

REQUEST FOR TENDER

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

Date of Issue: 27 March 2023

Deadline: 4 April 2023

The Polish National Tourist Office (PNTA) in London is requesting proposals for creating and implementing a creative marketing campaign “48 Hours City Breaks” aiming to promote Polish cities like Warsaw, Wrocław and Gdańsk among the British looking for a travel inspiration. All these cities are perfect for a long weekend on a budget. 48 hours is more than enough to explore their cultural landmarks, foodie scene and vibrant nightlife.

Section 1: TARGET DATES FOR THIS RFP

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

- RFT issue date: 27 March 2023
- RFT close date 4 April 2023
- Notification of awarded company 6 April 2023
- Commencement of campaign April

Section 2: KPIS & BUDGET

- Campaign execution period: 4 weeks
- Campaign theme: 49 hours city breaks
- Target group: British Citizens travelling abroad at least once a year; 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.
- **Budget: £9,000 + VAT. Please note that this budget cannot be extended. It covers all costs related to the campaign.**

Key performance indicators (KPI):

- Gather a reach figure between 800k – 1 million unique users. Please note that by reach we understand the total number of people who see our content. We are not interested in impressions.

Section 3: SCOPE OF WORK (SOW) FOR BID

You are asked to submit:

- 1 campaign idea along with slogan, 1-2 creatives and recommended social media platforms.

All proposals must be submitted by 31 January 2023

Section 4: AWARDED COMPANY – SCOPE OF WORK

The awarded company will be responsible to creating and implementing the whole campaign. The agency will write copies. The PNTA will provide the agency with relevant images.

**Section 5:
SUBMISSION REQUIREMENTS**

Proposals should be emailed to dorota.wojciechowska@pot.gov.pl The awarded company will be notified by email.