

REQUEST FOR PROPSALS

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

Date of Issue: 17 January 2025

Deadline: 30 January 2025

The Polish National Tourist Office (PNT0) in London is looking for an experienced company that which will create and execute a marketing campaign promoting Poland as a top tourist destination for city breaks in Europe. The campaign's target is to create awareness of what Poland has to offer and convert "dreamers" into "buyers".

Section1: 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.

- Event Date RFP issue date: 17 January 2025
- RFP close date: 30 January 2025
- Notification of awarded company: 3 February 2025

Section 2: CAMAIGN OVERVIEW

- Campaign execution period: 4 weeks
- Target group: British citizens interested in travelling to Europe for short breaks.

Section 3: KPI

- Number of bookings delivered during the campaign.
- Reach: number of unique users reached during the campaign.
- Impressions

Section: 4 BUDGET

- Total budget is £20,000.00 incl. VAT

Section 5: SCOPE OF WORK (SOW) FOR BID

You are asked to submit the proposal that include the following information:

- Campaign overview
- Estimated number of bookings
- Estimated number of people reached during the campaign.
- Estimated impressions.

Section 6: ENQUIRES:

- Questions regarding requirements and scope of work will be received up to 28 January 2025 email only at dorota.wojciechowska@pot.gov.pl.
- Questions submitted after 28 of January 2025 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 dorota.wojciechowska@pot.gov.pl Only the awarded company will be notified by email.