



REQUEST FOR PROPOSAL FROM THE WORLD INITIATIVE FOR SOY IN HUMAN HEALTH (WISHH)

Question 1: The RFP specifies engagement with farmer associations in at least five aquaculture-producing states. Does WISHH have preferred states for this assignment, or should bidders recommend states based on their proposed implementation strategy?

Answer 1: WISHH will advise on the preferred states.

Question 2: Should the promotional campaign be implemented as a national campaign, or is WISHH expecting a focused intervention within selected states or regions?

Answer 2: For now, the campaign should be a focused intervention within the selected states.

Question 3: Does WISHH have predefined Key Performance Indicators (KPIs) or target outcomes for measuring campaign success (e.g., percentage increase in consumption, sales volume, consumer reach, or other indicators)?

Answer 3: WISHH will work with the campaign implementer to develop a KPI framework.

Question 4: Has WISHH conducted any previous consumer research or market assessments on farm-raised catfish consumption that will be made available to the selected contractor, or should the contractor establish the project baseline? Can you also share relevant reports based on the success of the Eat an Egg Campaign in Ghana?

Answer 4: WISHH has not conducted previous consumer research or market assessments on farm-raised catfish consumption. WISHH can share relevant reports based on the success of the Eat and Egg Campaign, with the winning proposal.

Question 5: The RFP indicates that the contractor should provide evidence demonstrating whether catfish consumption increased during the campaign period. Could WISHH clarify the preferred methodology or evidence requirements for measuring project impact? For example, would consumer surveys, retail sales data, market observations, or other approaches be considered acceptable?

Answer 5: There is not a preferred methodology or evidence requirement for measuring project impact. WISHH would consider the mentioned approaches for measuring project impact.

Question 6: Are there existing campaign assets, brand guidelines, messaging frameworks, or USDA/WISHH branding requirements that the selected contractor will be expected to use during implementation?

Answer 6: No.

Question 7: The RFP specifies a maximum project budget of US\$100,000. Could you kindly confirm whether this budget is expected to be fully inclusive of *media buying, production, field activations, travel, monitoring and evaluation, agency fees, taxes, and all other implementation costs*?

Answer 7: Yes, the budget is fully inclusive. There will be no additional expenses.

Question 8. Will WISHH facilitate introductions to farmer associations, processors, retailers, and other industry stakeholders during the information-gathering phase, or should the contractor independently coordinate all stakeholder engagement?

Answer 8: WISHH will provide the contractor with access to its network.