

Frequently Asked Questions

on Tender No.54-09

Request for Proposal for development and implementation

of the Voter Information Campaign - Electoral Support to Moldova Project

1) The Request for Proposals document makes reference to the Voter Information Campaign Concept, which shall serve as the basis for development of one of the requested product - Voter Information Campaign Strategy. What are the contents of the mentioned Concept?

The core text of the Concept is reproduced on pp.15-17 of the Request for Proposals document posted at the UNDP Moldova web-site. Please be guided in your work by the mentioned provisions.

2) The Request for Proposals document does not specify how many pieces (units) of various products (spots, designs, billboards, light-boxes) are required. What is the required amount?

At this stage the required amount is not set, and it will depend on the approach proposed by each submitting offeror: different approaches may emphasize different communication products. At the same time the price quote for one unit of each product is necessary for evaluation of the financial part of the offer.

3) One of the products requested by the Request for Proposals document is the so called "banner". What is this?

Banner, under the present Request for Proposals document, refers to a product also known as "over-the-street liner" (in Russian – «растяжка»), which is a narrow (0,5-0,7 m), but long (7-15 m) piece of matter (typically vinyl) with usually double-sided printing onto it placed as a rule over the avenue, street or road.