

Millennium Challenge Georgia Fund (MCG)

LETTER OF REQUEST FOR QUALIFICATION INFORMATION Advertising Company for the Millennium Challenge Georgia Fund (MCG)

Identification number: CQ-12

Date: March 12, 2010

1. Introduction

Millennium Challenge Georgia (MCG) Fund seeks to procure a leading professional and full service advertising company with the aim to perform its public outreach efforts in terms of ensuring appropriate publicity and maximum transparency and accountability of activities implemented under the Georgia MCC Compact.

The United States of America, acting through the Millennium Challenge Corporation (MCC), and the Government of Georgia (the “Government”) executed the Millennium Challenge Compact on September 12, 2005 (the “Compact”), that sets forth the general terms and conditions on which MCC will provide funding of up to \$295,300,000 to the Government for a Millennium Challenge Account program to advance economic growth and reduce poverty in Georgia (the “Program”). An amendment to the Compact was signed on November 20, 2008 on provision of additional US\$100 million assistance. The Program is comprised of five projects: Energy Infrastructure Rehabilitation, Samtskhe-Javakheti Road Rehabilitation, Georgia Regional Development Fund, Agricultural Development, and Regional Infrastructure Development (for detailed information regarding MCG projects please visit our website www.mcg.ge).

For the implementation of the Program, the Millennium Challenge Georgia Fund now seeks Qualification Information from eligible Consultants. More details are provided in the Appendix 1: Terms of Reference.

The **Letter of Request for Qualification Information** is addressed to all eligible Consultants. After downloading the Letter for Qualification Information and the Registration Form from MCG’s web site, please register your firm as Consultant by filling in the Registration Form. The registration should be done by close of the business day in Georgia on March 30, 2010.

Please be informed that MCG will sign the agreements with all qualified consultants as a result of this procurement. For each specific task, MCG will request prices from all qualified Consultants as per the signed agreement. Only the company that submits the lowest price for specific task will receive the task order for that task.

Please submit information regarding your qualifications relevant to the assignment in accordance with the attached forms.

While preparing the qualification information, consultants must give particular attention to the following:

- (i) If a firm considers that it does not have all the expertise for the Assignment, it may obtain a full range of expertise by associating with individual

consultant(s) and/or other firms or entities in a joint venture relationship or sub-consultancy, as appropriate.

- (ii) It is desirable that the majority of the key professional staff proposed is permanent employees of the firm or have an extended and stable working relation with it.
 - (iii) Alternative professional staff shall not be proposed, and only one curriculum vitae (CV) may be submitted for each position.
- A. The qualification information should provide the following information:
- (i) A brief description of the firm's organization and capabilities. In addition, an outline of recent experience on assignments of a similar nature. For each assignment, the outline should indicate, *inter alia*, the profiles and names of the staff provided, duration of the assignment, contract amount, and firm's involvement.
 - (ii) Any comments or suggestions on the Terms of Reference.
 - (iii) The composition of the proposed staff team, the tasks that would be assigned to each staff team member.
 - (iv) CVs recently signed by the proposed professional staff.
 - (v) References from other clients, who have recently contracted the Consultant on assignments of similar nature.

SUBMISSION OF DOCUMENTATION

- A. For each set of original qualification documents, you should submit 5 copies. Each set should be marked "Original" or "Copy" as appropriate. If there are any discrepancies between the original and the copies of the qualification documents, the original governs.
- B. The original and all copies of the qualification documents shall be placed in a sealed envelope clearly marked

Millennium Challenge Georgia Fund

Address: 4, Sanapiro Street, Tbilisi, Georgia, 0105

Name of the Assignment: "Advertising Company for the Millennium Challenge Georgia Fund (MCG)"

Contract Number: CQ-12

- C. The completed qualification information must be delivered at the submission address indicated above no later than close of business on March 31, 2010.

EVALUATION

General

- A. Consultants shall not contact the Client on any matter relating to their submission from the time of its opening to the time the Client has notified the winning firm. If a

firm wishes to bring additional information to the notice of the client, it should do so in writing at the address indicated below.

- B. The evaluation panel appointed by the Client will evaluate the qualification information on the basis of their responsiveness to the Terms of Reference, applying the following criteria:

	<u>Points</u>
(i) Specific experience of the consultants related to the assignment	40
(ii) Qualifications and competence of the key staff for the Assignment	60
a) Account Manager	20
b) Creative designer	15
c) Graphic Designer	15
d) Copywriter	10
Total Points:	100

The number of points to be assigned to each of the above positions for qualifications of staff shall be determined considering the following sub-criteria and relevant percentage weights:

	<u>Points</u>
(i) General qualifications	30%
(ii) Adequacy for the project	70%
Total weight:	100%

The minimum technical score required to pass is 75 points.

- C. The Client shall invite the successful Consultants that pass the minimum qualifying technical score to submit technical proposals. On the basis of the technical proposals the negotiations will be held that will result in signing agreements with all qualified Consultants. For each specific task, MCG will request prices from all qualified Consultants. Only the company that submits the lowest price for specific task will receive the task order for that task.

- D. Please inform us, upon receipt:

- (i) that you received the request for qualification information; and
- (ii) whether you will submit the information alone or in association.

This request includes the following documents:

- Request for qualification information
- Appendix 1 –Terms of Reference
- Appendix 2 – Qualification Forms

Yours sincerely,

Giorgi Tvalavadze
Procurement Director, MCG

APPENDICES

APPENDIX 1 TERMS OF REFERENCE

ADVERTISING COMPANY

FOR THE MILLENNIUM CHALLENGE GEORGIA FUND (MCG)

Terms of Reference

Background

The five-year, \$395.3 million Millennium Challenge Compact seeks to reduce poverty and stimulate economic growth in the regions outside of Tbilisi. The Compact will rehabilitate key regional infrastructure by improving transportation for regional trade, ensuring reliable supply of energy, and improving the delivery of regional and municipal services. In addition, the program will develop regional enterprises by funding investment and increasing productivity in farms, agribusinesses and other enterprises to increase jobs and rural income. For more information, please, visit www.mcg.ge.

Objective

The Millennium Challenge Georgia Fund (MCG), established by the Government of Georgia in order to implement the Millennium Challenge Compact, seeks to procure a leading professional and full service advertising company from the period of April, 2010 through April 7, 2011 with the aim to perform its public outreach efforts in terms of ensuring appropriate publicity and maximum transparency and accountability of activities implemented under the Georgia MCC Compact.

Scope of Work

Selected advertising agency/company will have to print various pieces of promotional package designed in compliance with the branding standards of MCG and MCC (Millennium Challenge Corporation) provided by MCG. The promotional package may contain set of printed materials, various publications, stationary and/or merchandized items and video/corporate graphic work.

The nature of the product will determine the expected style of thinking: business, reserved, artistic, creative or interactive. Therefore, selected company shall be able to work on the concept, content and overall appearance in close cooperation with the MCG.

Below is given brief descriptions of services to be provided by the selected company:

❖ Creative Design & Layouts

MCG will request to create strong visual statements, which will help to get its message across by treating its corporate image with respect. The selected Company will have to understand MCG's key objectives, respect its budget and present design concepts that will stand out.

As part of the creative design, MCG will need the following services:

- Creative design services for printed publications such as reports, brochures, bulletins, leaflets, flyers, factsheets, program activity maps, photography books, etc.
- Creative design services for promotional items such as calendars, T-shirts, bags, caps, notebooks, pens and/or other similar items using MCG's corporate brand symbols.
- Creative design services for items such as invitations, greeting cards, nametags, etc.
- Creative design services for exhibitions and expos (example: portable display stands, frames, hangers and/or other specific items as necessary).
- Conceptual design of any outdoor communication items such as posters, banners, signboards, podium seals, stickers, etc.

❖ **Video Production, Filming and Corporate Graphics Work**

MCG will request to develop concepts, and write scripts where appropriate, for video, film and graphic production, meaning that MCG will need full services from producing and filming to editing and subtitling (where/as necessary). MCG might also require relevant media planning and placement services.

❖ **Print Management & Fulfillment**

MCG will request in-depth experience in resourcing the best manufacturing solution of its projects, and, will, therefore, seek the Company, which can produce its job to the highest possible standards and in the fastest possible times. MCG will expect the Company to manage, control and deliver a superb printing services including the color management through the whole process – from initial scatter proofs to the final print stage so that MCG is sure that the final output will look as good on the printed stage as it did on proofs.

Required Qualifications

MCG is searching for a relationship with a company that offers excellent creative development and production expertise. The major areas of attention for this company will be in publications, different promotional, indoor and outdoor communication items, and video production services. With the consideration of the above, MCG will need permanent technical staff with the following qualifications, experience and available facilities within the selected company:

1. The Company shall have adequate size, structure, staffing and facilities to provide comprehensive services as described above;
2. The Company shall possess at least 3 years of successful experience related to the scope of work defined above;
3. The Company shall provide superb quality of services and products;
4. The Company shall be resourceful in terms of good contacts with suppliers, printing shops, etc.;
5. The Company shall have high qualification of professional and technical staff who would be dedicated/available to MCG;
6. The Company shall have full range portfolio of similar projects;
7. The Company shall have ability to meet set deadlines.

Key Staff

❖ Account Manager

The Account Manager shall form the link between the client and the advertising agency. S/he shall be responsible for clearing understanding the clients' needs and expectations and for the overall quality of work produced by creative, polygraphist and graphic designers or other staff as/when necessary. Responsibilities will also include managing creative projects from concept to completion, and translating marketing objectives into creative strategies. With several years of leadership experience, the Account Manager shall be extremely detail oriented with strong project management, interpersonal and organizational skills, with the ability to direct and multi-task effectively. The Account Manager shall be proficient in Georgian and English.

❖ Creative Designer

The Creative Designer shall manage the creative process, including developing and designing concepts that meets the client objectives. The Designer shall review incoming design requests and monitor work to ensure consistency with brand guidelines, templates and standards. S/he shall have a strong creative and conceptual vision, understanding of brand communications and advertising. Familiarity of varying design applications such as Flash, Adobe Illustrator, Photoshop, QuarkXPress, InDesign, Corel, PowerPoint, and in some cases 3-D rendering applications is highly beneficial. Production experience required.

❖ Graphic Designer

The Graphic Designer shall provide visual solutions to communicate specific messages. The Graphic Designer shall have a strong sense of concept development, layout composition, color theory and typography. A graphic designer may be responsible for developing presentations, advertisements, catalogs or other multimedia materials. Knowledge of varying software applications (such as Autodesk Maya, Autodesk 3D Studio Mac, After Effects, Photoshop) or production techniques will be required.

❖ Copywriter

The Copywriter will be responsible for generating the words, slogans and audio scripts that accompany advertising visuals. The Copywriter shall discuss the client's core messages and target audience, brainstorm visual and copy ideas with the creative team member(s), write and present a few options to the client by modifying copy until the client is satisfied, overseeing the production phase. The Copywriter is expected to be highly creative and imaginative, have good written and interpersonal skills and be able to work under pressure.

List of Products

Title of Product	Quantity per year	Format
❖ Publications		
Bulletins	2000	A4, 20-30 pages, including cover page, stapled
Brochures	Indefinite	Unknown
Leaflets	Indefinite	Unknown
Flyers	Indefinite	Unknown
Factsheets	Indefinite	Unknown
Activity Maps	Indefinite	Unknown
Reports	Indefinite	Unknown
Other similar items		

❖ Promotional Items		
Calendars	400	Unknown
Notebooks	Indefinite	Unknown
Pens	Indefinite	Unknown
T-shirts	Indefinite	Unknown
Caps	Indefinite	Unknown
Bags	Indefinite	Unknown
Other similar items		
❖ Exhibition Items		
Portable display stands	Indefinite	Unknown
Boards	Indefinite	Unknown
Frames	Indefinite	Unknown
Hangers	Indefinite	Unknown
Other similar items		
❖ Outdoor Communication Items		
Signboards	Indefinite	Unknown
Posters	Indefinite	Unknown
Banners	Indefinite	Unknown
Podium seals	Indefinite	Unknown
Stickers	Indefinite	Unknown
Other similar items		
❖ Other Items		
Invitations	≈ 3000	Standard
Greeting Cards	≈ 500	Standard
Nametags	Indefinite	Standard
Other similar items		
❖ Graphic/Corporate Work		
Presentations	Indefinite	
Video Clips	Indefinite	
Other similar work		

Necessary Documents to be Submitted

1. Company's background information and list of clients;
2. Company's portfolio for products/services as described above;
3. Resumes of Key Staff.

APPENDIX 2 Qualification Forms

2. 1. Qualification submission form
2. 2. Firm's experience
2. 3. Firm's references
2. 4. Firm's comments and suggestions on the Terms of Reference
2. 5. Composition of the team and task(s) of each team member
2. 6. Curriculum vitae of proposed professional staff
2. 7. Financial and economic capacity

2.1. QUALIFICATION SUBMISSION FORM

[*Location, Date*]

To: [*Name and address of Client*]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for [*Title of consulting services*] in accordance with your Request for Qualification Information [*Date*]. We are hereby submitting our qualification information, which we hereby submit sealed under a separate envelope.

If we are invited to submit a proposal, we will base our proposal on the proposed staff in our qualification information, subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any firm you invited to provide information.

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

2.2. FIRM'S EXPERIENCE

Relevant Services carried Out in the Last Three Years That Best Illustrate Qualifications

Using the format below, provide information on each reference assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Assignment Name:		Country:
Location within Country:		Professional Staff Provided by Your Firm/entity(profiles):
Name of Client:		Nº of Staff:
Address:		Nº of Staff-Months; duration of assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in Current US\$):
Name of Associated Consultants, if any:		Nº of Months of Professional Staff Provided by Associated Consultants:
Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		

Firm's Name: _____

2.3. FIRM'S REFERENCES

[Provide references for at least two (2) similar completed assignments. References should preferably pertain to projects listed in form 2.2. Be advised that MCG may also contact other sources to check references and past performance.]

2.4. COMMENTS AND SUGGESTIONS OF CONSULTANTS ON THE TERMS OF REFERENCE

On the Terms of Reference:

- 1.
- 2.
- 3.
- 4.
- 5.

2.5. COMPOSITION OF THE TEAM (PERSONNEL), AND TASK(S) OF EACH TEAM MEMBER

1. Technical/Managerial Staff		
Name	Position	Task

2.6. FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

Proposed Position: _____

Name of Firm: _____

Name of Staff: _____

Profession: _____

Date of Birth: _____

Years with Firm/entity: _____ Nationality: _____

Membership in Professional Societies: _____

Detailed Tasks Assigned: _____

Key Qualifications:

[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.]

Education:

[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

Employment Record:

[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about three-quarters of a page.]

Languages:

[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and me.

_____ **Date:** _____
[Signature of staff member and authorized representative of the Firm] Day/Month/Year

Full name of staff member: _____

Full name of authorized representative: _____

2.7. FINANCIAL AND ECONOMIC CAPACITY *[The Consultant's financial and economic capacity and its sustainability to administer the outlined tasks and provide the necessary initial financing are imperative. In its Proposal, the Consultant is required to provide information on its financial status. This requirement is met by the submission of one of the following: 1) audited financial statements for the last three years, supported by an audit letters or 2) certified financial statements for the last three years, supported by tax returns. The reports should be submitted in the order of the partner's significance in the partnership, greatest to least. Additionally the following financial data form shall be filled out for the consultant and all named partners. MCG reserves the right to request additional information about the financial capacity of the Consultant. A Consultant that fails to demonstrate through its financial records that it has the financial capacity to perform the required Services may be disqualified.]*

Financial Data Form

Consultant's Legal Name:

Date:

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Financial Information in (US\$ equivalent in 000s)	Historical information for previous three (3) years (most recent to oldest) (US\$ equivalent in 000s)		
	Year 1 [Year]	Year 2 [Year]	Year 3 [Year]
Information from Balance Sheet			
(1)Total Assets (TA)			
(2)Current Assets (CA)			
(3)Total Liabilities (TL)			
(4)Current Liabilities (CL)			
Information from Income Statement			
(5)Total Revenue (TR)			
(6)Profits before taxes (PBT)			
Net Worth (1) - (3)			
Current ratio (2)/(4)			