

**SOLICITATION No. SGT50016Q0065
FRAUD PREVENTION MEDIA CAMPAIGN**

QUESTIONS AND ANSWERS

1. What is the budget ceiling for the requirement?

The amount budgeted is roughly \$36,000.

2. The pre-solicitation references previous campaigns that have been conducted by the FPU. What were the approximate media placement budgets for those campaigns?

Previous campaigns included an overall budget of \$35,000 total for billboards, radio, and print ads.

3. Is there an incumbent contractor? What company or companies completed the previous campaigns?

Previous projects varied in their scope, therefore there is no incumbent for this exact project.

4. Page 7: VI copyrights. Please clarify this sentence: it is a little confusing. We're not sure what you mean by "under reference in a full-length version..."

1. The Contractor shall be required to publish and distribute one printing of 200,000 brochures/copies of text under reference in a full-length version in the Spanish language for distribution. The Contractor is to provide a copy draft of any scripts and draft printed materials to the COR.

The 200,000 brochure figure is a typo left over from the template contract. The sentence in yellow should be stricken.

5. Will the government provide storage for the 200,000 brochures or is that up to the contractor until October 30, 2016? Please clarify.

See answer on question # 4. There is no requirement for 200,000 brochures.

6. Can you clarify what 52.232-19 implies? Also, how much funding is available until September 30th? As well, can the full fixed price amount be billed September 30th or before?

52.232-19 AVAILABILITY OF FUNDS FOR THE NEXT FISCAL YEAR (APR 1984)

Funds are not presently available for performance under this contract beyond September 30 of the current calendar year. The Government's obligation for performance of this contract beyond that date is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal

liability on the part of the Government for any payment may arise for performance under this contract beyond September 30 of the current calendar year, until funds are

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made available to the Contracting Officer for performance and until the Contractor receives notice of availability, to be confirmed in writing by the Contracting Officer

When the procurement is awarded full funding will be available. Billing can be done as services are received. Depending on the proposal, payments will be made according to the completion of each item that is quoted.

7. Re: Pg. 6 – III.E –

- o What sample size and confidence level does the government require for the market tests? **We have not specified this; whatever the reasonable standard would be.**
- o What quantity of stimuli does the government require to be tested (i.e. all media spots, print deliverables, etc.)? **The government is looking for proposals that make the best use of the media stimuli available in the local market. Quantity and variety of stimuli are not specified.**

8. What research has the government and/or contractor done on the effectiveness of the past Fraud Prevention Media Campaigns it has conducted?

None.

9. Re: Pg. 6 – IV – The first paragraph references “radio campaign,” however should it be references the entire integrated media campaign instead?

Yes. It should reference the entire media campaign.

10. What are the successes, challenges and learnings from past Fraud Prevention Campaigns the Embassy has conducted?

The Embassy Fraud Prevention Unit has increased awareness of our H2 fraud prevention program among Guatemalan government and NGO entities. FPU receives a steady stream of phone calls and e-mails to our fraud hotline and e-mail address as a result of previous media campaigns and outreach presentations throughout Guatemala, but seeks to increase awareness and use of those two contact methods for fraud or scammer information. One challenge FPU has had is the timing of messages to reach the target population, since H2 workers are usually in the U.S. on a seasonal basis (roughly March to November). In addition, FPU has found it difficult to combat pervasive misconceptions about the visa and H2 recruitment processes among the general population. Low literacy rates among the target population also present a challenge for penetration of the message.

11. What is the anticipated campaign and contract period of performance?

The campaign should start prior to September 30. No contract period is specified in the RFQ.

12. What is the contract/order number(s) of the current/past contracts/campaigns?

Information not available.

13. Who is the incumbent contractor?

Information not available.

14. What is the estimated budget/budget range for this requirement?

Answered in question # 1, The amount budgeted is roughly \$36,000.

End of Questions and Answers.