

Tender No. PS/SRV/RSC/030/2025 – Provision of Services for Development of Road Safety Public Awareness Campaign

**Clarification no. 1**

No.	Clarification request	Contracting authority's answer
1.	<p>Following a detailed review of the tender documentation, we have identified several ambiguities regarding Annex 4, which pertains to the Financial Offer. Specifically, item B1 – <i>Scriptwriting and storyboarding for short 2D animated videos</i> – is listed with a quantity of 1, while item B2 - <i>Production of up to three short, animated videos (30–60 seconds), subtitled and dubbed</i> is listed with a quantity of 3.</p> <p>As it is standard practice that one storyboard corresponds to one animated video—ensuring the animation follows all elements described in the storyboard—it remains unclear on what basis the additional two animated videos would be created. Would they be minor variations of the initial storyboard submitted with the offer, or should they be based on other, yet unspecified guidelines?</p>	<p><b>The final decision on the number of videos to be produced will be made upon further discussions and decisions about the technical proposal and its finalisation in concert between the winning bidder and the contractor. The number of videos to be produced and number of posters, leaflets and roll-up banners to be designed and delivered, should be subject to agreement with the Contracting Authority and the final quantities agreed, shall be invoiced based on the unit prices quoted in the financial proposal.</b></p>

2.	<p>It is unclear what exactly item C1 – <i>High-quality production and editing of video and graphic materials</i> – refers to.</p> <p>Does this item relate to post-production work for the animated videos described under items B1-B2, or does it refer to a separate task? If it refers to a different set of deliverables, then additional technical specifications would be necessary, as the current broad description is not specified in details and could potentially entail significant resources for implementation.</p>	<p><b>Yes, it refers to the post-production work of for video and graphic materials.</b></p>
3.	<p>The deadline for submission of tender documentation is stated as Sunday, 10 August. As this falls on a non-working day, could you please confirm whether this is the correct submission deadline?</p>	<p>Please note that as per the Transport Community procurement rules, when a submission deadline falls on a non-working day (e.g. Saturday, Sunday, or public holiday), the deadline is automatically extended to the next working day.</p> <p>Accordingly, since Sunday, 10 August is a non-working day, <b>the correct deadline for submission of the tender documentation is Monday, 11 August, no later than 17:00 CET.</b></p>

4.	The estimated total value of the contract is listed as EUR 30,000.00 excluding VAT. Should the financial offer include the media buying budget for the campaign, or will that be defined at a later stage? If the media budget is to be included within the stated amount, should it be presented as part of Annex 4 – Financial Offer, or submitted as a separate annex?	<b>No, media buying should not be included in the financial offer. Please do not alter the points in the given template and fill out only the blanks.</b>
5.	Are we expected to include a media strategy proposal as part of the technical offer (i.e. media channels, quantities, and proposed allocation)?	<b>The quality of the proposal will be assessed based on the three outlined points: (1) Proposal for video storyboard, (2) Proposal for key visual elements of the campaign (for example: poster or flyer design), and (3) Potential slogan of the campaign, therefore including the media strategy will not be assessed if included in the offer.</b>
6.	In Annex 4 – Financial Offer, Section D: Dissemination and Media Planning – should we indicate only the agency fee for services, or also include the full cost of implementing the proposed promotional activities?	<b>Please include the agency fee for services only.</b>
7.	Is it necessary to have 2D animations or is it possible to propose 3D animations?	<b>Yes, the videos should be 2D, as outlined in the tender documentation.</b>

8.	<p>30 – 60 seconds is quite long animated video, is this mandatory or we can have 20 seconds long videos?</p> <p>For TV and YOUTUBE advertising this is long format – are you planning to have media plan for this length?</p>	<p><b>As outlined in the tender documentation, the video proposal should be 30 - 60 seconds long.</b></p>
9.	<p>Is a storyboard required for all tree proposal videos?</p>	<p><b>For applying to the tender, minimum one storyboard is required. If your proposal includes more videos, please propose their storyboards, too. Please note that the final number of videos to be produced within the campaign will be made at a later stage in concert with the contractor.</b></p>
10.	<p>Does the key visual and slogan should be in English only, or in all requested languages?</p>	<p><b>As outlined in the tender documentation, "production of videos and graphic materials shall be done in English and all official languages of the Western Balkans' regional partners. All deliverables in the campaign shall be prepared in English and the official languages of the Western Balkans (Albanian, Bosnian, Croatian, Macedonian, Montenegrin, Serbian)."</b></p>

11.	<p>Description in point B (Creative Content Development) includes:</p> <p><b><u>Production</u></b> of up to three shorts animated videos ....</p> <p>But then is sector C (Production and Technical Services) the production is again:</p> <p>High-quality production and editing of video and graphic materials and translation, voice over recording and subtitlong in the relevant languages</p> <p>What was meant with production in point B?</p>	<p><b>Production in point B should be understood as production of videos, per piece.</b></p>
12.	<p>Could you please confirm whether the Draft Service Contract (Annex 5) should be:</p> <p>submitted as a signed and completed document by the tenderer at this stage,</p> <p>or</p> <p>considered for information purposes only and left unsigned during the submission phase?</p>	<p><b>The Draft Service Contract (Annex 5) is provided for information purposes only and does not need to be signed or completed at this stage.</b></p>