



Announcement of tender:

Comprehensive design and performance of promotional campaign "Following the footsteps of Chopin in Poland"

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

E-mail: beijing@bolan.travel

2. The subject of tender:

Time frame for the realization of the campaign: 1.09.2020 – 30.11.2020

The budget along with the Contractor's remuneration: 130.000,00 CNY gross

The Contracting authority allocates a budget of no more than **CNY 130,000.00 gross** for the campaign and any offer beyond the budget allocated will be rejected.

The subject of tender is Comprehensive design and performance of promotional campaign "Following the footsteps of Chopin in Poland"

Aim of the campaign:

Year 2020 is marked by two important events related to Chopin: the 210th anniversary of Chopin's birth (March 1st) and the 18th edition of the Chopin piano competition (postponed to October 2021). These events, together with the accompanying media coverage, are an ideal opportunity to promote on Chinese market music tourism centered on the character of Fryderyk Chopin.

The main purpose of the Campaign is informative – reaching as many potential audiences in the target group as possible, providing them with practical information to help plan their journey in Poland following the footsteps of Chopin. Indirect objectives are to encourage more tourists from China to visit Poland and representatives of the tourism industry in China to create new tourist products associated with Chopin.

The campaign should focus on the promotion of a landing page/mini program/h5, dedicated to the brief presentation of Chopin's silhouette and a practical description of tourist attractions associated with Chopin. The site should contain a description of no less than 40 attractions (Chinese and English materials together with photos will be made available by the Contracting Authority) together with an example sightseeing program prepared by the Contracting Authority (in multiple versions).

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The Contractor's task will be to reach as large audience as possible through created advertisements and social media posts and prompt them to familiarize themselves with the information provided on the landing page. A dedicated site can also encourage in a creative manner (e.g. through a prize contest, discussion topic, gamification) audience to share the obtained information about Chopin POIs on their social media channels.

After the end of the three-month promotional campaign, the landing page/mini program/H5 created for its implementation should be further available on the Contractor platform **until the Chopin Piano Competition Finale in October 2021.**

The Campaign plan should include a proposal to use PNTO's communication channels on Weibo, WeChat, Youku, Lvzhou, Douyin and www.bolan.travel website that will serve to strengthen promotion of landing page and to conduct PR activities throughout the campaign time frame.

The target group of the campaign:

- Citizens of People's Republic of China, 1st and 2nd tier cities
- International tourists interested in European destinations,
- FITs organizing their travel themselves or choosing semi-customized travel products (flight + accommodation packages),
- People with higher education,
- People aged 20-70, professionally active and retired,
- People interested in classical music.

Activities should consist of:

- Designing and planning of the Campaign (communication strategy, time schedule of activities, media plan, creation of marketing designs)
- Performance of a three-month long campaign (publishing content on a dedicated landing page/mini program/h5, implementing previously planned campaign strategy, reaching the target audience).
- Monitoring and optimization of efficiency of conducted campaign to ensure the highest possible results and achieving Key Performance Indicators. In case KPIs are achieved sooner than campaign time schedule suggests, the Contracting authority should be informed as soon as possible and Contractor is obliged to continue to carry out the rest of the campaign maintaining the same effectiveness.
- The Contractor will draw up draft report after first half of the campaign showing state of activities as well as a final report with summary of the whole campaign and recommendations for the future. The final report should depict the results of the campaign using screenshots of active/inactive ad formats together with their statistics, (i.a. number of impressions, number of clicks, CTR, demographic profiles of people interacting with advertisement, influence of campaign on sales numbers if available).
- The designs will be prepared by the Contractor according to the technical specifications, content guidelines, brand book and necessary materials delivered by the Contracting

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authority. The Contractor will be responsible of preparation of advertising materials including image / video formats and copy, which should:

- Be linguistically and grammatically correct,
- Include clear and inviting CTA,
- Include personalized communication in line with interests of the target group,
- Adhere to Contracting authority's brand book.

The proposed media campaign plan should include variety of digital formats, for example: **live streaming**, display, rich media, XHTML, video advertisement, text advertisement, social media posts, mailing, sms, landing pages etc, according to the recommendations of the Contractor.

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

Daiqi Xing – e-mail: mediakitpl@qq.com.

Place and date of submission of the offer:

- The offer should be sent via email to: zuzanna.gutkowska@pot.gov.pl or mediakitpl@qq.com;
- The deadline for submitting offers is **July 17th, 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	10 %
2.	KPIs: - impressions of the campaign (number of views of advertisement creations) 20% - number of clicks in advertisement creations leading to opening of landing page 20%	40 %
3.	Creative concept of the strategy	50%

How to make an assessment:

- For price criterion:
lowest offer price / price of the evaluated offer x 10 pts

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The Contractor will provide the offer price as gross value in CNY. The gross price must include any applicable taxes and charges.

- For KPI criterion. The points for the "Key Performance Indicator (KPI)" criterion will be calculated on the bases of declared number of impressions of the campaign and clicks on them as follows:

highest declared KPI/ KPI of the evaluated offer x 20 pts

In KPI criterion the offer can obtain maximum of 40 points.

- For creative concept criterion
 - Attractiveness of creative concept for the strategy, understood as original, well thought way to attract attention of potential readers to the landing page – 20 points;
 - Level of adjustment of the strategy to the requirements of tender presented in the announcement:
 1. Adjustment of the strategy to the target audience, understood as idea for how to reach proper group with campaign communication – 10 points;
 2. Adjustment of the strategy to the type and amount of materials to be presented in attractive way on landing page (minimum of 40 POIs including pictures and description, calendar of events, 2-3 travel programs) – 10 points;
 3. Adjustment of the strategy to the marketing goals and set impression goals, understood as idea for how to maximize effectiveness of the campaign in view of set budget – 10 points;

In „creative concept of the strategy” criterion the offer can obtain maximum of 50 points.

The offer can obtain jointly up to 100 points. Calculation will be conducted with up to two decimal places. The most favorable 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:

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- 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, equal to 5% of the Remuneration for each full 7 calendar days of delay.
 - 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 Contracting 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,

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- 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

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