

DATE: 15th of July 2019

REQUEST FOR PROPOSAL: CANADA/RFP/PSP/2019/001

**FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF**

TV MEDIA BUYING SERVICES IN CANADA

CLOSING DATE AND TIME: 23RD OF AUGUST 2019 – 23:59 pm GMT-4 (Canada time)

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees was established on 14 December 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It also has a mandate to help stateless people.

In more than five decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 8,600 people in more than 125 countries continue to help more than 33.9 million globally displaced persons. To help and protect some of the world's most vulnerable people in so many places and types of environments, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org>.

1. REQUIREMENTS

PSP Canada is looking for the establishment of Frame Agreement with one or more TV media buying agency/ (ies) to support in the purchase of media across stations in Canada, in order to:

- Air spots which procure for UNHCR regular and one-time gift donors at a positive ROI (return on investment);
- Maximize cost efficiencies (cost per spot and cost-per-thousand) and deliver converted response at the lowest possible cost;
- Develop test matrices (time-length, ask amount, response mechanism) in order to optimize the performance of the program
- Recommend a media spend plan that help us grow a set of core stations through thoughtful station testing

The agency/ (ies) goal is to develop, implement, execute, test and optimize the most effective media-buying strategy/ (ies), in order to achieve the greatest possible impact for a given fundraising budget.

Overall PSP Canada expects from the company to deliver on or exceed annual budget goals whilst maximizing ROI.

The Frame Agreement will be signed with the successful bidder(s) for a period of three years (3) with the possibility of further extension for two (2) additional periods of one (1) year each:

Phase 1: March 2020 – February 2021
Phase 2: March 2021 – February 2022
Phase 3: March 2022 – February 2023

Phase 4: March 2023 – February 2024

Phase 5: March 2024 – February 2025

In order to indicate the volume of the work, please find hereunder PSP Canada projected media spend:

- 2020: \$1.5M
- 2021: \$1.7M
- 2022: \$1.9M
- 2023: \$2.1M
- 2024: \$2.3M

These budgets are subject to the performance we are able to achieve. There is capacity to grow the program if performance exceeds projections. The budget is inclusive of all fees to the media agency but exclusive of fees paid towards creative production, response handling, production, dubs and detailed reporting.

Performance is primarily measured through ROI. Minimum performance levels are indicated as following:

ROI should be at least 0.7 at 12 months, 3.0 at 60 months, (inclusive of all program costs) for all years.

The successful bidder will be requested to maintain their quoted price model for the duration of the contract.

IMPORTANT: Terms of Reference (TORS) are detailed in Annex A of this document.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex D).

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form an integral part of this RFP:

- Annex A: Terms of Reference (TORs)
- Annex B: Financial Offer Form
- Annex C: Vendor Registration Form
- Annex D: UNHCR General Conditions of Contracts for the Provision of Services
- Annex E: UNHCR Special Data Protection Conditions

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Erzsebet Gal, galer@unhcr.org as to:

- Your confirmation of receipt of this invitation to bid
- Whether or not you will be submitting a bid

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Erzsebet Gal, Ass. PSP Officer, at galer@unhcr.org. **The deadline for receipt of questions is on 30th of July 2019 23:59 p.m. GMT-4.** Bidders are requested to keep all questions concise.

IMPORTANT: Please note that Bid Submissions are **not** to be sent to the e-mail address above.

UNHCR will compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

2.4 YOUR OFFER

IMPORTANT: Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the submission e-mail address will result in disqualification of the offer. Please send your bid directly to the address provided in the "Submission of Bid" section 2.6" of this RFP.

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer

2.4.1 Content of the TECHNICAL OFFER

Pre-selection criteria (mandatory to fulfil with this criteria):

In order to be eligible to participate at this bidding, your company has to have local office in Canada and your company has to be authorized to work / do business in Canada. In order to establish compliance with this criteria, company profile and registration certificate are to be sent. Failure to comply with these pre-selection requirements, will result in disqualification. Only offers compliant with this Yes or No criteria will be considered for evaluation.

The evaluation will be carried out separately on technical and financial level. Please make sure the all requirements are included into your proposal.

You should present your proposal in English.

IMPORTANT: No pricing information should be included in the **Technical Offer**. Failure to comply may risk disqualification. The technical offer should contain all information required.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A**. Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

a) **Company qualifications**

It is considered essential for the agency to comply with the following requirements to participate in this RFP (Request for Proposal). During the technical evaluation, in this section, the panel will score your company`s (1) financial soundness and stability, (2) TV media buying service provision experience in the DRTV sector; and (3) DRTV experience in the non-profit sector:

(1) Financial soundness and stability:

- Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company`s financial soundness and stability.
- Year founded
- If a multi-location company, please specify the location of the company`s headquarters, and the branches that will be involved in the project work with founding dates;
- Total number of clients, please provide a list;
- Please provide three references (reference letter, email address, contact person, phone number) from your current/previous clients to be contacted in case of selection.

2) TV media buying service provision experience in the DRTV sector:

Proven track record on the number of years working in the DRTV media buying sector. Please list the number of years in DRTV media-buying experience and your clients, past and present.

(3) DRTV experience in the non-profit sector:

Proven track record on the number of years working in the non-profit sector. Please list the number of years in DRTV media-buying within the non-profit/charity sector.

b) Proposed services

During the technical evaluation, in this section, the panel will score (1) the comprehensiveness of the proposal, (2) your company`s compliance regarding the required services listed under section 2 (requirements) and the capacity to manage the proposed budgets and (3) account management, reporting provisions, as well as any innovative strategies to maximize the ROI on the program:

- Your proposal is to be tailored as per requirements and information requested under different points of section 2, to ease the evaluation process. General company profile will not be accepted.
- Describe your strategy to deliver on or exceed on annual budgets whilst maximizing ROI
- Please explain any innovative suggestion your company has, in terms of campaigns, reporting, spot purchasing (including non-linear TV media purchasing) or any other strategy aimed to acquire quality, long-term committed high life-time value donors and reduce the attrition rate through our media buying strategy.
- Please provide the following samples:
 - One (1) sample media plan
 - One (1) testing plan
 - One (1) sample campaign management report
 - One (1) sample of an analysis report;

c) Personnel qualification

Account management is crucial for running a successful DRTV campaign. This section is dedicated to measure the proposed customer service towards PSP Canada team. During the technical evaluation, in this section, the panel will score the experience of the core people who will work on UNHCR project (based on the number of years and demonstration expertise in the area):

- Please provide short biographies of core staff who will be working on the account with a clear indication of the number of years of relevant work experience they have.

Please make sure you elaborate on this section properly, to understand the level of support proposed for managing our account.

- d) Vendor Registration Form:** If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form (**Annex C**);

- e) Please indicate your acknowledgement of the **UNHCR General Conditions of Contract for the Provision of Services (Annex D)** and include it in your submitted Technical Proposal.
- f) Please indicate your acknowledgement of the **UNHCR Special Data Protection Conditions (Annex E)** and include it in your submitted Technical Proposal.

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency.

The financial offer must cover all the services to be provided (price “all inclusive”).

The Financial Offer is to be submitted as per the Financial Offer Form (Annex B). Bids that have a different price structure may not be accepted.

- Please indicate the appropriate invoicing process (e.g. pre-bill or post-bill media air time).
- Please directly and clearly articulate if and which mark-ups your company applies to 3rd party costs. If you outsource any portion of your services, explain which, if any, costs are marked up by your firm, and the methodology for the mark up.
- Please explain your fee structure and philosophy regarding agency compensation best practices.

You are requested to hold your offer valid for 90 days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

2.5 BID EVALUATION:

2.5.1 Supplier Registration:

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

2.5.2 Technical and Financial evaluation:

In order to be eligible to participate at this bidding, your company has to have local office in Canada and your company has to be authorized to work / do business in Canada. In order to establish compliance with this criteria, company profile and registration certificate are to be sent. Failure to comply with these pre-selection requirements, will result in disqualification. Only offers compliant with this Yes or No criteria will be considered for evaluation.

The evaluation will be carried out separately on technical and financial level. Please make sure the all requirements are included into your proposal.

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown.

Company Qualifications (max 15 points)	Documents, information to be provided to establish compliance with the set criteria
Financial soundness and stability (2.5 points)	<p>Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company`s financial soundness and stability.</p> <p>List of current and previous clients from non-profit and for-profit sectors.</p>
TV media buying service provision experience in the DRTV sector (10 points)	<p>Proven track record provided the number of years in TV media buying service provision experience in the DRTV sector</p> <p>The scores will be allocated for the number of years in DRTV media-buying experience, based on the evidence provided.</p>
DRTV experience in the non-profit sector (2.5 points)	<p>Proven track record provided the number of years in TV media buying service provision experience in the DRTV sector for non-profits/charities specifically.</p> <p>The scores will be allocated for the number of years in DRTV media-buying within the non-profit/charity sector, based on the evidence provided.</p>
Proposed Services (max 45 points)	Documents, information to be provided to establish compliance with the set criteria
Comprehensiveness of proposal (5 points)	There is not set format for the technical evaluation. Please follow the structure of requirements listed under point 2 to ease the scoring. General company profile will not accepted as technical proposal. Please tailor your offer to demonstrate compliance with the listed requirements.
Demonstrated capacity and experience to deliver quality services in Account Management/Strategic Media Planning (15 points)	Comprehensive proposal to be presented including all services listed under point 2.1.1. Please include into this section one (1) sample media plan and one (1) testing plan
Demonstrated capacity and experience to deliver quality services in Media planning, buying, implementation and management (15 points)	Comprehensive proposal to be presented including all services listed under point 2.1.2. Please include into this section one (1) sample campaign management report.
Demonstrated capacity and experience to deliver quality services in Reporting and Analysis (10 points)	Comprehensive proposal to be presented including all services listed under point 2.1.3. Please include into this section one (1) sample of an analysis report.
Staff Qualifications, account management (max 10 points)	Documents, information to be provided to establish compliance with the set criteria
Experience of core people who will work on UNHCR project. (Including experience with similar projects)	The scores will be allocated based on the average years` of relevant experience of the core people working UNHCR account.

Agencies might be asked to deliver a presentation via Webex on their proposal. The presentations take place after the submission deadline and each agency that submitted a valid proposal will be invited. The schedule for the webex will be confirmed by the agency on time.

The minimum passing scores of the evaluation is 40 out of 70; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the financial evaluation.

The **Financial offer** will use the following percentage distribution: **30%** from the total score.

The maximum number of points (30) will be allotted to the lowest total price calculated based on the prices offered on Annex B. All other offers will receive points in inverse proportion to the lowest price; e.g., [total Price Component] x [lowest] / [other] = points for other supplier's Price Component.

Please present your financial offer based on the services listed under point 2 of the ToR (Annex A) on Annex B. Only Annex B can be used for financial proposals. The evaluation will be based on the total cost of services listed.

2.6 SUBMISSION OF BID:

The offers must bear your official letter head, clearly identifying your company.

Bids should be submitted by e-mail and all attachments should be in PDF format. Please submit the financial offer (Annex B) in both excel and PDF format, for reading and evaluation purposes.

Bid must be sent by e-mail ONLY to: DENCOBID@unhcr.org

IMPORTANT: The technical offer and financial offer are to be sent in separate documents. Please do NOT copy any UNHCR staff member on your bid submission, as the bid opening and registration is done by a third, independent team. Failure to do so will result in disqualification.

23rd of August 2019 - 23:59 pm GMT-4 (Canada time)

IMPORTANT: Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is your responsibility to verify that all e-mails have been received properly before the deadline. Please be aware of the fact that the e-mail policy employed by UNHCR limits the size of attachments to a maximum of **5 MB**, so it may be necessary to send more than one e-mail for the whole submission, to send in a compressed file or to send a link to an online file storage modality.

Please indicate in e-mail subject field:

- CANADA/RFP/PSP/2019/001
- Name of your firm with the title of the attachment
- If your email includes the technical or the financial offer (they are to be sent in separate emails)
- Number of e-mails that are sent (example: 1/3, 2/3, 3/3).

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in

the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UN GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts for the Provision of Services (**Annex D**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.

Yours faithfully,



Anu Surendran
Senior PSP Officer (Americas)