



## REQUEST FOR PROPSALS

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

Date of Issue: 15 February 2024

Deadline: 22 February 2024

The Polish National Tourist Office (PNTA) in London is requesting proposals for creating and delivering an AI -powered marketing campaign. The aim of this campaign is promoting Poland city breaks in an innovative way.

### 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: 15 February 2024
- RFP close date: 22 February 2024
- Notification of awarded company: 23 February 2024
- Commencement of the campaign: 2Q2024

### Section 2: KPIS & BUDGET

- Campaign execution period: 2 weeks.
- Target group:  
British Citizens aged 20-35 interested in active holidays in Central Europe  
Digitally savvy, share their experience through social media.
- Expected reach: 1 million of unique users.
- AI- the campaign must use at least 1 AI program, for instance an image generator.

### Section 3: SCOPE OF WORK (SOW) FOR BID

You are asked to submit 1 campaign idea along with an explanation of what AI tools are you going to use and why.

### Section 4: ENQUIRES:

- Questions regarding requirements and scope of work will be received up to 21 February 2024.
- 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](mailto:dorota.wojciechowska@pot.gov.pl) The awarded company will be notified by email on the 23<sup>rd</sup> of February 2024.