



POLISH  
TOURISM  
ORGANISATION

## Request for Proposal (RFP)

### Marketing Campaign on London Taxis

**Issued by:** Polish National Tourist Office

**Issue Date:** 8 September 2025

**Closing Date for Submissions:** 15 September 2025

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#### 1. Introduction

Polish National Tourist Office invites proposals from qualified marketing and media agencies to plan and deliver a taxi advertising campaign in London. The campaign should leverage the visibility and mobility of London taxis to maximise brand awareness and reach across key target audiences.

The total campaign budget is **£15,500.00 (including VAT)**. Proposals must be fully costed and remain within this budget.

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#### 2. Campaign Objectives

- Raise awareness of Polish National Tourist Office
  - Ensure wide geographic and demographic reach across London.
  - Deliver high visibility and impact through innovative taxi advertising formats.
  - Provide clear measurement metrics and reporting on campaign performance.
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#### 3. Scope of Work

Agencies are required to submit proposals that detail:

- **Number of Zones Covered**
- **Number of Vehicles**
- **Type of Formats:** e.g Full wrap, superside, tip seat, etc
- **Duration of Campaign:** The **preferred campaign duration is two (2) weeks**. Bidders may suggest alternative durations if beneficial, but proposals should highlight how the 2-week plan maximises impact.



- **Campaign Start Date:** The campaign must begin **no later than October 2025**. Bidders should clearly indicate the **earliest available start dates** within their proposals.
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#### 4. Budget

- Maximum budget available: **£15,500.00 including VAT**.
  - Proposals must provide a transparent cost breakdown including production, installation, campaign 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 vehicle numbers, zones, formats, and duration.
  2. Production and installation of all creative assets.
  3. Management of campaign logistics.
  4. Campaign reporting (reach, impressions, photo documentation)
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#### 6. Proposal Requirements

Each submission must include:

- Detailed media plan (zones, vehicles, formats, campaign duration).
  - Cost breakdown (production, media, management, VAT).
  - Measurement and reporting methodology.
  - 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:

- Creativity and effectiveness of the media plan.
- Ability to maximise exposure within the set budget.

- Value for money.
  - Measurement and reporting approach.
  - 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, [dorota.wojciechowska@pot.gov.pl](mailto:dorota.wojciechowska@pot.gov.pl)** by **15 September 2025**
  - Late submissions will not be considered.
  - All questions regarding this RFP should be directed to **[dorota.wojciechowska@pot.gov.pl](mailto:dorota.wojciechowska@pot.gov.pl)**
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## 9. Timeline

- RFP Issued: 8 September 2025
- Deadline for Questions: 5 September 2025
- Proposal Submission Deadline: 12 September 2025
- Evaluation & Contract Awarded: 16 September
- Campaign Launch: No later than **October 2025**
- Preferred Campaign Duration: **2 weeks**