

1. PR / earned media / organic social

The Scope of Work specifies creative development, content production, digital campaign delivery and paid media planning and buying. Can Samaritans confirm whether earned media/PR activity and ongoing organic social media management are intended to form part of the required service, or whether these activities will be managed separately by Samaritans or another provider?

Any earned media, public relations activity and organic social media management will be supported by Samaritans Ireland communications staff.

Please note, Samaritans has a very small team covering all areas of communications.

2. Evidence of public misunderstanding

The RFT refers to evidence of public misunderstanding regarding the scope of services provided by Samaritans. Can Samaritans provide any further research, findings or examples that identify the principal misconceptions or areas of misunderstanding that the campaign is intended to address?

All research has already been provided in the supporting documentation:

- 1. Brand research (general awareness)**
- 2. Caller outcomes research (lack of specific knowledge of what Samaritans offers).**
- 3. We are also aware (anecdotally) many young people are unaware of Samaritans, what we offer and are reluctant to use a telephone/helpline.**

3. Contract/framework duration

The RFT states that the Services Contract will operate for five months, while elsewhere the procurement is described as a single-supplier framework covering up to two years. Can Samaritans clarify the intended duration of the contract?

The duration for this framework contract is for two years, allowing further campaigns if budget allows after the initial project.

The five months refers to the initial drawdown from the framework for the project brief (valued at €140,000 inclusive of VAT and all costs). This campaign is expected to run for five to six months including planning and delivery.

We would expect (but are not set to) the following timeframes. We will work with the appointed company on specific dates/timelines:

- Contract signed: early to mid-November.**
- Campaign to go live: within two to three months of contract signed.**
- Campaign to run for up to three months (depending on budget) or longer if possible.**

4. Campaign timing

Appendix 1 states that the initial national awareness campaign should start within three months of appointment, while the Tender Response Document refers to delivery within six months of appointment. Can Samaritans confirm the intended campaign development and delivery timeframe, including any anticipated launch or completion date?

See reply above.