

Points requiring clarifications in relation to the RFP -79

S#	Clarification/ Information Required	Comments
1	<p>1) Please explain what do you mean by Trajectory of Karandaaz between 2014-20 (13 Points)</p> <p>2) Please explain what do you want the agency to provide under the heading Overall Creativity and Details for Reference Checks</p> <p>3) Please consider excluding the following from 25 page limit "Reference Letters, MOUs/Contract of Writer, NTN, SECP" as these letters alone can take up to 8-9 Pages. Short CVs will be provided as per requirement.</p> <p>4) Do you require reference letters only or some other form of reference as well? Because any evidence such as pictorial or clippings would automatically exceed the page limit.</p>	<p>1) Trajectory of Karandaaz as a brand and its media visibility and perception.</p> <p>2) A) Agency's creative approach to publicize and popularize Karandaaz brand and highlight its activities through earned media. B) The references of previous clients.</p> <p>3) Ok</p> <p>4) Please include an individual's name and contact details who can be reached out to gather reference and a brief narration of what was achieved in terms for PR for that client.</p>
2	<p>At this moment, we would like to clarify that Syntax Communications currently handles the following financial industry clients:</p> <ul style="list-style-type: none"> • Standard Chartered Bank • Khushali Microfinance Bank <p>We would like to know if serving these clients creates a conflict of interest.</p>	No.
3	<p>1. What do you specifically mean by, Section C (10-iii), Comments and suggestions on the terms of reference, counterpart staff, and facilities to be provided by Karandaaz Pakistan?</p>	<p>1. If you have any specific requirements or suggestions that you want to record for Karandaaz to better achieve the objectives of the RFP if your proposal is selected.</p>

	<p>2. Are we supposed to provide past experiences in Section C (10-vi) based on the 3 customer experiences we will be providing in Section C (10-v) ?</p> <p>3. Work schedule and planning for deliverables asked in Section C (10-vii) are supposed to be based on the past experiences or the Requirements of Karandaaz Pakistan?</p> <p>4. What do you specifically mean by the media management (advisories) in the requirements in section 4?</p> <p>5. The cost of the Live Event Coverage requirement in section 4 can vary based on the costs such as travelling, accommodation and ec cetra. So how do you want us to incorporate these costs in financial Proposal?</p>	<p>2. Yes</p> <p>3. Requirements of Karandaaz</p> <p>4. Any media advisors for press engagement, to invite media at KRN events (invitations to journalists – print, digital and electronic media) to attend KRN events, following up with them, ensuing their attendance as per the directives of KRN, and crisis communication.</p> <p>5. There is no provision of additional costs for travelling, accommodation etc – the proposal is expected to include all such contingency costs in the fixed monthly retainer fee. This will of course have a better financial sense if the agency has ability to do PR/ staff members in all major cities of Pakistan.</p>
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