

REQUEST FOR PROPSALS

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

Date of Issue: 31 March 2022

Deadline: 6 April 2022

The Polish National Tourist Office (PNT0) in London is requesting proposals for creating and implementing a creative marketing campaign promoting culinary tourism in Poland. The campaign should highlight diversity of the Polish cuisine, showing that there are more than basic dumplings.

Poland should be featured as a home to vegan, traditional and international cuisine.

Cities that should be promoted are as follows: Krakow (European Capital of Gastronomic Culture 2019), Warsaw (the sixth most vegan-friendly city in the world) and Gdansk (fish and seafood)

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.

- RFP issue date: 31 March 2022
- RFP close date: 6 April 2022
- Notification of awarded company: 9 April 2022
- Commencement of the campaign: end of April 2022

Section 2: KPIS & BUDGET

- Campaign execution period: 4 weeks
- Target group:
 - British Citizens, aged 25-45
 - People who travel abroad at least once a year
 - People who are 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 & Instagram
- Total budget: £ 7,500 + 20% VAT

Key performance indicators (KPI):

- Gather a reach figure of 1,000.000.00 unique users

Section 3: SCOPE OF WORK (SOW) FOR BID

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

Section 4: ENQUIRES:

- Questions regarding requirements and scope of work will be received up to the 6th of April 2022



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- 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 9th of April 2022.