



BID REFERENCE NO.: LOC/FIFA/RFP/003

12th May 2022

Please find below the list of all queries received from various agencies and the responses provided.

1. In point 8.1 you've mentioned that the bidder must be registered under the companies act or the partnerships act. Does that mean you are only considering agencies which are registered in India? Is the bidding process open for agencies from outside India?

Yes. The LOC will only consider bids from Digital Media Agencies which are registered in India.

2. In point 8.1, under financial details, does the bidding agency need to provide financial details of its work in India with Indian clients? Or does equivalent from the UK work fine?

Considering the response to query number 1 above, financial details of only work done by an entity registered in India will be considered.

3. Under 'constraints', point 5 it says there will be no communication through social media handles during the tournament - could you please elaborate on that point. What role

will the agency be playing during the tournament?

One of the deliverables requested is post tournament round up film. To that end, the Digital Media Agency is required to shoot for the "about the Tournament" deliverable at this time. As such no other work needs to be done during the Tournament. Should there be any other work that needs to be done, the same will be communicated by the Authority to the Selected Bidder in writing.

4. Does the LOC have a tentative budget in mind for this work?

The RFP is an open competitive bidding process, the budget cannot be disclosed

5. Does the LOC/FIFA already have a tone of voice and design scheme for the tournament, or will the bidding agency be expected to come up with ideas for that?

Tone of voice / design Scheme - The Authority has listed out the previous work executed in Annexure II, Page 17.

Unfortunately, the links to the video were broken. Corrigendum has been uploaded.

Please refer: <https://www.the-aiff.com/media/uploads/2022/04/Corrigendum-RFP03-Digital-Media-Agency.pdf>

The LOC shall share the Brand Guidelines with the selected bidder.

6. Does the LOC look at this tournament from a global perspective? Or India first approach? How important is it for the LOC to create local content for teams out of India?

The LOC looks at the Tournament with an India first approach. Access to teams outside of India is limited. Content can be developed as and when access to the teams is made available.

7. Would the agency be expected to create a regional centric digital media buzz generation plan & implement the same from a media buying point of view only Or is the agency also supposed to support LOC to attract potential sponsors. If so, what kind of support is expected from the agency apart from the digital media buzz generation ?

The selected Digital Media Agency, in principle, will be responsible for generating buzz through the creation of quality content for the LOC on digital media and deliver the required messaging to a pan-India audience.

The Agency is also required to deliver content in local languages of the host states of Maharashtra, Goa and Odisha to engage regional audiences.

The LOC would ideally like to generate enough buzz on digital media that helps in securing sponsors. As such, no direct support from the selected Digital Media Agency would be required to secure sponsors.

Media buying, if necessary, will be done on a case to case basis.

8. Would like to understand the proposed duration / term of the engagement based on which the agency can propose a monthly plan

The LOC is expecting the selected Digital Media Agency to be associated with the tournament starting from June 2022 until October 2022. Any changes to the same shall be discussed and mutually agreed upon.

9. We would require the potential dates & venues for these video shoots & would like to clarify if LOC will bear the cost for TLB or is the agency required to hire local videographers/ source equipment at the respective regional venues ?

The selected Digital Media Agency is required to hire local resources to shoot videos for the Coach Education Scholarship Programme. The venues and the dates will be communicated to the selected bidder in due course of time.

10. As a standard industry practice, a media commission charge is levied as per the actual media spends undertaken. We would like to understand if the same needs to be mentioned as a part of the monthly proposed cost or can we quote the percentage we propose to charge separately along with the monthly cost ?

The Agency may quote the percentage it propose to charge as commission separately.

11. Do we have to keep the umbrella campaign "Kick Off Your dream" and create the sub-content campaigns accordingly? Or it will be a fresh approach that we are looking at

All content for the LOC will be created under the umbrella campaign of "Kick Off The Dream". However, the LOC encourages creative expression in the pitch as well as the eventual output.

12. Can we use and experiment with Hinglish

The LOC, given it is the organising committee of the tournament which is a global event, would like to create content in English.

However, there is scope for integration of vernacular/bilingual content when it comes to host city targeted communication. Hinglish though is something which is not encouraged.

13. Will the 5 Videos a month be a part of the 7 posts that will happen throughout the week?

The LOC expects the selected Digital Media Agency to create 5 videos per month as well as 7 posts per week on a roll over basis, wherein these are separate deliverables.

14. If you could let us know the ticket size and the expected ticket sales out of the entire activity

The selected Digital Media Agency will support the LOC in creating content that should attract interest and drive ticket sales. However, no further support on this front is expected.

15. Define the number of Video shoots we are looking at? The number of days, time, etc.

The selected Digital Media Agency will shoot videos based on requirement. Details regarding the same shall be mutually discussed and intimated prior to the event/activation.

16. Are there any brand ambassadors currently associated with the brands?

The tournament assets have been listed in the RFP Document. Any changes to the tournament assets or branding elements shall be intimated as per occurrence.

17. What are the assets that we can get from the previous years?

Refer to the response to query number 16. Further, footage from previous editions of the tournament can be requested for. However, availability/frequency cannot be guaranteed.

18. Will videos of various celebs who contributed last year be shared with us so that short snippets can be created

Kindly specify which videos are being referred to.

19. Is there any format that we need to follow for providing the financial quote?

The Digital Media Agency is required to quote a monthly retainer fee till October 2022. There is no particular format for the financial bid as such.

20. Is there any format we need to follow for providing the CV?

There is no specific format that needs to be followed in detailing the profiles of those individuals from potential Digital Media Agencies who will be working on the project, if selected. Any means of effectively communicating previous experience, knowhow of domain and skills acquired to carry out the specific role assigned will be accepted. However, previous experience in sports and football specifically will be preferred

21. Since there are no dedicated handles and the posting is going to be split between the Indian Football team and FIFA women's World Cup handles, are we required to duplicate the content on both the handles or the content will be split between the two?

In principle, the Digital Media Agency is required to create content for the LOC who will take care of the scheduling and posting. The brand guidelines for content will remain the same across both handles.

22. The links embedded in the RFP document as reference are not accessible, can you please share the same with us?

Kindly refer to the response to query number 5.

23. What is the length to be considered for 5 video posts that will be posted monthly?

The length for video posts will vary based on subject being explored / narrated / depicted. However, the length must not exceed 2 minutes and 20 seconds.

Further, videos will be divided for various platforms i.e.

Facebook/Instagram/Twitter and accordingly customised for each. We can also have videos in the reel format/16:9 format.

24. What is the expected length for both the round-up films?

There are two categories of round-up films that the selected Digital Media Agency is expected to deliver.

For the "about the Tournament" deliverable - content will be shot in the few days leading up to the first match day and during the Tournament.

The length of the same shall be decided mutually based on shots collected.

Video length should be 10-15 minutes.

For "activities and legacy of Tournament" - footage taken from various activations in the year(s) leading up to the Tournament shall be provided to the selected Digital Media Agency who will be responsible for creating a compelling story with the same - one that communicates the key

messaging of the Tournament.

Video length should be 5-10 minutes.

25. How limited is our access to players and staff?

The LOC is responsible for organising the tournament. Access to players and staff is the prerogative of the respective federations.

While they are not completely inaccessible, the LOC can only formally request access based on requirement. Whether the same shall be granted is dependent on various factors.

Moreover, there are logistical issues in physically meeting players and staff given there will be 16 participating nations from across the world.

India is only one of them and as organisers of the tournament, the LOC must remain objective in its content creation.

26. What are the budgets set aside for paid media promotions?

The LOC shall communicate the budget for paid media promotions once the Digital Media Agency is selected.

27. What are the KPIs the agency is expected to achieve?

The KPIs will vary based on different campaigns and activations. The same shall be communicated to the selected Digital Media Agency prior to each campaign/activation.

The KPIs may evolve based on results of similar previous campaigns.

28. What past campaign data can you share with us?

Kindly refer to the link of previous work performed provided in the response to query number 5. Stats for all videos are available in the public domain. We have to abide to various commercial and confidentiality clauses.

For any specific information regarding the same, the Digital Media Agency may write to the LOC detailing its requirement.

29. Can you confirm the duration of this engagement?

Kindly refer to the response to query number 8.

30. Will the frequency of the deliverables remain the same during the days leading to the event and the duration of the actual event?

In the days leading up to the tournament, the frequency of posting will significantly increase, scoping for which, weekly/monthly deliverables have been listed on a roll-over basis.

For part two, kindly refer to the response of query number 3.

31. Are the videos of the various stakeholders part of the monthly deliverables or they are separate? if they are separate then can we cap the frequencies?

The same, whenever the requirement arises, will be part of the monthly deliverables.

32. Is there any particular format or draft we need to follow to create the undertaking?

There is no particular format for the undertaking. It has to be on company letterhead and signed by Authorised Representatives.

33. What are the platforms that we need to consider for this campaign / project. Please share links to the assets that will be used for it.

Kindly refer to the response for query number 23.

Brand guidelines shall remain the same for those elements. All assets, collaterals and brand elements shall be shared with the selected Digital Media agency.

34. Does the technical approach need to include creative samples as well? Is there any weightage pre-allocated for sample visuals?

There is no strict rule / requirement from the LOC's end in pitching the presentation.

The potential bidders are free to adopt any method that best communicates their pitch. The detailed evaluation criteria can be found in sections 8.1 and 8.2 of the RFP document.

35. What are the objectives for the campaign? Are there specific objectives for different platforms? Mention the same.

The objectives of the campaigns include raising awareness about the tournament, promoting the legacy events, promoting the marquee events, driving interest to boost ticket sales and generating buzz to attract interest from potential sponsors. Each campaign may have one or a combination of the aforementioned. However, the deliverable will remain the same wherein the selected Digital Media agency will need to produce content for Digital Media that garners attention in order to potentially lead to the aforementioned outcomes.

Please note that we are using National Team and FIFA handles, for which we have fixed guidelines and obligations. The same will be communicated to the selected Digital Media Agency.

36. Could we have more details on the Football for All and the Coach Education Scholarship Program - any timelines or plans that may be relevant to the agency

Football For All:

<https://www.fifa.com/tournaments/womens/u17womensworldcup/india2022/news/>

[inaugural-kick-off-the-dream-tm-football-carnival-hosted-in-navi-mumbai](#)

<https://www.youtube.com/watch?v=aPKhG9O5aNs>

Coach Education Scholarship Programme:

<https://www.the-aiff.com/article/legacy-activities-for-fifa-u-17-womens-world-cup-india-2022-restart-on-international-womens-day>

<https://www.the-aiff.com/article/pune-edition-of-coach-education-scholarship-programme-of-the-fifa-u-17-womens-world-cup-india-2022-concludes-at-shiv-chhatrapati-sports->

<complex#:~:text=Kushal%20Das%2C%20General%20Secretary%20of,to%20play%20the%20game%2C%20while>

<https://www.the-aiff.com/article/inaugural-d-license-edition-of-fifa-u-17-womens-world-cup-india-2022-coach-education-scholarship-programme-conducted-in-mumbai>

<https://www.instagram.com/p/Catr3HLtu4a/>

https://www.instagram.com/tv/CWSf85Rh2FM/?utm_medium=copy_link

Event timelines are tentative and will be shared with the selected Agency. Further, these events are subject to stakeholder co-operation / permissions, COVID-19 situation and state guidelines regarding the same.

37. What will be the KPIs for the agency for this project? Any targets we have in mind?

Kindly refer to the response of query number 27. With regards to the

second part, kindly refer to the responses of queries numbered 7 and 35.

38. What are the KPIs for the paid media activities.

Kindly refer to the response of query number 27.

39. Is there any extension on the submission deadline?

No.

40. Is sports client a compulsion to be a part of client list ? Or its an option worth 10 marks?

The Eligibility Criteria is stated in Clause 8.1 - Page No 7 of the RFP.

Further, for the presentation marks are allotted on the basis of projects executed. The same is mentioned in Clause 8.2 on page no. 8

41. Page 9 - Experience of team working in relevant projects, their specific roles in said projects as well as composition of team in the LOC Project.

Does this indicate a rough breakdown of the team that will be working on the said project? Also, if in a team of say 10 people from the agency, a couple of people resign midway, what would be the scope of redefining the team structure and incorporating replacements?

Please refer to the response of query number 20.

In case a team member of the selected Digital Media Agency resigns midway, it is the prerogative of the Agency to restructure the team so as to maintain the quality of the deliverables. The LOC should be kept in the loop regarding the same.

42. Will sponsor outreach be an active part of what we are supposed to do, or does this mean creating quality content that eventually attracts the right sponsors and partners?

If the agency helps find & close sponsors, would there be agency fee/commission?

Please refer to the responses to queries numbered 7 and 35.

43. If during the tournament, additional content buckets (other than the already discussed/finalized ones) are ideated or expected from the agency by LOC, would that be considered as on-cost basis?

There will be no communication from the LOC's end during the tournament. However, relevant content may be created during the tournament for use post tournament.

44. How much detailing is expected in terms of planning, in the pitch stage?

In the pitch stage, the bidding Digital Media Agencies are expected to evaluate already published digital content of the LOC, understand the story telling pattern and accordingly plan out the series of content that will fall in line with the messaging of the tournament.

Thorough detailed content/plan is not expected at this stage. However, the LOC welcomes new/quirky ideas with a fresh voice with surrounding LOC events and other potential campaigns.

45. Who are the stakeholders? Will any more prior information be shared?

And would these be counted in the 7 posts or above and beyond?

The stakeholders include governments of the host states as well as potential National Supporters (sponsors), and stadium authorities.

These posts are included in the 7 (creative per week) + 5 (videos per month) deliverables. The number of posts required may increase depending on any milestone / event that the LOC decides upon.

46. How do you define conceptualizing? Would it involve just outline-level ideation, or also involve writing scripts and so on?

The conceptualizing would require the agency to outline executable ideas and, upon approval, script promotional content for radio campaigns.

47. Is the agency supposed to work on creatives?

Yes. The selected Digital Media Agency is expected to work on these

creatives

48. Maximum 7 posts per week, or minimum 7 posts per week are expected?

We feel the mentioned quantity isn't adequate for an event of such magnitude & importance. Adequate would be 3-4 per day, can be more on matchdays.

Would the LOC be open to the frequency and number of posts being topical, based on events etc?

Also, would adaptation of a post to story form be counted as an additional post?

Please refer to the response to query number 45.

Posts/videos can be topical based on events/activations.

Since the LOC will be directly posting content handed over by the selected Digital Media Agency, it falls under our prerogative to make stories out of posts. However, in case of changes in orientation/format, the Selected Agency is expected to adapt the same.

49. Up to 5 videos per month on a roll over basis. Does this include a mix of long form and short form (reel) content? Or is there a separate split for the categories?

The same is inclusive of long form as well as short form content.

50. Would travel, conveyance etc be on-cost basis, or be included in the monthly retainer cost?

In case of travel, TLB will be on-cost basis.

51. Assuming the content will be posted on two different handles, how different or same would the design templates or brand colors look like?

Please refer to the response to query number 21.

52. In terms of throwback posts, would we have to rely on illustrations or text content, assuming no availability of any footage/photos?

Also, can publicly available media be posted by giving due credits in copy?

We would have to mostly rely on illustrations or text content for throwback posts. In terms of availability of footage/photos, kindly refer to the response to query number 17.

Publicly available media may be used giving due credits. The details of the same can be discussed on occurrence basis.

53. We have licenses for platforms like Envato. Would that be okay for use?

For content that goes up on AIFF platforms we use copyright free music.

For FIFA platforms the same can be discussed later.

54. Would there be absolutely no access to the players? Can content be shot remotely by LOC and shared with agency for working on it?

Given the global nature of the event, the final 16 teams hail from different parts of the world. Thus, being physically present to shoot content is a logistical challenge.

Requests, however, can be made for access to players who are in India and digitally for players of different countries. Approvals regarding the same is the prerogative of the respective federations.

55. No communication through social media handles during the tournament. More elaboration on this? What is defined by 'communication'?

LOC makes no posts on social media during the tournament. The different FIFA channels, via their team, will carry out appropriate communications and the Indian Football handles will be leveraged for communicating Team India's updates.

56. Are there any predefined ways of transferring content online/offline, or that's flexible?

The LOC is flexible in the mode of receiving content from the selected

Digital Media Agency.

57. What's the duration of the contract, starting and closing date?

Kindly refer to the response of query number 8.

For,

LOC, FIFA U-17 Women's World Cup, India 2022



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