



POLISH
TOURISM
ORGANISATION

Marketing Agency Request for Proposal

2 August 2022

Primary Contacts

Contact	Title	Phone	Email
Dorota Wojciechowska	Director	07467220747	dorota.wojciechowska@pot.gov.pl

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Section 1: About the Polish National Tourist Office

Company Background

The Polish National Tourist Office (PNTTO) in London is a London representation of The Polish Tourism Organisation which is one of several dozen national tourism organisations operating in the world. The PNTTO's objective is the promotion of Poland as an accessible and affordable country offering tourists a high standard of services. PNTTO key product is city break, followed by nature break.

Target group for the campaign

- People aged 25-45 interested in travelling to Eastern and Central Europe
- Digital savvy
- UK and Irish citizens
- People who book their holidays by themselves or with travel agents
- People travelling abroad at least once a year
- People interested in history and culture.

List of Competitors:

Primary competitors stack ranked 1-3.

Czech Republic	www.visitczechrepublic.com/en-US
Germany	www.germanytravel
Hungary	www.visithungary.com

Section 2: Campaign Objectives

Objectives:

- **Current Challenge**
Since the war in Ukraine broke out in February travel agents and tour operators have been facing a new challenge: people are cancelling their bookings to Poland as they feel they will be too close to the war zone, even though the distance between Krakow and Kiev is like between London and Madrid. City breaks have always been our key products hence they need to be promoted extensively.
- Agency Services to Support Objective

We are looking for an experienced marketing agency that understand how important the first stage of the consumer journey is, when people are looking for an inspiration. The awarded company will be responsible for creating and implementing a creative

campaign aiming to promote 4 cities: Warsaw, Wroclaw, Krakow, and Gdansk among the UK and IE citizens. Please note that the Poles living in the UK and Ireland must not be targeted.

Scope of Work:

Additional Detail about the campaign

Requirement	Detail
Marketing campaign	4- week campaign targeting the UK and IE citizens.
Copy writing	Written and created from scratch by the agency
Images	Images will be provided by the PNT0
Video Production	If recommended by the agency.
Traffic	The campaign’s traffic should be driven to www.poland.travel

Project Schedule:

Below is the schedule of our current time-lines. It is subject to change.

Project Milestones	Deadline
RFP Delivered to Agency	2 August 2022
RFP Questions Period Ends	8 August 2022
RFP Close Date (RFP must be returned no later than this date)	9 August 2022
Proposal Review & Agency Evaluation	10 August 2022
Award Project to Agency	10 August 2022
Campaign’s starting date	Mid- September 2022

Section 3: Criteria for Response

Evaluation Criteria:

All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line item below.

- Estimated reach. The minimum is 800,000 unique users.
- Slogans
- Budget
- Recommended channels and tools to achieve the goal of the 800,000 unique users.

Presentation Proposal Requirements:

With the goal of helping you focus your presentation, we ask that you include the following items in the proposal:

Agency Information:

Help us get to know you better.

- **Corporate Overview:**
 - Primary markets served
 - Marketing services you offer as an agency
 - Your experience with the travel industry in the UK

Proposed Solution:

- Detailed explanation of the proposed solution. Please write what social media channels and marketing tools you are going to use to achieve an effective campaign.
- Share 2 creative examples along with slogans that you think could work well in our campaign

Estimated Budget & Project Plan

- Provide a line-item breakdown of costs associated with the full campaign.
- The budget for this campaign is £8,000.00 + 20% VAT
- All proposals must include a project workback schedule that includes:
 - Timelines
 - Key Milestones
 - Delivery Dates

Section 4: Terms and Conditions

This is an invitation for proposal only.

The Polish National Tourist Office shall not be obligated in any major to any vendor until a written agreement has been executed.

The Polish National Tourist Office shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

The Polish National Tourist Office may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not The Polish National Tourist Office has issued any addenda.