

## REQUEST FOR TENDER

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

Date of Issue: 17 January 2025

Deadline: 30 January 2025

The Polish National Tourist Office (PNTA) in London is requesting proposals for creating and implementing a creative marketing campaign aiming to promote UNESCO sites in Poland among the British citizens looking for travel inspirations.

### Section1: 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: 17 January 2025
- RFT close date: 30 January 2025
- Commencement of campaign: 2Q2025

### Section 2: OVERVIEW, KPIS & BUDGET

- Campaign execution period: 4 weeks
- Campaign theme: UNESCO
- 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, interested in history and culture.
- Preferred social media platforms: Facebook and Instagram or both.
- Slogan: Poland. More Than You Expected.

Key performance indicators (KPI):

- Gather a reach figure between 800k – 1 million unique users. Please note that by reach we understand the size of the audience that has seen our ads/campaign content.

Budget:

- The budget for this campaign is £10,800 incl. VAT and cannot be extended. It covers all costs related to the campaign

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

You are asked to submit one campaign idea along with 1-2 creatives and campaign timeline.

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

The awarded company will be responsible for creating and implementing the whole campaign. The agency will write copy as well. The PNTA will provide the agency with relevant images.

#### **Section 5: ENQUIRES:**

- Questions regarding requirements and scope of work will be received up to 28 January 2025 email only at [dorota.wojciechowska@pot.gov.pl](mailto: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 6: SUBMISSION REQUIREMENTS**

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

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