

REQUEST FOR TENDER

Contact: Polish National Tourist Office (PNT0)
Date of Issue: 13 July 2020
Deadline: 21 July by 5.00 pm BST

The Polish National Tourist Office (PNT0) in London is requesting proposals for creating and implementing a creative marketing campaign aiming to help the Polish tourism industry recover from the COVID19 by inspiring the British travellers to visit Poland in 2020.

Detailed requirements are described in the SOW section

Section1: target dates for this RFP

The following schedule summarizes significant target events for the RFP process. The dates may be changed by PNT0 at its sole discretion.

- Event Date RFT issue date 13 July 2020
- RFT close date 21 July 2020
- Notification of awarded company 22 July 2020
- Finalize contract with awarded company 30 July 2020
- Commencement of services: 1 August 2020

Section 2: KPIs & Budget

- Campaign execution period: 4 weeks / AUGUST 2020/
- Target group:
British Citizens
People travelling abroad at least once a year
People interested in travelling to Central and Eastern Europe
Digitally savvy, share their experience through social media
People searching trips for Q4 2020
- Preferred social platforms: Facebook and Instagram

Key performance indicators (KPI):

- Increase Facebook community
- Increase the number of unique visits to the poland.travel website
- Gather a reach figure of 5,000.000

Section 3: Scope of Work (SOW) for BID

You are asked to submit the following items by the 21 July:

- 1 campaign idea (slogans + creatives + timeline+ recommended channels)
- Budget estimation for the submitted campaigns. Please indicate the budget in GBP (excl. VAT)

Section 4: Scope of Work (SOW) for the campaign

The selected company will be responsible for the creation and implementation of a creative campaign run across social media platform platforms.

Tasks include but may not be limited to the following criteria:

- Writing ad copy and selecting images for the campaign in line with the Polish Tourism Organisation's CI. Depending on the effectiveness of the campaign the agency is obliged to optimise the creations.
- Preparing the campaign timeline
- Creating a memorable slogan. Should be something funny, short, and easy.
- Constant monitoring and optimization of the effectiveness and efficiency of the campaign to obtain the best possible results and to implement the assumed KPIs.
- Reporting the course, effectiveness, and results of the campaign on an ongoing basis in due course (weekly) and presenting a summary at the end of the campaign. A report on the conducted activities should include information on at least the essential KPIs accessible from the statistics of a given tool. To document the course of the campaign a list of all the active/inactive advertising formats along with their statistics (format, visibility, information on the course of auctions (budget), number of views, clicks, a summary of the budget spent, demographic profiles of people should be delivered. Such a report should contain a substantive summary of the conducted activities along with recommendations arising from the undertaken optimizations.

Section 4: Enquires:

- Questions regarding requirements and scope of work will be received up to 5 pm. on Friday, 20 July 2020 via email only at dorota.wojciechowska@pot.gov.pl. Questions submitted after 20 July 2020 will not be responded to.
- No verbal enquiries or verbal requests for clarifications will be accepted.

Section 5: Submission Requirements

Proposals should be emailed to dorota.wojciechowska@pot.gov.pl The shortlisted company will be notified by email.