

REQUEST FOR PROPSALS

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

Date of Issue: 12 May 2022

Deadline: 26 May 2022

The Polish National Tourist Office (PNTA) in London is requesting proposals for creating and implementing a creative marketing campaign promoting cycling routes in Poland, Green Velo in particular. The campaign should highlight diversity of the cycling routes and the beauty of Poland's landscape. More detailed information on the Green Velo can be found at:

[www. https://greenvelo.pl/en](https://greenvelo.pl/en)

Section1: TARGET DATES FOR THIS RFP

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

- RFP issue date: 12 May 2022
- RFP close date: 26 May 2022
- Notification of awarded company: 27 May 2022
- Commencement of the campaign: end of July 2022

Section 2: KPIS & BUDGET

- Campaign execution period: 3 weeks
- Target group:
 - British Citizens, aged 20-35
 - People who travel abroad at least once a year
 - People who are interested in travelling to Central and Eastern Europe,
 - People interested in cycling
 - 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 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 24 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 The awarded company will be notified by email on the 27th of May 2022.