

REQUEST FOR PROPOSALS

Contact: Polish National Tourist Office (PNT0), London, UK

Date of Issue: 19 January 2022

Deadline: 28 January 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 2022. Particularly during bank holidays and weekends.

The campaign should be focusing around the themes of days out, short breaks, and city breaks. The main character of the creatives will be a dog of the Polish breed. Ideally, if it could be a national dog of Poland - Polish Lowland Sheepdog, however Polish Tatra Sheepdog will also be accepted. The Polish National Tourist office is unable to provide an agency with any images of the mentioned dog. The awarded agency would need secure the images from stock or from private Instagram users

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 RFP issue date: 19 January 2022
- RFP close date: 28 January 2022
- Notification of awarded company: 1 February 2022
- Commencement of the campaign: mid- February 2022

Section 2: KPIS & BUDGET

- Campaign execution period: 4 weeks
- Target group:
British Citizens, aged 25-45
People travelling abroad at least once a year
People interested in travelling to Central and Eastern Europe, on city breaks in particular.
Digitally savvy, share their experience through social media
Preferred social media platforms: Facebook and Instagram or both
- Total budget: £ 7,700.00 (excl. VAT)

Key performance indicators (KPI):

- Gather a reach figure of 1,500,000.00 unique users

Section 3: SCOPE OF WORK (SOW) FOR BID

You are asked to submit 1 campaign idea along with slogan, 2 creatives and recommended social media platforms.

Section 4: ENQUIRES:

- Questions regarding requirements and scope of work will be received up to 5 pm. on Thursday, 27 February via email only at dorota.wojciechowska@pot.gov.pl.
- Questions submitted after 27 February 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 awarded company will be notified by email on the 1st of February 2022.