

Clarifications of Pre-bid queries in form of F.A.Q

PN : 12.1003.8-273.01

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SAP No. 83439279

This clarification is intended to all interested tenderers, consolidating the queries of all bidders for information of all.

S No	Queries	Responses
1	Page 3/ 3. Disseminate the materials developed as per plan, in consultation with the IGnITE team. Will the dissemination be done through online or offline platforms? If offline, then please share the details, as that may involve onfield manpower. If online, then please share brief plan.	It is expected that agency will disseminate the developed material will be done through online platforms like LinkedIn.
2	Page 3/2/A/1. Will these video snippets be live-shot or animation videos?	<p>The video snippets will primarily be live-shot videos. However, we encourage agency to bring creativity into the process to make the content more engaging and impactful.</p> <p>While the core of the videos will be live-shot footage, agency can explore and propose the use of animation or other visually appealing elements to enhance the storytelling and capture the attention of our audience.</p>
3	Page 4/C/1. Small Impact Videos: Will this be live shoots or animation videos?	<p>The small impact videos will primarily be live-shot videos. However, we encourage agency to bring creativity into the process to make the content more engaging and impactful.</p> <p>While the core of the videos will be live-shot footage, agency can explore and propose the use of animation or other visually appealing elements to enhance the storytelling and capture the attention of our audience.</p>