

**Provision of Video Production and Media Placement Services  
for the Carbon Neutrality Publicity Campaign**

**CLARIFICATION ON TENDER DOCUMENT**

1. For the media placement, do we need to suggest any other media other than those 4 items?

Bidders shall refer to Clause 5.2.1(a) to 5.2.1(e) of Appendix 2 for the mandatory items to be included in the media plan for this tender exercise. Subject to request by the ECC, the Contractor shall suggest other media channels in addition to the mandatory items for ECC's consideration after the award of contract.

2. For the outdoor TV Walls in Prime Locations, do you have any preference of which Outdoor TV Walls in those location? And for these TV Walls, is there any requirement, such as SOT?

The outdoor TV walls located in prime locations shall be prominently noticeable by passengers. It is expected that the coverage of the CNPC TV API shall not be less than 5% SOT (180 seconds/hour) for the placement at Outdoor TV Walls in Prime Locations.

3. For the Mobile App and Online Platforms, is the KPI 3000000 impressions a total target to all Platforms?

Yes, the KPI of 3M impressions is a total sum of performance across all the mobile app and online platforms under Clause 5.2.1(d) of this media placement service.

4. Does our budget also cover the media cost? Could we have the budget ceiling?

According to Clause 5.2.2 of Appendix 2, "Items accepted by the ECC Representative shall be implemented within the agreed budget. All relevant costs shall be borne by the Contractor." To this end, the price quoted in Item 2 of Schedule 4 - Price Proposal in Annex A shall include formulation and implementation of the media plan and placement, including all the costs involved for third party media companies.

5. For the Video, can we know the which celebrity that ECC is approaching? Do we need to provide make up service to the celebrity, or he/she will use his/her make up artists?

As the celebrity engagement is under the liaison process, the celebrity is yet to be

confirmed. Bidders shall assume that a female celebrity will be engaged. The make-up and hair styling service shall be provided by the management company of the celebrity, and its cost shall be borne by the ECC, the Contractor is required to communicate and follow up with the management company for the make-up and hair styling arrangement.

6. Do you expect the video will be a simple drama? something like the previous video ( <https://www.youtube.com/watch?v=J69MvnP11G8> ), or something really informative video?

The video content may be presented in the form of a drama or any other suitable format that the Bidders deem most effective in conveying the key messages. In proposing the preferred format, Bidders shall make reference to the assessment criteria as stipulated in Clause 12.3 of Appendix 1.

7. For the content, Clothing (衣), Food (食), Living (住), and Travel (行), how detail should we cover each point?

According to Clause 4.1 of Appendix 2, the objectives of the videos include "promote practical ways to practise low-carbon living in daily lives through clothing, food, living and travel", and "drive behavioural change of the public to adopt a low-carbon lifestyle". To this end, Bidders are required to propose how each of these thematic areas will be covered in depth within the constrained duration of 3 minutes per video. The aim is to maximize the overall effectiveness of the video content in successfully achieving the stated objectives. In proposing the content, Bidders shall make reference to the assessment criteria as stipulated in Clause 12.3 of Appendix 1.