



POLISH
TOURISM
ORGANISATION

Request for Proposal (RFP)

Marketing Campaign on the London Underground

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

Issue Date: 8 September 2025

Closing Date for Submissions: 15 September 2025

1. Introduction

Polish National Tourist Office invites proposals from qualified marketing and media agencies to plan and deliver an advertising campaign on the London Underground. The campaign should utilise high-impact Underground formats to reach a broad and diverse London audience.

The total campaign budget is £17,500.00 (including VAT). Proposals must be fully costed and remain within this budget.

2. Campaign Objectives

- Increase awareness of Polish National Tourist Office,
 - Achieve wide visibility and impact through London Underground advertising formats.
 - Reach commuters, tourists, and residents across multiple zones.
 - Deliver clear reporting and measurement of campaign performance.
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3. Scope of Work

Agencies are required to submit proposals that detail:

- Number of Stations / Zones Covered: Specify which zones, station types, and passenger volumes are targeted.
- Advertising Formats: e.g., 4-sheets, 16-sheets, 48-sheets, cross-track projections, digital screens, ticket gateways, or a mix of formats.
- Duration of Campaign: The preferred campaign duration is two (2) weeks.



- **Campaign Start Date:** The campaign must begin no later than October 2025. Bidders should indicate the earliest available start dates.
 - **Creative Recommendations:** Advice on optimal format mix for maximum exposure within budget.
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4. Budget

- **Maximum budget available: £17,500.00 including VAT.**
 - Proposals must include a transparent cost breakdown covering production, media, installation, management, photo service and removal.
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5. Deliverables

The successful bidder will be expected to deliver:

1. A detailed media plan including stations, formats, panel numbers, and duration.
 2. Management of campaign logistics.
 3. Reporting on campaign reach, impressions,
 4. Photo service
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6. Proposal Requirements

Each submission must include:

- Agency profile and relevant experience with London Underground
 - Detailed media plan (stations, zones, formats, number of sites, campaign duration).
 - Cost breakdown (production, media, management, photo service)
 - Estimated Reach and Impressions
 - Timeline for campaign roll-out, including earliest available start dates (must commence no later than October 2025)
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7. Evaluation Criteria

Proposals will be evaluated based on:



- Effectiveness of the media plan.
 - Ability to maximise reach and impact within the set budget.
 - Previous experience with Underground or comparable campaigns.
 - Ability to meet the required campaign start timeframe and preferred 2-week duration.
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8. Submission Instructions

- Proposals must be submitted electronically to dorota.wojciechowska@pot.gov.pl by the 8th of September 2025.
 - Late submissions will not be considered.
 - All questions regarding this RFP should be directed to dorota.wojciechowska@pot.gov.pl
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9. Timeline

- **RFP Issued:** 8 September 2025
- **Proposal Submission Deadline:** 15 September 2025
- **Evaluation:** 16 September 2025
- **Campaign Launch:** No later than October 2025
- **Preferred Campaign Duration:** 2 weeks