

Request for Proposal (RFP)

Booking a Digital Screen for a Marketing Campaign

Issued By: Polish National Tourist Office, 10 Heathfield Terrace, London W44JE, UK

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Submission Deadline: 14 February 2025

Contact Person: Dorota Wojciechowska

Introduction

Polish National Tourist Office is seeking proposals from experienced media and advertising agencies or screen providers to secure a prominent digital screen in a prime location for an innovative 3D marketing campaign. The selected location must offer high footfall and visibility. The total budget for this initiative is £14,000, incl. VAT

Objectives

The primary goal of this campaign is to maximize audience engagement and brand awareness through an immersive 3D advertisement. We are looking for a digital screen that offers excellent resolution and visibility to showcase our cutting-edge 3D creative video.

Scope of Work

1. Screen Location:

- Preferred locations: Victoria Station (London) or similar high-traffic areas in major UK cities with direct flights to Poland (e.g., Manchester, Birmingham, or Edinburgh).
- The location must provide high pedestrian traffic, particularly from commuters and tourists.

2. Screen Specifications:

- Flat large format LED.
- High-resolution display with excellent brightness and visibility, even in daylight.
- Prominent positioning (e.g., eye-level or elevated for maximum visibility).

3. Campaign Duration:

- The campaign will run for a minimum of 2 weeks.
- The proposal should specify available dates between April and September 2025

4. Additional Services:

- Assistance with the technical setup and testing of the video advertisement, 3D in particular.

- Monitoring and maintenance support during the campaign period.
- Provision of audience analytics (e.g., estimated impressions, demographics).
- Provision of photo service

5. Budget:

- The total project cost must not exceed £14,000 gross, inclusive of screen rental, operational costs, technical support, and any additional fees.

Proposal Requirements

Interested bidders should submit a detailed proposal that includes the following:

1. Company Overview:

- Background information, including relevant experience in booking and managing digital advertising campaigns.
- Examples of previous projects, no more than 2.

2. Screen Details:

- Location, size, and technical specifications of the proposed screen.
- Photos or videos showcasing the screen and its placement.

3. Availability:

- Proposed dates for the campaign.
- Any flexibility in scheduling.

4. Cost Breakdown:

- Detailed cost structure, including rental fees, technical setup, monitoring, and any other associated costs.
- Confirmation that the total cost will not exceed £14,000.

5. Value-Added Services:

- Any additional benefits or services offered as part of the proposal.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- 1. Screen Location and Visibility (30%)**
- 2. Technical Capabilities (25%)**
- 3. Cost-Effectiveness (20%)**
- 4. Experience (15%)**
- 5. Value-Added Services (10%)**

Submission Details

Proposals must be submitted via email to dorota.wojciechowska@pot.gov.pl by 14 February 2025
Late submissions will not be considered.

Terms and Conditions

1. Polish National Tourist Office reserves the right to accept or reject any or all proposals without providing a reason.
2. The selected bidder must comply with all applicable laws and regulations.
3. The bidder is responsible for ensuring the PNTTO's content compatibility with the screen.
4. All communication and queries regarding this RFP should be directed to Dorota Wojciechowska, Director at dorota.wojciechowska@pot.gov.pl