

**Request for Proposals # 8 – Distinctive Destinations Program Brand
Development
April 10th, 2017**

Questions received from bidders

Please note that these questions include questions raised in the bidders meeting as well as questions received via email

Question: Are outreach activities part of the RFP?

Answer: Bidders are free to suggest what the best approach is.

Question: Can deadline be extended?

Answer: Deadline remains as originally stated in the RFP.

Question: Are you expecting us to develop deliver the brand deliverables as part of the bid?

Answer: No. Per the decision made during the Bidders Conference, and based on the attendees' request, all bidders are requested to submit:

- Artwork sample for overall Brand
- High-level messaging and artwork implementation on As-Salt only.

As such, the deadline for receiving proposals will remain the same.

Question: Can you use different agencies for different deliverables?

Answer: No. BEST will be working with only one winning bidder for the deliverables agreed upon. BEST has the right to choose all, some or one of the deliverables in the RFP document.

Question: How can you contact the project managers of ended projects?

Answer: As part of background check, BEST will contact previous clients provided in the Contact List. Bidders are requested to provide name and contact details of the Project Manager on behalf the client side.

Question: Is pricing on design and production?

Answer: Bidders are required to price on design and not production.

Question: When is the expected start date of the project?

Answer: Its envisioned that the project will start a few days after the decision on the winning bidder is made.

Question: The percentage of the evaluation designated to the design is low though it is the core.

Answer: BEST looks at bids holistically taking into consideration company credentials, team, technical approach and methodology. Points on design are part of the technical approach.

Question: How many Staff CV's are required?

Answer: Bidders are requested to provide detailed CVs for the brand lead and design lead. Details on qualifications of the rest of the team working on the project can be high-level, reflecting relevant experience and role.

Question: Coming up with a new brand name of the DDP, is it part of it?

Answer: DDP is only for RFP purposes. Bidders are welcome to suggest a new name for the program, if they wish to.

Question: Does the master brand change or you might add another city?

Answer: The scope of this RFP is to cover the master brand and its variations for 5 cities only.

Question: Is the brand going to be bilingual?

Answer: Yes

Question: Touch points audience, is it internal & external? Where are we going to implement it?

Answer: Audience will be internal and external. Touch points will include place branding in As-Salt, Jordan, as well as on visual marketing and promotional material used by different stakeholders.

Question: Is it possible that the city will consider the branding product as the main one? & does MoTA endorse it?

Answer: MoTA will endorse the brand and it will be used by the Jordan Tourism Board as part of its promotion. The brand will also be used by the different stakeholders inside and outside of Jordan.

Question: What sort of Committee will evaluate?

Answer: The bids will be evaluated by an internal committee from BEST and may include external stakeholders, as well.

Question: Are soft & hard copies needed of the offer?

Answer: Yes.

Question: Exemption letter, DUNS number, are they required?

Answer: The RFP states the following: *Chemonics is required to report subcontracts with an award valued at greater than or equal to \$30,000 under a prime contract and sub-awards under prime grants or prime cooperative agreements obligating funds of \$25,000 or more, whether U.S. or locally-based.* Since the value of this procurement may exceed the \$25,000 threshold, there will be no exemption to this requirement.