

QUESTIONS AND ANSWERS PERTAINING TO THE OPEN CALL FOR TENDER

IMI.2017.OP.209
 “IMI 10th Anniversary Campaign”
 Date: 20/12/2017

	QUESTION	ANSWER
1.	Are tenderers requested to provide 3 projects fulfilling the requirements listed under the heading “Evidence A1” in Section 3.2.3 of the Tender Specifications, or can we present more than 3 projects?	<p>Tenderers may provide references to more than 3 projects, provided that the references in question unequivocally display the economic operator’s capacity to craft an integrated campaign.</p> <p>Indeed, as suggested in Award Criterion No 1, it is essential that all elements of the campaign be coherent.</p>
	Can you confirm that all the listed requirements have to be satisfied by the presented projects “overall” and not by each single project?	Yes.
2.	In reference to Section "3.2.3 Technical and professional capacity criteria and evidence", do the criteria prescribed under “B2- Language quality check” apply to all members of the team or to a professional profile, as is the case with the other points of Section 3.2.3, Paragraph B?	<p>The C1 level in English is a minimum requirement that applies to <u>all</u> members of the team.</p> <p>The copywriter should be a native or near-native English speaker.</p>