

- I) Is it the expectation this will be combined media and creative response? **Yes**
- a. Within the tender you ask for a creative concept, do you mean a creative media plan? Or a creative concept/production as well as a media plan? **The latter - please provide a solution in its entirety**
- II) I know it can be difficult to answer, however budget dictates the opportunity and resource required from an agency. What is the expected annual:
- a. Media budget (incl. fee's) **This will vary depending on budgets allocated annually**
- b. Creative/production budget (incl. fee's) **As above**
- c. Note: We understand an indicative annual budget of \$750k has been used for the RFP response. Is this in the ballpark for the actual combined creative and media annual spend? **Potentially - it's a fair ballpark but obviously can vary.**
- Can you please confirm both media and creative is required in scope? **Yes**
 - Can you please confirm if both media and creative are to be taken from the \$750k briefed budget - and if so do you have an approximate split? **Yes- that's the total budget for the solution**
 - Does the above budget include B2B/trade? **Yes**
 - Are you open to potential partners responding to manage just media (or creative) or would you rather have one agency to manage both? **No - the agency must have the facility to do both.**
 - The tender requests "a remuneration model on a commission basis as a % of the net procurement value of the project". Can you confirm the procurement value? **That will be determined on a project-by-project basis. If there is a range where different % are applied, this range must be stipulated in the response.**
 - The deadline for tomorrow is for "technical Q&A" - does this mean you will only be answering questions in relation to the scope/submission, or are you also open to strategic/clarification questions in relation to the brief - some examples below but we will ask more if permitted: **We will only answer technical Q&A. We cannot supply further strategic direction over and above the RFP and any further insights required should be determined by bidders.**