



29th March 2022

REFERENCE NUMBER: SPD3/2022/018

TENDER FOR A DIGITAL MARKET CAMPAIGN AND WEB DESIGN IN CONNECTION WITH THE BIOBLU PROJECT UNDER THE INTERREG: ITALIA-MALTA PROGRAMME 2014 – 2020

Clarification No. 1

Clarifications

Question 1: The tender document states that the contractor shall also manage boosting on behalf of the Contracting Authority. kindly clarify if the cost for actual boosting (Facebook, Google ads etc) will be reimbursed or do bidders need to factor in a budget for boosting?

Answer 1: The costs for boosting ads should be factored in Item B of the Financial offer form.

Question 2: Can the boosting budget be published to calculate the targets set for monthly increase in FB following?

Answer 2: It is being clarified that for this tender, only ONE campaign is needed. The costs for boosting this campaign to reach 100,000 followers should be calculated by the bidder.

Question 3: What is the planned start date of the contract (to know how many months in all need to be factored in)?

Answer 3: Tentative: -end of April

Question 4: Is a degree in Communication considered by the Contracting Authority as a similar field in the creative design industry?

Answer 4: Only qualifications as specified in tender document shall be accepted.

Question 5: Is the boosting budget already included in the estimated tender budget, or should this be invoiced over and above to the Contracting Authority? What is the amount to be spent on social media for the duration of the tender?

Answer 5: The estimated tender budget factors in costs for boosting ads. The amount to be spent on social media is to be calculated by the bidder



in the context of the number of followers, engagement rates and campaign reaches indicated in the tender specifications.

- Question 6: Re website, please clarify:
- o It's mentioned that the website is to be updated every month. Will we update the content or will the contracting authority be carrying out these updates?
 - o What are the pages required?
 - o Is this a content website or an e-commerce website?
 - o What functionality should the website include?
 - o Do you require any different user roles within the authority?
 - o Will hosting be done by us? And shall it be quoted for as well?

- Answer 6: In line to tender terms and conditions:
- Bidder is expected to update the website monthly but this does not exclude the possibility that the website is updated more often by the personnel of the Contracting Authority;
 - The pages required will be discussed with the preferred bidder;
 - It is a content website as specified in the Technical Specification clause 4.2;
 - The functionalities expected are those generally associated with content websites and these functionalities should include but not be limited to: sharing news updates, displaying project information, having a contact us form, display of images, etc.;
 - Only a user role that can access all website content and be able to update and publish content is required;
 - Bidder will need to factor in the costs for hosting for five years in Item D of the financial bid form.

Question 7: Has the domain of the website been bought please?

Answer 7: **No. The domain costs must be factored in by the bidder in item D of the financial bid form.**

Question 8: Website text - will this be provided by your end?

Answer 8: **The Contracting Authority shall provide all the information that needs to be uploaded on the website.**

Question 9: Does the website needs to be dual language?



Answer 9: Website needs to have the functionality to switch between two languages – English and Italian.

Question 10: Social Media Management - The posts boosting and adverts will the budget be given separate?

Answer 10: The costs for boosting ads should be factored in Item B of the Financial offer form.

Question 11: Social Media Management - Should a budget be included in the financial bid?

Answer 11: The costs for Social Media Management is to be factored in Item B of the Financial offer form.

Question 12: Social Media Management - Can you give more information about the animated clips? ex number of seconds, style of animation, etc?

Answer 12: The information/script to develop these animated clips will be provided by the Contracting Authority. It will be up to the successful bidder to develop the style based on such eventually provided information.

Question 13: Social Media Management - Can we have an example of an infographic?

Answer 13: Information to be displayed through an infographic will be discussed with preferred bidder.

Question 14: Social Media Management - The FB page, Twitter page and Youtube page are they already?

Answer 14: The FB page, Twitter Page and Youtube channel need to be created by the preferred bidder as per Tender Specifications.

Question 15: The increase in FB likes per month of 1,500 I don't believe this is achievable.

Answer 15: Bidder is requested to abide to the terms and conditions of tender specifications.

All other tender documents, conditions and requirements, which are not superseded by this Clarification, remain in place.