

REQUEST FOR PROPOSALS

Contact: Polish National Tourist Office (PNT0), Chicago, USA

Date of Issue: 6 February 2024

Deadline: 13 February 2024

The Polish National Tourist Office (PNT0) in Chicago is looking for an experienced online travel company that will create a media plan and execute a marketing campaign titled “Poland. More than expected.” This campaign seeks not only to bolster Poland's positive image among North American travelers—encompassing the general public and industry professionals alike—but also to elevate awareness about Poland's unique offerings. The ultimate goal of this initiative is to transform potential interest into tangible action, converting those who aspire to visit Poland into actual visitors.

Section 1: 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: 6 February 2024
- RFP close date: 13 February 2024
- Notification of awarded company: 14 February 2024

Section 2: CAMPAIGN OVERVIEW

- Campaign execution period: 8 weeks
- Target group: North American travelers interested in Europe

Section 3: KPI

- Reach: Number or impressions
- Number of clicks (CTR)

Section 4: BUDGET

- Total budget is 28,000 USD gross

Section 5: SCOPE OF WORK (SOW) FOR BID

You are asked to submit a proposal that includes the following information:

- Campaign overview
- Estimated impressions

Section 6: ENQUIRIES:

- Questions regarding requirements and scope of work will be received up to 12 February 2024 via email only at bartosz.szajda@pot.gov.pl and maciej.olchawa@pot.gov.pl.
- Questions submitted after 12 February 2024 will not be responded to.
- No verbal enquiries or verbal requests for clarifications will be accepted.

Section 7: SUBMISSION REQUIREMENTS

Proposals should be emailed to bartosz.szajda@pot.gov.pl and maciej.olchawa@pot.gov.pl. Only the awarded company will be notified by email.