

## REQUEST FOR PROPSALS

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

Date of Issue: 22 April 2022

Deadline: 4 May 2022

The Polish National Tourist Office (PNT0) in London is requesting proposals for creating and implementing a creative marketing campaign building a positive image of Poland. Due to the war in Ukraine, bookings to Poland have dropped massively. Many people are not confident to travel to Poland as they feel they are all too close to the war or under threat of Russian aggression. This fear is likely to continue for many months.

In response to these concerns, the campaign should highlight that Poland is a safe and fantastic place for weekend short breaks. The country should be shown as a land of welcome, beauty and culture. Cities that must be included are as follows: Krakow, Warsaw, Wroclaw and Gdansk.

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: 22 April 2022
- RFP close date: 4 May 2022
- Notification of awarded company: 6 May 2022
- Commencement of the campaign: June 2022

### Section 2: KPIS & BUDGET

- Campaign execution period: 4 weeks
- Target group:
  - British Citizens, aged 18-55
  - 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

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 1th May 2022
- 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](mailto:dorota.wojciechowska@pot.gov.pl) Only the awarded company will be notified by email on the 6<sup>th</sup> of May 2022.