

## REQUEST FOR TENDER

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

Date of Issue: 4 May 2023

Deadline: 12 May 2023

The Polish National Tourist Office (PNT0) in London is requesting proposals for creating and implementing a creative marketing campaign aiming to promote activity holidays (hiking, cycling, walking) in Poland among the Irish looking for a travel inspiration. Poland has everything from hiking in the Tatra Mountains to multi-activity nature breaks to get endorphins going.

### Section1: TARGET DATES FOR THIS RFP

The following schedule summarizes significant target events for the RFT process. The dates may be changed by PNT0 at its sole discretion.

- RFT issue date: 4 May 2023
- RFT close date: 12 May 2023
- Notification of awarded company: 16 May 2023
- Commencement of campaign: June 2023

### Section 2: KPIS & BUDGET

- Campaign execution period: 4 weeks
- Campaign theme: activity holidays in Poland
- Target group: Irish Citizens travelling abroad at least once a year; interested in travelling to Central and Eastern Europe, interested in activity holidays.
- 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 500 k unique users. Please note that by reach we understand the total number of people who see our content. We don't mean 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 12 May 2023

### Section 4: AWARDED COMPANY – SCOPE OF WORK

**The awarded company will be responsible for creating and implementing the whole campaign. The awarded agency will be provided with relevant images but creating copies will be on its side.**

**Section 5:  
SUBMISSION REQUIREMENTS**

Proposals should be emailed to [dorota.wojciechowska@pot.gov.pl](mailto:dorota.wojciechowska@pot.gov.pl) The awarded company will be notified by email.