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| **Please read the TOR and the RFP Cover Letter carefully and fill in your response below.**  **Please note that the given space under each section should not limit your response, please type more if required** | |
| **REQUEST FOR PROPOSAL FOR THE PROVISION OF**  **DEVELOPMENT AND PRODUCTION OF DIRECT MARKETING MATERIALS** | |
| **COMPANY NAME:** |  |
| **Documentation required to fulfil the pre-selection criteria (pass or fail): please note that your company must be compliant with all the listed criteria hereunder otherwise your technical proposal will be disqualified from further evaluation.** | |
| 1. **Eligible to provide service in Korea and locally based** | |  |  |  | | --- | --- | --- | | **Document** | **Submitted** | **Indicate file name, or explain if not submitted** | | Copy of business registration certificate\* |  |  | | Vendor Registration Form to be filled out and submitted (Annex I) \* |  |  |   *\* In case your company has been already registered as vendor in UNHCR ERP, i.e., received purchase order; the above documents are not needed unless there is any change to be implemented in the vendor profile. Please mark corresponding information on this form.* |
| 1. **UNHCR Special Data Protection Clause is to be accepted.** | |  |  |  | | --- | --- | --- | | **Document** | **Confirmed** | **Comments (if any)** | | I herewith confirm to have read and acknowledged the Special Data Protection Conditions (Annex E) in its entirety. |  |  | |
| 1. **UNHCR General Terms and Conditions for service provision is to be accepted.** | |  |  |  | | --- | --- | --- | | **Document** | **Confirmed** | **Comments (if any)** | | I herewith confirm to have read and acknowledged UNHCR General Terms and Conditions (Annex D) in its entirety. |  |  | |
| 1. **UN Supplier Code of Conduct is to be accepted.** | |  |  |  | | --- | --- | --- | | **Document** | **Confirmed** | **Comments (if any)** | | I herewith confirm to have read and acknowledged UN Supplier Code of Conduct (Annex H) in its entirety. |  |  | |
| **The following section lists all requirements for technical scoring; only bidders that will score equal or above 42 points (of the 70 points) will be considered for financial evaluation.** | |
| 1. **Company Qualifications (max 15 points): Please submit below documents to establish general market experience, experience in providing design services for printed materials and experience in providing design services for online/mobile materials.**    1. Year Founded and overall experience in the industry    2. Total number of projects over the last 3 years:       1. Experience as a creative design service provider on printed materials       2. Experience as a creative design service provider on online/mobile materials    3. 3 client references (client name, project description including printing & production quantity, time of project, contact information of person in charge) for successfully completed similar projects    4. Include any information that will facilitate our evaluation of your company’s substantive reliability, financial and managerial capacity to provide the services 2. **Understanding and Capability for the Required Services (max 50 points):** Please submit design tasks and sample printed materials to evaluate the understanding and the capability to complete the required services.    1. **Quality of the design for the printed materials (max 20 points):** Please submit in your technical proposal the sample as listed under section 3.2 of the TOR       1. **Design Task 1. Printed Material Design Task:** The sample should demonstrate design ability based on the design task (concept and message, creativity, design quality, compliance with the brand guide, print quality etc.)  |  | | --- | | Title: 2-page Newsletter designed to report on the recent emergency situations  Task Description and objective: Design 2 pages of UNHCR Korea’s ‘Emergency Update’ newsletter, incorporating the provided text and photos from the relevant files. The goal of the newsletter is to inform donors about the latest updates on UNHCR’s response efforts and the urgent needs in the field. This newsletter will be sent to donors aged 55 and above.  Provided materials: Korean text, photos, logos  Size and Page #: B4 size, 2 pages  Submission File Format: PDF file (smaller than 10MB for file upload) and the printed product |  * 1. **Quality of the design for the mobile/online materials (max 20 points):** Please submit in your technical proposal the sample as listed under section 3.2 of the TOR      1. **Design Task 2. e-DM Design Task:** The sample should demonstrate design ability based on the design task (concept and message, creativity, design quality, compliance with the brand guide, etc.)  |  | | --- | | Title: 2-page Newsletter designed to report on the recent emergency situations  Task Description and objective: Design 2 pages of UNHCR Korea’s ‘Emergency Update’ newsletter, incorporating the provided text and photos from the relevant files. The goal of the newsletter is to inform donors about the latest updates on UNHCR’s response efforts and the urgent needs in the field. This newsletter will be sent to donors aged 55 and above.  Provided materials: Korean text, photos, logos  Size and Page #: B4 size, 2 pages  Submission File Format: PDF file (smaller than 10MB for file upload) and the printed product |  * 1. **Similar sample products and description (max 10 points):** Please submit in your technical proposal the sample as listed under section 3.2 of the TOR      1. **Sample Printed Materials:** The sample should demonstrate similar sample products and descriptions (concept and message, creativity, design quality, print quality etc.)  |  | | --- | | 2 samples of printed postcard pieces from past experiences and a brief description  2 samples of printed leaflet/pamphlet pieces from past experiences and a brief description  2 samples of gift packaging from past experiences and a brief description  2 samples of micro websites from past experiences and a brief description |  |  | | --- | | **IMPORTANT for DESIGN TASK**   * The assets for the design tasks can be found in the below link.   <https://drive.google.com/drive/folders/1malE0yPA6RTqoQC0NGwCUhq2H7UrIonr?usp=sharing>   * Assets, including text and photos, can be selectively/partially used for the bidder’s design purpose and style, but the UNHCR logo (form and colour) should be intact in its original form. * All the provided files are only for the bidding process and should be destroyed after the completion of document submission. * The printed product for Task 1 and Sample Printed Materials should be sent to the below address. Please make sure the samples are properly sealed in a box or an envelope before posting.   (04631) 5F, 110, Toegye-ro, Jung-gu, Seoul, Republic of Korea, Attn: Arum Cho  (04631) 서울특별시 중구 퇴계로 110, 5층(회현동3가, 서울 N스퀘어), 수신인: 조아름 |  1. **Personnel Qualifications (Account Management) (max 5 points):** Documents, information to be submitted to establish compliance with the set criteria    1. **Experience of core people who will work on the UNHCR project (Including experience with similar projects) (max 5 points):** The scores will be allocated based on the average years of relevant experience of the core people working on the UNHCR account.       1. Please provide information on core staff who will be working on the account.       2. Sufficient Account Management services to provide timely and efficient support for activities listed above. | |