**Response to Queries for RFP # 32 Design and Graphic Agency.**

·         What are the marketing and communication/marketing objectives for Karandaaz?

Various marketing and communication objectives for different activities listed under the statement of work

 ·         Who are the key target audiences?

 Again, different target audiences for different activities listed. Each activity will begin with a brief.

·         What are the key communication challenges for Karandaaz?

 Reaching out to largest portion of a specific target audience related  to the activity at hand.

·         What are the Key performance indicators?

 Reaching out to largest portion of a specific target audience related  to the activity at hand.

·          In the creative brief section, what is the specification and requirements for the executions required?

 The last execution level for this is/are the design/s for each activity based on the brief provided by the client at the beginning of a specific activity.

·         Are there any mandatories?

 Freshness of creative ideas, out of box design and creative solutions, time efficiency and quick turn around etc.

·         Is there any existing brand manual?

 Yes - will be shared with the successful bidder.

 Please elaborate the following

 Karandaaz Pakistan issues this Request for Proposal (RFP) for the following services:

 “Design and Graphics Agency” According to our understanding its Creative/ Design and Graphics Agency

 Ok. That is fine.