

JAPAN MARKETING SERVICES RFP 2022 QUESTIONS & ANSWERS

- Q.** Just to make sure, this RFP aims to increase the number of Japanese visitors, instead of French visitors (in reference to the description in page 6)?
- A.** Yes.
- Q.** While the contract period is 18 months from Jan. 1, 2023 to June 2024, are we safe to understand that we are submitting our action plan for the one year (Jan. 1, 2023 to Dec 2023) under the two budget scenarios of USD650,000/800,000?
- A.** Yes, this is correct.
- Q.** Are there any specification in the format of proposal—vertical vs. horizontal, designated font and size, and page limit?
- A.** No, the format you wish to submit is entirely at your discretion.
- Q.** Is there editable format of Attachment B (Budget sheet) available online?
- A.** We would like you to create a budget sheet on Excel, example attached.
- Q.** For the video clip, is there any preferred format (e.g. mp4, mpeg, mov)?
- A.** The video does not have to be a 'full production' video or professionally created; it can be of iPhone quality. There is no preferred format but please note that the video you submit will need to be compatible to be uploaded into an internal Microsoft system.

PROPOSED BUDGET

Budget Line Items	Name of Service	Program Cost	% of Total
		\$ -	0%
			0%
			0%
			0%
			0%
		\$ -	0%
			0%
			0%
			0%
			0%
		\$ -	0%
			0%
			0%
			0%
			0%
		\$ -	0%
			0%
			0%
			0%
			0%
		\$ -	0%
PROPOSED TOTAL		\$ -	