and social media campaign of Indian Tea