

Questions	Response by MTC
1 Is the bidders allowed to form a Joint Venture and if yes, what are the restrictions.	Joint Ventures (JVs) do not pose a significant issue, provided that the company only assigns a single point of contact and can demonstrate to MTC how they intend to handle that. We do not wish to become entangled in any disagreement or miscommunication that may occur."
2 If the JV is between an advertising agency/ies and consulting firm can they form SPV for this particular bid	Same answer as above
3 "Regarding the Advertising Agency Commercial Pack and the various pricing models presented (All inclusive fee, Hybrid 1, and Hybrid 2), is it required for bidders to select and commit to one model exclusively, or is there an option to propose a combination of elements from different models based on the services provided?" or can we propose our own custom model and fee structure?	MTC requires you to fill out all 3 scenarios for better comparison. Hybrid is based on 100% retainer and no other charges. The retainer is a fixed amount month to month during the fiscal year.
4 If we can propose our own model, can you please confirm there are no restrictions or requirements related to the components included (e.g. must have a core team retainer fee)?	Please use the models indicated by MTC in the commercial pack. If you propose your own model, MTC won't be able to compare apples with apples, is there something wrong with the models used. Hybrid 1 is actually the most ideal for MTC.
5 If we must select a scenario, are there any elements of the scenarios that are non-negotiable or fixed?	All elements of the scenarios are fixed. Elements need to be fixed for MTC to be able to compare apples with apples
6 Are there any other fees not covered in the scenarios that need to be built into the commercial model (e.g. pitch fees)?	What are pitch fees? Is this cost of participating in this bid? MTC does not pay anyone to participate in its bids. Bidders participate at their own cost and risk.
7 How will MTC evaluate the financial proposals in terms of value for money and cost-effectiveness?	To get a true reflection of value for money and cost-effectiveness, MTC's evaluation is an aggregate of the financial and technical evaluation.
8 Are there any preferred financial models or structures that MTC views as more favorable?	If not indicated in the RFP than No
9 Does MTC require any specific tools or systems to be used for performance measurement and analytics?	Tools for performance measurements are discussed with the successful agency during the contract negotiation stage.
10 What is the expected timeline for the project rollout post-award?	After successful contract negotiation, the start date will be a discussion between the successful agency and MTC.
11 The excel sheet is a bit confusing. In the previous tenders, the sheet given had many formulas and calculated throughout the hours based on the given formula, which also required filling amount of hours. It seems that the sheet provided has no formulas or formulas were deleted.	Yes, we have no formulas. You may do your calculations in the background. Scenario 1 is most preferred, 100% retainer and no other costs. Scenario 2 and 3 which are the same except for the media services. The belief is media services has a big impact in cost, so we would like to compare the 2 scenarios, cost including media services and cost excluding media services
12 On the excel sheet, there seems to be having formulas missing in order to calculate the hours and the amount in N\$. So, because of that, agencies will need to estimate number of hours and manually calculate the total as there is not a baseline. Could you double check your spreadsheet in order to confirm if that is correct and is the case? Because, for example, if a retainer fee is 200k, for agency B, that can cover 100 hours, but for agency C would cover 250 hours. You know what I mean? So, it might not be easy to compare apples to apples.	MTC does not prescribe the number of hours to agencies. We tell you what the budget is and you need to estimate how many hours each of your resources will allocate to the account. This account is demanding and we don't work on hours. Even for scenario 2 and 3, we are still expecting fixed cost for everything with the only differentiation of media services which is now paid separately in the case of scenario 3
13 Reduced Commission on Media (due to fee and media fee) - where does this fee fit in?	The understanding is that there is a media fee given to the agencies by all media houses. Some agencies take this commission and still charge a fee on all media services. For this scenario, we require you to pass on some commission to MTC or at least not charge an additional fee on media services. The media services cost is then scoped as part of the core team and payable monthly at a fixed rate
14 "Hybrid is based on 100% retainer and no other charges. The retainer is a fixed amount month to month during the fiscal year." But the hybrid has actually a partial team + discounted rates. Will you please elaborate?	Where is this writing coming from? Is it from the bidding document? As far as the bidding document, the explained Scenario is Scenario 1. Which should be 100% retainer and no other charges. This retainer is fixed month to month, and it is decided upon at the beginning of the financial year depending on the budget approval for the fiscal year. The hybrid has a partial team + discounted rates. If we referred to hybrid being a 100% retainer, we do apologise for the error