

**Questions and Answers for  
Digital Media Campaign for Outreach, Social Change and Advocacy  
Navision code: JOR23001-10039**

**Q1.** One observation we would appreciate your guidance on relates to the digital production scope. The TOR refers to the development of 20 digital products in addition to the strategy development and influencer collaboration, and we would like to better understand whether the scope is primarily focused on producing these assets only, or if additional ongoing campaign activities are expected throughout the 14 month engagement period. In particular, we would appreciate clarification on whether the selected agency is also expected to manage social media channels and PR engagement throughout the duration of the project on monthly basis, or if the mandate is limited to content production and campaign assets.

Given the duration of the partnership, we want to ensure that we are interpreting the scope correctly and aligning our approach and resourcing accordingly.

**A1.** Regarding the digital production scope, aside from the activities explicitly mentioned in the TOR, the intention is that the selected agency focuses primarily on the development of the campaign strategy and the production of the digital content products as specified.

For the publishing and day-to-day interaction management, it is expected that the team responsible for managing the official social media pages at ASEZA will undertake the posting of the content and the management of engagement on the platform. Once the digital materials are finalized from the agency, all publication materials will be shared with the ASEZA team who will then proceed with publishing the content, based on an agreed publishing plan, respond to any questions or inquiries received through the page, and share with Enabel/selected agency the relevant posting analytics and performance reports of the page.

Having said that, the agency is expected, during the kickoff meeting, to give an induction for ASEZA and agree with them on the coordination mechanism.

**Q2.** Digital Media Campaign Strategy (What exactly is meant by this?)

**A2.** The strategic framework that defines the campaign's target audiences, key messages, communication channels, content approach, and implementation timeline to effectively promote inclusive skills pathways, increase engagement with TVET opportunities, and support enrollment in Red Sea Skills and work-based learning programmes in Aqaba.



**Q3.** 20 Digital Content Products (I need more details: Full HD video, required duration, who will be filmed, who is responsible for the video content and production)

**A3.** The contracted Digital Media agency shall produce a minimum of twenty (20) digital content products, (Please refer to the Content Production section in the tender to get familiarized with what is expected from the contracted agency). All video content shall be produced in Full HD (1920×1080). Reels and short-form videos should typically range from 30–60 seconds, while testimonial or explanatory videos may reach 2 minutes. Filming may feature youth (including women and people with disabilities), employers, trainers, and relevant stakeholders, subject to coordination with the project team and ASEZA. The contracted agency will be responsible for the full production process, including concept development, filming, editing, and final formatting for digital platforms.

**Q4.** Filming Location (As we understand - Aqaba)

**A4.** Filming is expected to take place primarily in Aqaba, in coordination with the project team and ASEZA. Some content production activities may also take place in other locations if required, depending on the campaign needs and availability of participants.

**Q5.** Contract Duration: 14 months (Are we required to make regular visits to Aqaba, or will these be scheduled according to the projects? How many days will we spend in Aqaba to execute the project?)

**A5.** The assignment will be implemented over a 14-month period. Visits to Aqaba are not required on a fixed regular basis; they will be scheduled in coordination with the project team and ASEZA and aligned with key project activities and campaign needs (e.g., filming, events, or field content production). The number and duration of field visits will depend on the proposed campaign methodology and content production plan, and should be reflected by the contracted agency in its proposed work plan.

**Q6.** Is all the required filming video only?

**A6.** Please refer to the **Content Production** section in the tender to get familiarized with what is expected from the contracted agency

**Q7.** Do we need still photography?

**A7.** Please refer to the **Content Production** section in the tender to get familiarized with what is expected from the contracted agency

**Q8.** Do we need voiceover? Do we need to translate the videos?

**A8.** Voiceover may be used when relevant to the content and communication objective, but it is not mandatory for all materials. The use of subtitles and/or voiceover in Arabic and/or English may be required to ensure accessibility and wider reach. The contracted agency should ensure that all video materials are linguistically appropriate for the target audience and include translation or subtitles where necessary.

**Q9.** All videos are in landscape format, not Reel size

**A9.** Please refer to the answer for 20 Digital Content Products question (Q3)

**Q10.** Regarding the project manager's accommodation, how many people are there, and is there a specific accommodation level required?

**A10.** The number of people and days of accommodation will depend on the proposed campaign methodology and content production plan and should be reflected in the contracted agency in its proposed work plan.

**Q11.** The ToR mentions youth aged 18–35 as a primary audience and also refers to women, Syrian refugees, and persons with disabilities as target groups. Could you please clarify whether these groups are intended to be sub-segments within the 18–35 youth category, or whether the campaign should also consider broader age groups within these populations?

**A11.** Women and persons with disabilities will be sub-segments within the 18–35 youth category, however, Syrian refugees will not be targeted. Having said that, the campaign will indirectly target parents and different community members from different age group to raise awareness.

**Q12.** Is there a priority hierarchy among the target audiences (e.g., youth, women, Syrian refugees, persons with disabilities, employers, communities) that the campaign should consider when designing messaging and targeting strategies?

**A12.** Please refer to the **Specific Objectives** in the tender to get familiarized with the priority hierarchy among the target audiences

**Q13.** Could you clarify what success looks like from the programme's perspective in terms of campaign outcomes? For example, is there a target number of applications, participants, or enrollments that the campaign should aim to generate?

**A13.** Please refer to the **Specific Objectives** in the tender to get familiarized with what success looks like from the programme's perspective in terms of campaign outcomes, currently there are no specific numbers but at the kickoff meeting, the contracted agency could agree with ASEZA on the percentage of increase.

**Q14.** To help calibrate campaign intensity and expectations, could you provide an indication of the expected training capacity per cycle (for example, approximate number of participants per training programme or intake)? This would help ensure the campaign generates appropriate levels of demand aligned with programme capacity.

**A14.** The activities are not training sessions for the target group (youth, women, and people with disabilities) and there will not be training cycles for each topic, the activities listed in the tender are for trainers, mentors, and for private and public sectors representatives. Around 25 people will attend each activity.

**Q15.** We would like to confirm how clarifications will be communicated. Will responses be shared via email, or will they be published on a specific platform or webpage? We would appreciate it if you could please let us know.

**A15.** It will be published on Enabel website

**Q16.** We noticed on your website that the submission deadline is listed as the 26th. We would appreciate it if you could kindly confirm the current final deadline

**A16.** The submission is March 29 now.

**Q17.** We would like to request clarification regarding the requirement related to Power of Attorney and the Non-Sentence Certificate listed under 6.7 Overview of the documents to be submitted Please note that the person who will sign the tender documents on behalf of our company is the same person listed as one of the authorized signatories in the company's incorporation certificate; therefore, a Power of Attorney will not be required in our case, please confirm. However, we would appreciate your guidance on the following point: Since the authorized signatory is a non-Jordanian national, kindly confirm whether the Non-Sentence Certificate should be issued: 1. For the authorized signatory personally, or another company representative or manager, please specify which; or 2. If an equivalent certificate issued by the competent authority in the signatory's country of residence would be acceptable.

**A17.** No need for the POA and the non sentence could be submitted later on

**Q18.** Could you please clarify the requirements related to the minimum three relevant projects with certificates of completion:

- For projects implemented in Jordan within the past three years, if a formal certificate of completion is not available, would it be acceptable to include project descriptions and client references for verification purposes? **No**
- Can the required three relevant projects include assignments implemented outside Jordan, provided they meet the criteria of social change, advocacy, or digital communication campaigns? **Yes**

**A18.**

**Q19.** Given that the submission period coincides with the Eid holiday, would it be possible to extend the submission deadline by a few days to allow bidders sufficient time to complete the required administrative and signature procedures?

**A19.** We will not be able to extend the submission deadline as it will affect the implementation

**Q20.** Is there a recommended or maximum page length for the technical proposal, and should the technical proposal be submitted as a document converted to PDF (e.g., from Word or PowerPoint), or does Enabel require a specific format before conversion to PDF?

**A20.** There is no maximum page limit, as long as it covers the different sections requested, it should be submitted as Word Document converted to PDF.

**Q21.** The tender notes that contracts equal to or greater than €135,000 (excl. VAT) are normally considered for division into lots, while this procurement specifies that no lots are foreseen. Could you please clarify whether this implies that the estimated contract value is below €135,000, or whether bidders should simply propose their financial offer based on the scope defined in the ToR without assuming any budget ceiling?

**A21.** As mentioned in the tender: The financial proposal should reflect a cost-effective approach and represent value for money and optimal use of resources, taking into consideration the scope of work.

**Q22.** What level of development is expected for the creative concept and visual identity in the proposal? Are bidders expected to submit indicative concepts (narrative, mood boards, examples) or fully developed mock-ups and sample campaign materials?

**A22.** As mentioned in the tender: The proposal shall reflect quality and originality of the proposed creative concept, messaging strength and visual identity, which means submitting indicative concepts and/or approach towards visual identity

**Q23.** For the creative concept and sample materials, should bidders present localized Arabic content at proposal stage, or are indicative concepts in English (or bilingual examples) sufficient at this stage?

**A23.** English (or bilingual examples) is sufficient at this stage

**Q24.** The financial form includes a line for influencer coordination. Could you please clarify the expected scope of this role? Specifically, should the contractor be responsible for identifying and contracting influencers and including their fees within the financial proposal, or is the expectation that the contractor will coordinate with an existing network of influencers provided by the programme, with the contractor responsible only for coordination and campaign management?

**A24.** The assumption is that contractors be responsible for identifying and contracting influencers, this will be in coordination with ASEZA as they might have pre-identified influencers

**Q25.** In the financial form, there is a section for paid and organic content amplification and lead generation management. Should bidders include the actual media buying / advertising budget within this cost line, or only the management and implementation fees for running the campaigns?

**A25.** The bidders include the actual media buying / advertising budget within this cost line, however it's worth noting that for the publishing and day-to-day interaction management, it is expected that the team responsible for managing the official social media pages at ASEZA will undertake the posting of the content and the management of engagement on the platform.

**Q26.** If media buying costs are expected to be included in the proposal, could you please clarify whether there is a recommended media buying budget or cap that bidders should consider when preparing their financial offer?

**A26.** It depends on the bidder

**Q27.** If certain channels such as paid digital advertising prove less effective in reaching the target audiences in the Aqaba context, would the agency have the flexibility to propose complementary communication approaches (e.g., offline media, out-of-home advertising, sms, or other outreach mechanisms), or should the campaign be limited strictly to digital media channels as defined in the ToR?

**A27.** There is flexibility to propose **digital** complementary communication approaches.

**Q28.** If bidders wish to propose additional strategic activities that could strengthen the campaign (for example, a rapid baseline research or audience insight exercise), is it acceptable to include these within the strategy phase, or should proposals strictly follow the deliverables listed in the financial form without adding additional activities?

**A.28** Deliverables listed in the financial form should be followed and the timeline of activities should be taken into account.

**Q29.** Could you please provide additional details on the programme components referenced in the ToR, such as ESG Readiness, Red Sea Skills Sets, Trainers of Trainers (TOT), and Mentorship TOT? Specifically, it would be helpful to understand what these activities entail (e.g., workshops, trainings, events, enrollment cycles) and whether a more detailed schedule or calendar of these activities is available, as this would support bidders in designing a realistic campaign timeline and outreach plan aligned with programme milestones.

**A29.** The details will be shared at the kickoff meeting.

**Q30.** Could you please clarify what role ASEZA is expected to play in the campaign implementation (e.g., programme partner, coordination authority, or facilitator for local activities and events), and whether the selected contractor will be expected to coordinate directly with ASEZA for campaign activities and outreach?

**A30.** Campaign activities and outreach will be coordinated directly with ASEZA however the contractor will have to get Enabel approvals for deliverables.

**Q31.** Is stakeholder engagement expected to be facilitated primarily through existing programme activities (e.g., trainings, workshops, mentorship initiatives), with the digital campaign collaborating with these activities to generate content and amplify their visibility, or is the digital media agency expected to independently organize stakeholder engagement initiatives as part of the campaign scope?

**A31.** As mentioned in the tender under **Campaign Strategy and Positioning**: Description of the overall campaign approach, including stakeholder alignment, audience segmentation, and messaging framework, for that, stakeholder engagement will be identified in coordination with ASEZA.

**Q32.** Could you clarify what constitutes the primary “lead” or desired conversion under this campaign? Specifically, is the objective mainly to drive youth participation in training programmes (e.g., registrations or applications), or does it also include engagement from companies for initiatives such as ESG readiness? In addition, could you confirm where and how these leads will be captured (e.g., through an existing landing page or application platform), and whether the digital media agency is expected to develop or manage any landing pages or lead capture mechanisms as part of the campaign scope?

**A32.** As mentioned in the tender: The campaign will serve as a strategic enabling component of the Skills for the Red Sea Economy – Integrated Pathways in Aqaba initiative, ensuring that youth, women, and people with disabilities are informed, engaged, and motivated to participate in TVET, Red Sea Skills Sets, ESG-aligned training, and work-based learning (WBL) opportunities. Please refer to the **General and Specific Objectives** in the tender to get more familiarized.

For the publishing and day-to-day interaction management, it is expected that the team responsible for managing the official social media pages at ASEZA will undertake the posting of the content and the management of engagement on the platform. Once the digital materials are finalized from the agency, all publication materials will be shared with the ASEZA team who will then proceed with publishing the content, based on an agreed publishing plan, respond to any questions or inquiries received through the page, and share with Enabel/selected agency the relevant posting analytics and performance reports of the page. Having said that, the agency is expected, during the kickoff meeting, to give an induction for ASEZA and agree with them on the coordination mechanism.

**Q33.** The ToR states that the digital media campaign will be implemented in Aqaba; however, the description of the target audiences (youth aged 18–35, women, and people with disabilities) does not specify whether they are limited to Aqaba and surrounding communities or may include broader audiences across Jordan. Could you please clarify what “implemented in Aqaba” constitutes in practice (e.g., geographic focus of the campaign, programme activities, or stakeholder engagement), and whether the primary target audience is expected to be Aqaba-based or nationwide given the digital nature of the campaign?

**A33.** The primary target audience and area is Aqaba; however, expansion to other regions in the South or Jordan will be coordinated with ASEZA.

**Q34.** Could you please clarify the process for application and enrollment in the different trainings offered under the initiative? Specifically, how participants apply to these trainings (e.g., through an online platform, registration form, partner institution, or other mechanism), whether “application” is equivalent to enrollment or if there are additional selection or screening steps, and whether participation in the trainings is free of charge or requires any fees. Additional details on this process would help inform the design of an effective digital conversion and behavioural engagement strategy.



**A34.** There is no specific training program related to our work with ASEZA, however, as mentioned in the tender, one of the specific objectives is to increase applications and enrollment in training and TVET/WBL programmes. The application process on these programs depends on the institution; it could be an online platform, registration form or hard copies. The design of an effective digital conversion and behavioural engagement strategy will be developed after the kickoff meeting and based on the meeting with ASEZA.