

Pre-Bid Meeting for RfQ-Cum-RfP for hiring a Creative Agency and a Digital Amplification Agency for NITI Aayog held on June 30th, 2016

Below are the clarifications to the questions posed by bidders for both RFPs.

1. The budget for amplification won't differ based on the campaign. Amplification is an ongoing process and we want NITI's outreach to increase consistently. Additionally, heightened support will be needed when specific campaigns are being run
2. NITI Aayog will host/organize an average of four events/conferences/seminars/campaigns a month, i.e 48 such big and small programmes a year.
3. The amplification agency will have to be responsible for creation of content for approximately two blog posts a week. That apart, blogs also need to be amplified.
4. Amplification agency will not create any creatives for publicity. All creatives will be done by the creative agency. The amplification agency will use the content wisely to amplify it across digital platforms
5. We expect the digital amplification agency to have an existing huge influencer network that they should leverage to further NITI Aayog's reach. There will be no extra cost given for Influencer fee. The commercials should include the cost of influencer program aiming for 1000 each in India and world
6. The amplification agency will not be involved in monetising sponsorship opportunities. Agency has to manage the social media management & amplification for the partnership and provide support in making the partnership successful
7. New website for events/campaigns of NITI will have to be developed from scratch. If needed, even the existing website may need to be reworked all over again
8. Amount for Radio Jingles will have to be quoted keeping in mind an average of 30 seconds for a jingle
9. Creative agency will have to showcase their proposed creatives for NITI Aayog's branding on the day of their presentation (**July 12th**). Not presenting them in their technical bid will not negatively impact their score
