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## REQUEST FOR PROPOSAL (RFP)

### Out-of-Home (OOH) Media Planning & Buying

**Poland. More than expected.**

### Bristol City Break Campaign

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#### 1. Background

Polish National Tourist Office invites proposals from experienced media agencies to plan, buy and manage a high-impact Out-of-Home (OOH) campaign in **Bristol, UK**, promoting Poland as a compelling European city break destination.

The campaign forms part of the international destination brand platform:

**Poland. More than expected.**

Our objective is to reposition Poland beyond perceptions, showcasing its vibrant cities, culture, architecture, food scene and short-break appeal.

We are seeking a strategic OOH partner capable of delivering measurable reach within a defined budget and timeframe.

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#### 2. Campaign Objectives

- Elevate Poland's perception as a stylish and culturally rich European city break destination
  - Drive consideration and website visits from the Bristol catchment
  - Highlight direct flights from Bristol to:
    - Kraków
    - Gdańsk
    - Poznań
  - Deliver strong reach and frequency within a 2-week burst
  - Achieve efficient cost-per-thousand (CPT)
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#### 3. Target Audience

##### Primary Audience:

- Adults 25–54
- ABC1 skew
- Short-break travellers



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- Culture-oriented consumers
- Food, design and architecture enthusiasts

**Geographic Focus:**

Greater Bristol travel-to-work area, with emphasis on city centre, commuter corridors and airport routes.

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**4. Budget**

**Total campaign budget: £16,000 (inclusive of VAT)**

The total budget must cover:

- Media strategy and planning
- Media buying
- Agency fees
- Production coordination (print + DOOH formatting)

Creative assets will be supplied.

Proposals must clearly itemise:

- Net media spend
- Agency fee
- VAT
- Any production or additional costs

Transparency of cost structure is essential.

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**5. Campaign Timing**

- 2-week burst
  - Preferred period: May-June
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**6. Preferred Media Approach**

We welcome proposals including a mix of:

- Bus shelters (6-sheets) for broad urban reach
- Digital 6-sheets in high-footfall central locations
- Rail placements (Temple Meads + Parkway)

Agencies are encouraged to optimise the mix using Route data, audience indexing and cost efficiency modelling.



Innovative suggestions (e.g., premium digital placements, domination packages, contextual dayparting) are welcomed where justified within budget.

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## 7. Proposal Requirements

Proposals should include:

1. Media strategy and planning rationale
  2. Coverage map and/or indicative site list
  3. Route-based reach and frequency estimates
  4. Total impacts (OTS)
  5. Estimated CPT
  6. Dayparting strategy (for DOOH)
  7. Creative specifications and production timelines
  8. Added value opportunities
  9. Post-campaign reporting framework
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## 8. Measurement & KPIs

Agencies should outline projected:

- % Reach (Adults 25–54)
  - Average frequency
  - Total gross impacts
  - CPT
  - Any additional measurement capabilities (QR tracking, footfall uplift modelling, etc.)
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## 9. Evaluation Criteria

Submissions will be assessed on:

- Strength of Bristol OOH inventory access
  - Reach
  - Value for money
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## 10. Timeline

- RFP Issued: 09/03/2026



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- Proposal submission deadline: 16/03/2026
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## **11. Contact**

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