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## **REQUEST FOR PROPOSALS**

### **Consultancy for the Provision of Consultancy Services for the Development of a Communications Plan and Strategy for the Fair Trading Commission**

RFP Reference#: RFP/01/PSIP/CP#001/FTC/2023

## **RESPONSES TO QUESTIONS**

**Question #1:**

Could you please clarify if the sum of TT\$150,000 includes media placement?

**Answer:**

Please be advised the sum of TT\$150,000 does not include media placement as the selected service provider will only be required to provide advisory services regarding media placement.

According to page 21 of the Request for Proposal (RFP), specific reference is made to “media placement”:

**“ii. Media Strategy, Buying, Planning and Monitoring**

*Providing advisory services* relative to the FTC’s overall Communications Plan and Strategy. These specifically include but are not limited to:

- Traditional, digital and online media placement of advertisements
- Local Media scheduling (print & electronic)
- Organising of media interviews with the local media
- Utilizing media networks to have stories published by the Fair Trading Commission and to ensure that our events are covered.”

**Question#2:**

With regards to page 21, section Advertising and Branding “Advising on the Branding as per corporate brand guidelines...” – could you please offer some clarification on what is meant by “advising” in this instance, especially as there are existing brand guidelines?

**Answer:**

At page 21, the section “Advising on the Branding as per corporate brand guidelines for;” the word “Advising” in this instance, refers to the corporate brand guidelines of the Consultancy agency/Firm/ company that may provide or provides the Services to the Client.

**Question#3:**

What is the period/length of the campaign?

**Answer:**

At page 23, under the Heading “Outputs” the following is provided:

*“The project will produce:*

*4) A Report on the advice on the development of a Promotional Campaign for the FTC;”*

Accordingly, it is for the Consultancy agency/Firm/ company that may provide or provides the Services to the Client to provide advice on the period/length of the campaign and not for the Client to provide this information.

**Question#4:**

How is cost for the revamp of the website being considered in terms of the specified budget?

**Answer:**

The cost for the revamp of the website is not considered in terms of the specified budget as page 23 of the RFP under the heading “**vii. Website Revamp**”, which provides for the Consultancy agency/Firm/ company, that may provide or provides the Services to the Client to undertake the following:

*“To provide advice on the redesign, upgrade of the FTC’s website with the aim of having greater website traffic and a website that is modern, attractive, appealing and easy-to-navigate as well as mobile-friendly, multi-platform ready and secure”.*

\*End\*