

## **Announcement of tender:**

Management of social media accounts of Polish National Tourist Office in Beijing on WeChat, Weibo and Youku.

### **1. The name (company) and the address of the Contracting authority**

Polish National Tourist Organisation (PNTO), office in Beijing

8014 Chang Fu Gong Office Building; 26, Jian Guo Men Wai Avenue, Beijing, China, 100022

Website: [www.bolan.travel](http://www.bolan.travel)

E-mail: [beijing@bolan.travel](mailto:beijing@bolan.travel)

### **2. The subject of tender:**

Time frame for the realization of the campaign: 1.02.2020 – 30.04.2021

The budget along with the Contractor's remuneration: 194.982,12 CNY gross

The subject of tender is 15 month of management service of the PNTO's social media channels, consisting of:

- Preparation of social media marketing strategy including:
  - analysis of social media channels trends for optimization of published posts (frequency, best publishing days and hours, publication format),
  - analysis of the activities of other tourism organizations in social media (content and type of publication, frequency, reach, good practices),
  - creation of 15 month long social media strategy in coordination with the general marketing strategy of the PNTO (the most important promotional activities in 2020: the "Pause for moment my life" iQiYi program presenting the visit of Qi Wei and Wu Xin in Poland; promotion of Chopin year in connection with the 210th anniversary of Chopin's birthday and the 18th edition of the Chopin competition; the "Ambassadors of Poland" campaign). Strategy should focus mainly on providing valuable content to support tourists in practical preparation for travel and presenting them the rich tourism resources of Poland, as well as a plan to increase reach of PNTO's social media channels (annual increase of observers by at least 25% for WeChat and 5% for Weibo; an increase of view of articles by at least 5% on WeChat).
- Current management of WeChat channel: publication of min. 4 articles per month of your own authorship (content creation based i.a. on information and graphics provided by the PNTO and according to the strategy presented) and interaction with users, conducting online competitions;
- Current management of Weibo channel: publication of articles originally posted on WeChat in a format tailored to the Weibo platform and reposting min. 2 of third-party publications about tourism in Poland, interacting with users, conducting online competitions;
- Current management of Youku channel: posting promotional videos provided by the PNTO (max. 4 videos per month).

- Monitoring of activity and reporting: monthly reporting of statistics regarding published posts, recommendations for future actions, optimization of publishing strategies for achieving the most favorable results.

### 3. Information on the method of communication between the Contracting authority and Contractors.

The person authorized to contact the Contractors:

Zuzanna Gutkowska - e-mail: [zuzanna.gutkowska@pot.gov.pl](mailto:zuzanna.gutkowska@pot.gov.pl)

Daiqi Xing – e-mail: [mediakitpl@qq.com](mailto:mediakitpl@qq.com).

Place and date of submission of the offer:

- The offer should be sent via email to: [zuzanna.gutkowska@pot.gov.pl](mailto:zuzanna.gutkowska@pot.gov.pl) or [mediakitpl@qq.com](mailto:mediakitpl@qq.com);
- The deadline for submitting offers is **January 24th, 2020** by the end of the day;
- The Contractor will remain bound by the offer for a period of 30 days.

### 4. Evaluation criteria

Contracting authority will evaluate submitted offers on the three criterion basis:

No.	Criterion	Weight
1.	Price	50 %
2.	Creative concept of the strategy	35%
3.	Team structure	15%

How to make an assessment:

- For price criterion:  
lowest offer price / price of the evaluated offer x 50 pts  
The Contractor will provide the offer price as gross value in RMB. The gross price must include any applicable taxes and charges.
- For creative concept criterion
  - Attractiveness of creative concept for the strategy, understood as original, well thought way to attract attention of potential readers – 20 points;
  - Level of adjustment of the strategy to the requirements of Detailed description of the subject matter of the Contract:
    1. Adjustment of the strategy to the general marketing plans of PNT0 for 2020 – 5 points;
    2. Adjustment of the strategy to the previous style of communication of PNT0 in social media – 5 points;
    3. Adjustment of the strategy to the marketing goals of increasing reach of PNT0's social media accounts – 5 points.

In „creative concept of the strategy” criterion the offer can obtain maximum of 35 points.

- For team structure criterion:  
if the Contractor's team dedicated to includes Polish speaking team member, the offer will receive 15 points. If the Contractor's office Polish speaking member, the offer in this criterion will receive 0 points.

The offer can obtain jointly up to 100 points. Calculation will be conducted with up to two decimal places. The most favourable offer will be the tender offer, which receives the highest amount of points after summing all of the points from all of the criteria.

The Contracting authority reserves the right to conduct negotiations with selected Contractors on the provisions of the future agreement and the exact scope of the submitted offer.

#### **5. Important provisions of the Contract:**

- a) The Contractor undertakes to provide services at the highest professional level, in line with the applicable law and in line with the Contracting authority's interests as well as in cooperation with the abovementioned.
- b) The Contractor is obliged to perform the Contract according to the submitted offer, description of the subject matter of the end the Contract entered into.
- c) For the conduct of the subject matter of the Contract, the Contractor shall be granted remuneration paid to bank account of the Contractor on a quarterly basis after each 3-month period of services.

The basis for payment will be the VAT invoices issued by the Contractor and approved by the Contracting authority. Payments will be made within 7 days of approval of the invoices.

- d) Contractual penalties:
  - i. For any delay in the performance of any part of the subject matter of the Contract or failure to provide any services included in the offer submitted by the Contractor, the Contracting authority shall deduct from Contractors' remuneration a contractual penalty in proportion to the total Remuneration.
  - ii. For the withdrawal from the Contract by either Party, for reasons attributable to the Contractor, the Contractor shall be fined by the Contracting authority a contractual penalty of 10% of the full amount of Remuneration stipulated by the Contract.
  - iii. The right of withdrawal does not limit the right of the Contracting authority to fine the Contractor with contractual penalties.
  - iv. The deduction of contractual penalties by the Contracting authority from Remuneration, shall not relieve the Contractor from the obligation to perform the subject of the Contract.
  - v. If the value of damage suffered exceeds the value of the contractual penalty, the Contractual authority may claim compensation under the general rules.
  - vi. The Contractor hereby consents to any deductions from the Remuneration made by the Contracting authority if any contractual penalties arise.
  - vii. Contractual penalties may be subject to summing.

#### **6. Additional information:**

- a. the Act of 29 January 2004 on Public Procurement Law (Journal of Laws of 2019, item 1843) does not apply to the proceedings in question;

- b. notification of the offer selection does not constitute acceptance of the offer;
- c. The Contracting authority reserves the right to:
  - cancel the procedure, annul it in whole or in part at any time,
  - close the procedure without selecting the offer,
  - request more detailed information and explanations from the contractors.
- d. if the Contracting authority uses any of the rights referred to in point c), the contractors are not entitled to any claims for participation in the proceedings.

**APPROVED:**

Zuzanna Gutkowska  
Acting Director