



Call for Tenders (“CfT”) CfT#: 01/23

Awareness Campaign on Bullying and Ostracism at the Workplace in Malta

Response to Request for Clarifications – 17th October 2023

This project is being financed through EU funds

ESF Project Ref: ESF.02.150

This project is being co-financed through local funds

NCF Project Ref: NCF 21.2021

IMPORTANT:

No Bid Bond is requested for this tender

Date Published:	7th October 2023	
Deadline for Submission:	27th October 2023	at 17:00hrs CET/CEST
Tender Opening Session:	27th October 2023	at 18:30hrs CET/CEST

bBrave (VO 1422)

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EUROPEAN UNION
European Social Fund

Response to Request for Clarifications

in relation to Call for Tenders (“CfT”)

CfT#: 01/23

Requests Received on the 13th & 14th October 2023

Response Published on the 17th October 2023

Awareness Campaign on Bullying and Ostracism at the Workplace in Malta

1. Is this tender award criteria based on the lowest bid? And what is the budget allocated for this tender execution?

and

The below estimate - does it also include actual media spend on billboards, TV, Meta, Newspaper, radio etc. or is it limited to services and productions?

The “Estimated Procurement Value” for this Call for Tenders has been based on comprehensive research including appropriate financial analysis. In the context of this procurement, the Estimated Procurement Value, based on market research, is that of thirty-three thousand euro (€33,000) excluding VAT.

As indicated in page 7 of the CfT, Section 9. - Criteria for Award:

“The sole award criterion will be the price. The contract will be awarded to the tenderer submitting the cheapest priced offer satisfying the administrative and technical criteria.

The “Estimated Procurement Value” of thirty-three thousand euro (€33,000) excluding VAT indicated in the CfT refers to the total spend for bBrave for all deliverables under the CfT, including actual media spend. Bidders should further note the following, as indicated in page 3 of the CfT, Section 1. - General Instructions:

“The purpose of this value shall be the guidance of prospective tenderers when submitting their offer and is not to be considered as a binding capping price.

Therefore, the published Estimated Procurement Value is not restrictive and final on bBrave. Economic Operators are free to submit financial offers above or below the Estimated Procurement Value. However, bBrave reserves the right to accept or reject financial offers exceeding the Estimated Procurement Value.”

2. Can you also confirm when you are looking to launch this campaign? If the tender needs to be submitted by 27 October and the winning bid gets notified by 28th October, how many weeks would the service provider have to work on the required deliverables prior to the launch? What is the campaign launch date please and what is the duration of the campaign? 1 month?

and

[O]ur initial concern are the tight deadlines for execution for dissemination of the campaign to start by the 13th November, when the award will be announced by the 27th October.

This tight timeframe for execution is a concern as all production from conceptualization to execution in merely 10 working days, keeping in mind that professional actors will always be easily available.

Each media has its own broadcasting / publication / implementation and/or duration date(s). Each date(s) or date range(s) is found within its relative section on page 22 et seq of the CfT, Section 4.2 - Specific Activities.

bBrave intends announcing the winning bidder the soonest possible after evaluating all bids received.

bBrave appreciates the tight deadlines that apply for the winning bidder to implement. With this in mind, bBrave intends collaborating with the winning bidder to help it attain the deadlines by being reactive, providing prompt feedback and reviewing work forthwith. Flexibility will be afforded wherever possible without compromising quality and professionalism. A contact person from bBrave will be designated to the winning bidder to encourage swift and effective communication.

Should the bidder find that any of the deliverables under the CfT is impossible to attain, for example, due to inability to obtain slots, this should be noted in the bid submitted and due consideration shall be made thereof.

3. As regards the development of the campaign will we be provided with a campaign corporate image for the project, as there is no mention that this needs to be created as part of the project however it highlights that the design of the adverts needs to be in line with the corporate image?

Has a corporate image been created ?

The winning bidder will receive bBrave's set of logos and logo guidelines, as well as sample bBrave materials, including those from the Project on *Bullying and Ostracism at the Workplace in Malta* (the "Project"). The intention here is that any materials produced will be in sync with bBrave's identity and not contrast with any materials already produced for the Project.

4. Another concern is the billboard locations. If these are to go for November, as billboards are booked for one full month it would not be possible to find the right prime locations 2 days prior to November and artworks for such billboards would have to be handed to supplier at least 7 working days prior to the first of the month.

bBrave understands these logistical limitations, and in the case of the billboards, is amenable to consider the following:

- Alternative - but equally prime - locations being suggested by bidders; and
- Commencing the billboard campaign later in November, understanding that the risk is that it will not run for a full month, but only until the end of November 2023.

5. The budget and award criteria play a very important role, as in the tv adverts would need to be aired pre news [t]o get the best reach but the price is considerably different to an advert aired at 6pm, and in the tender is gives a time frame of 6-8pm, therefore please specify the specific time band, eg prenews, etc

Same reasoning goes for the other timeframe - an advert during the new break as opposed to one at 10pm is far more costly but obviously more effective. Please clarify and indicate budget for tender.

In order to ensure that bidders are quoting for the same deliverables, we have further qualified the requirements for the TV adverts, by replacing the last bullet on page 23 of the CfT (Section 4.2 - Specific Activities, para II. Development and Production of one (1) Television Advert) as follows:

“The airing should take place on different days and time brackets in order to capture the broadest audience possible. The broadcasting strategy must minimally include:

Three (3) airings between 6.00 pm and 8.00 pm CET (at least one (1) of which shall be pre-news); and

Three (3) airings between 8.00 pm and 10.00 pm CET (at least one (1) of which shall be during news-break);

on every chosen local television station, or as otherwise indicated by bBrave in writing. Hence, the advert is to be aired six (6) times on each of the three (3) local television stations chosen, totalling to eighteen (18) adverts.”

Any reference to ‘news’ shall refer to the main evening news, generally broadcast around 8 o’clock pm.

- 6. As for the radio campaign is it on 3 radio stations or 5 radio stations as it states both on the tender on page 24**

The reference to five (5) local stations on page 24 of the CfT is an error. Therefore, the last sentence of para III. Development and Production of one (1) Radio Advert (Section 4.2 - Specific Activities) on page 24 of the CfT is to be replaced as follows:

*“Hence, the advert is to be aired sixty-seven (67) times on each of the **three (3)** local radio stations chosen, totalling to two hundred and one (201) adverts.”*

- 7. Can the actors for the radio advert be the same if they are competent to speak and produce a voiceover in both Maltese and English?**

Assuming the actors are conversant and convincing in both languages, bBrave is amenable to approving the use of the same actors. The actors must always be approved by bBrave.

- 8. Does the budget of the €150 per advert on social media to be included in the budget or will this be allocated separately?**

Bidders are expected to account for such budget within their overall offer.

As indicated in page 27 of the CfT, Section 4.2 - Specific Activities:

“e. All costs, expenses, charges, fees, etc incurred further to the provision of the goods and services provided under this CfT (including third party advertising space / fees / boosting, etc) are to be borne by the Contractor, and assumed to be factored into the global price offered by the Contractor.”