

Selection of a Media Agency for the Design of the Advertising Strategy and the Media Plan, and the Implementation of Marketing Activities of the CNTB

 Terms of Reference

Croatian National Tourism Board

Zagreb, 17 November 2017

**A) Introduction**

1. **Preamble**
2. **Croatia: 2020 Vision and Marketing Goals**
3. **Target Consumers**
4. **Key Tourism Products**
5. **Targeted Geo-Zones**

**A.1. Preamble**

***Strategic Marketing Plan for the period 2014-2020 is defined by three goals***

In order to help achieve the objectives of the National Strategic Tourism Plan by 2020, the CNTB Tourist Council has approved the Strategic Marketing Plan of Croatian Tourism (SMPHT) for the period 2014-2020.

The Plan includes three main goals: **to increase substantially the brand power of Croatia as a tourism destination, to attract more tourists in pre and post season, and to increase the average daily expenditure of tourists.**

***External services to be procured by the CNTB***

For the successful implementation of the Marketing plan, the CNTB shall collect and select (by way of a public tender) the offers of specialized agencies to carry out the following services:

* design of the Advertising Strategy and the Media Plan, and the Implementation of Online and Offline Marketing Activities of the CNTB in 2018, with the possibility of extension to 2019 (hereinafter referred to as "CNTB Campaigns“).

***Aim and Content of this Documentation***

The content of this documentation has been created to help understand the context and characteristics of the requested service, and contains:

**Section A:**

* Main objectives and strategies of the Marketing Plan.

**Section B:**

* Qualification Phase.

**Section C:**

* Tendering Phase – implementation of collecting, evaluation, and selection of the proposal.

**Annexes:**

* Submission Forms: 1 – 6 and Proposal Sheet

**Note:** Dates and times in this documentation are calculated according to the official time valid in the Republic of Croatia.

***Clarifications and interpretation of this documentation***

In case of any **questions/doubts or need for clarifications** please contact us to the e-mail address**marketing@htz.hr**, not later than:

* **For the qualification phase: not later than 23 November 2017 by 12.00 pm**
* **For the tendering phase: not later than 22 December 2017 by 12.00 pm**

**A.2. Croatia: 2020 Vision and Marketing Goals.**

Croatia, as a tourism destination, has great opportunities deriving from its natural and cultural attractions, untouched nature, suggestive lifestyle, its unique system of islands, a wide experience in tourism business, tradition in hospitality, and a privileged geographical location within the European Union.

**Vision**

In the context of the proposed vision, Croatia wants to play an important role in all major areas of tourism business: experience, discover, entertainment, business.

The following image describes the vision and its associated marketing objectives, which are later described in detail:

**Vision and Marketing Goals from the Plan 2014-2020**

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**Marketing Goals**

Croatia is facing some major challenges that currently prevent the country to achieve the proposed vision: its tourist brand is not well known and understood in the market, tourism demand is concentrated in 80 days of summer, and the average expenditure per person per day is below the Mediterranean average.

The following table shows how the marketing plan should contribute to achieving the proposed tourism vision of Croatia.

**Three Goals**

|  |  |  |
| --- | --- | --- |
| **Problems to be solved** | **Main goal** | **Auxiliary goals per segment** |
| **a. Croatia's brand power is extremely weak.** | **To Increase Brand Power**+50% (Brand Power) | **Guest**75 % brand awareness among the target population; Understanding Croatia's offer among 60 % of the target population. |
| **b. Croatia has difficulty in attracting tourists inn pre and post season (PPS)** | **To increase PPS arrivals**+1M net arrivals in PPS by 2020 | **Guests**influence 50 million potential PPS arrivals   |
| **c. The average daily expenditure per guest is weak.** | **To improve daily expenditure**+15%(Without inflation effect) | **Guest**Increase the average expenditure per guest (+ 15 % net) before 2020. |

**A.3. Target Consumers**

**Target consumers by demographic variables**

|  |  |  |
| --- | --- | --- |
| **Friends** | **Couples** | **Families** |
| Age: 18-29Higher incomeUrban residentsTravel without children | Age: 30-39 / 40-54 / 55+Higher incomeUrban residentsTravel without children | Age: 30-39 / 40-54Higher incomeUrban residentsTravel with children |

(Detailed information available exclusively to Tenderers in the second phase, through a brief or upon request).

**A.4. Key Tourism Products**

Key tourism products (based on the portfolio of tourism products defined by the Strategy of Tourism Development in Croatia by 2020) represent one of the starting points for the design of marketing and communication strategy of the CNTB during 2018:

|  |  |
| --- | --- |
| 1 |  Sun and Sea |
| 2 |  Nautical Tourism |
| 3 |  Health Tourism |
| 4 |  Cultural Tourism |
| 5 |  MICE |
| 6 |  Golf Tourism |
| 7 |  Cyclotourism |
| 8 |  Wine and Gastronomic Tourism |
| 9 |  Rural and Mountain Tourism |
| 10 |  Adventure and Sports Tourism |
| 11 |  Nature (Eco-Tourism) |

**A.5. Targeted Geo-Zones**

In the design of a marketing and communication strategy in key emitive markets, the CNTB shall, in the period until 2020, follow the guidelines of the SMPHT (based on the portfolio of tourism products defined by the Strategy of Tourism Development in Croatia by 2020:

As marketing resources are limited, it is crucial to target specific geo-zones (not entire countries) based on market attractiveness and their connections to Croatia. According to the criteria of market potential and the existence of direct flights, or flight with one connection, that is destinations that are in the area 4 to 6 hours away by car from Croatia, the CNTB shall deliver the targeted geo-zones exclusively to tenderers in the second phase of the procedure.

**B) Terms of Reference**

1. **Object of the Tender**
2. **Deliverables Provided by the Selected Tenderer**
3. **Estimated Value of Service**

In order to achieve efficiently the three objectives of the marketing plan 2014-2020 (substantial strengthening of the brand Croatia as tourist destination, attracting additional number of tourists in the pre and post seasons, and the increase in average daily expenditure of realised tourists), the CNTB will perform significant efforts in an overall communication linked to the achievement of selected goals in the area of targeted geo-zones. Measures shall include different integrated marketing tactics in offline and online segments, and a coordinated approach to markets and target groups through cooperation between the selected marketing agency and the PR agency, all for the purpose of achieving goals defined by the Strategic marketing plan of Croatian tourism.

**B.1. Object of the tender: Implementation of CNTB Campaigns**

The object of the tender includes the following services and activities: the design of advertising strategy, media plans, implementation of online and offline marketing activities of the CNTB in the period for the year 2018 with the possibility of extension to 2019, in total or partially (for a specific campaign, period, market, etc.

The plan designed by the Selected Tenderer shall have as goal precise targeting of target groups of tourists in specific geo-zones according to expressed interests linked to the trip to Croatia, with the objective to reach three main goals on the markets:

* Germany
* the UK
* Austria
* Poland
* France
* Sweden
* the Netherlands
* Belgium
* Italy
* Switzerland
* Russia
* Hungary
* Norway

Tenderers may deliver their offer for one, more than one or all markets that are object of this tender.

The Contract on performing works that are object of this tender shall be concluded with one or more agencies, depending on the results of the tender.

**B.2. Deliverables Provided by the Selected Tenderer**

**The services provided by the selected Tenderer includes the following:**

1. **Analysis and market research**

The selected Tenderer shall make the analysis and research of each of the markets. The analysis according to which the media plan for each market shall be made includes:

* the analysis of an individual target group
* analysis of media consumption of individual target group
* consumer journey – when and how the consumer makes its own decision about choosing a destination for vacation
* analysis of the competition
* evaluation of offers for other similar offers that during the period of the contract the CNTB shall receive
* market analysis (media market overview)
1. **Advertising strategy**

The selected Tenderer on the basis of the carried out analysis and given budget designs:

* **The brand and PPS (pre and post seasons) advertising strategy on the market**
* **The** advertising strategies shall be made for all markets using the same form
* **The proposal of media partners on the market - with the explanation of the way of cooperation and the analysis of effects**
1. **Media plans and setting up KPI**

The CNTB in 2018 intends to implement 3 campaigns. The list of all envisaged campaigns, their goals, schedule, and budgets, and the detailed brief for the campaigns in 2018 the CNTB shall deliver to tenderers that will be invited to the second phase of the tender.

* Media plans:
	+ Detailed media plan with indicated prices for the campaigns referred to in the brief for all campaigns
	+ Detailed media plan with indicated prices and specifications for the design of ad for the first campaign according to the brief
* Key performance indicators (KPI) for the first campaign by single market in 2018 according to the brief
* The media plan shall not include the activities of advertising on search engines and social media, that the CNTB is already performing independently
* The media plans by single markets shall be made in the same form
1. **The implementation of advertising**

The Croatian National Tourist Board, on the basis of submitted documentation, and in accordance with the conditions set up by this documentation, and possible additional criteria that shall be delivered to tenderers together with the instructions for participation in the second phase of the tender, shall select the best proposal and with the selected tenderer shall sign the contract for 2018, with the possibility of extension to 2019. According to the accepted tender, the Tenderer shall implement the advertising for CNTB campaigns, which includes:

* Proposal of a single media plan by single markets, according to CNTB brief and its harmonisation with the CNTB
* defining KPIs of single campaign for single markets
* ensuring access and the media buy necessary to execute the media plan
* placing the campaign
* ensuring to the CNTB the unobstructed access to systems and platforms for monitoring and optimisation of campaigns
1. **Monitoring and optimization in accordance with set KPIs**

The successful Tenderer by setting up planned campaigns is obliged to carry out

* regular monitoring of campaigns
* monitoring of the execution of key performance indicators (KPIs) of campaigns
* optimization of campaigns in order to achieve KPIs
1. **Regular weekly and monthly reporting about the campaign**

The selected tenderer will regularly report on the implementation of the campaign and the fulfilment of the set performance indicators (KPIs), and present evidence of all the activities planned and carried out in accordance with the requirements of the CNTB:

* creating a template for fortnightly and monthly reports on the implementation of the campaign
* regular reporting in accordance with the approved template
* making monthly accounts of the implemented activities and vouchers according to the specifications of the CNTB (failure to act as required shall be subject to penalisation)
1. **Report of the implemented campaign, post-buy analysis and the suggestions for improvement in future campaigns**

The tenderer will in addition to the evidence of implementation make as follows:

* final report about the implemented campaign
* post-buy analysis for each channel used in the campaign
* suggestions for the improvement of future campaigns
* a system for learning and knowledge-sharing between agencies and the CNTB
1. **OTHER PROVISIONS**
* Define the way of communication of the Hub (leading agency), and the branches of the agency, that is members of the group of tenderers and the CNTB, in case of selection on more markets
* Present the Hub team and team for single markets
* Strategies, media plans, analysis and reports shall be done on the same form for all markets
* State which *Ad Serving* system shall be used for digital campaigns of the CNTB

**B.3. The budget for advertising and agency fees (the price of the service)**

For the activities related to the implementation of online and offline marketing activities in 2018 the CNTB foresees the budget in the total amount of **38,200,000.00 HRK** (without VAT). The amount includes all agency costs, that is, agency fee.

The CNTB reserves the right for the duration of the contract to modify the amount of the budget in any part.

**The price (agency fee) includes the cost of the implementation of the contracted services and unlimited rights to use all the submitted strategies, research and analysis, and all other costs incurred by performing services that are object of this tender.**

**C) Selection of the Offer**

* + 1. **Delivery of Offers**
		2. **Evaluation of Offers**

**The tender shall consist of two phases:**

**- Qualification Phase**

**- Tendering Phase**

**Qualification Phase**

The qualification phase includes the publishing of the call for interest and the selection of tenderers that will be invited to deliver the proposals in the following phase of the tender, after they satisfy the conditions for qualification in the second phase.

The call for interest is public and aimed at all interested subjects that satisfy the conditions for qualification in the following phase of the procedure.

The call for interest shall be published on the website [www.htz.hr](http://www.htz.hr)

**Conditions:**

**1. Experience**

The agency shall have adequate experience in performing works that are object of this tender, and for that purpose it shall deliver evidence that it has a registered business with registered address on the market for which it applies, and that is actively operating on that market for at least 5 years previous to 2018 (2013, 2014, 2015, 2016 and 2017).

Evidence:

list of clients in the indicated years

extract from the companies register or other business register, that is the extract from the register in competent tax authorities on that market, with indicated date of establishment, and not older than 3 months

**2. Paid tax duties**

A signed statement for each agency separately of paid tax duties that is attached to this Call.

Agencies with headquarters in Croatia instead of a signed statement shall deliver the certificate of the competent tax authority of paid tax duties in the Republic of Croatia, not older than 30 days from the day of delivery of the offer.

**4. Statement of good conduct**

A signed statement of good conduct for each agency separately that is attached to this Call.

**5. Group of tenderers**

A group of tenderers is allowed.

A member of the group that within the group of tenderers is in charge of a single market shall independently fulfil all prescribed conditions for that market and deliver the required documents as evidence. In addition to such members, the group of tenderers may have other members that are not in charge for a single market but in case of selection will act as a leading agency that in respect to the client acts in their name and their account.

Members of the group of tenderers shall in advance establish and jointly define such leading agency that that in respect to the client shall act in their name and their account.

As evidence of the selection of a leading agency, members of the group of tenderers shall deliver signed statements of single members of the group of tenderers (Form 6) where it is clearly stated who among the members is selected as leading agency in the tendering procedure, acting in the name and for the account of members, as well as the fact that in case of selection of that group for any of the markets for which the group sent the offer, the leading agency shall bear all rights and obligations from the contract towards the client, without any single rights of members directly towards the client.

In case of group of tenderers, for each member of the group in charge for a single market the following documentation shall be delivered:

1. Evidence of experience on that market
	1. List of clients in the last 5 years
	2. Extract from the companies register or other business register, that is the extract from the register in competent tax authorities on that market
2. Evidence of paid tax duties
	1. Statement of paid taxes (Form 4), or
	2. for the agencies with headquarters in the Republic of Croatia - certificate of the competent tax authority, statement of the group of tenderers

In case of group of tenderers, for the leading agency the following documentation shall be delivered:

1. Evidence of paid tax duties
	1. Statement of paid taxes (Form 4), or
	2. for the agencies with headquarters in the Republic of Croatia - certificate of the competent tax authority, statement of the group of tenderers
2. Statement of the group of tenderers – the leading agency confirms with signature each single statement of member of the group of tenderers
3. Form – General information about the Tenderer responsible for the project
4. Form – Team members and tasks

If the leading agency acts also as one of the members of the group of tenderers in charge for a single market, it shall give evidence of experience on that market.

**Important note: The CNTB may subsequently check the authenticity of data, recommendations, proofs and eligibility certificates.**

**If a specific proof is not clear or not delivered, the CNTB may call the tenderer to explain or deliver it within the deadline set up for that purpose.**

**In this phase of the procedure it is not necessary to deliver the price of the proposal.**

**The tenderer that is not satisfying the prescribed conditions or the prescribed documentation shall not be taken into consideration. In case of applying for more markets, the Tenderer that is not satisfying the prescribed conditions for a single market shall not be taken into consideration only for that market.**

**Selection:**

The Technical committee shall, in the qualification phase, according to delivered documentation decide which tenderers and for which markets fulfil the required conditions and the indicated tenderers shall be invited in the second phase of the procedure.

The technical committee shall decide on the qualification of the tenderer for the following phase by taking into consideration the abovementioned criteria and delivered documentation.

After the CNTB sends the call for participation in the following phase, it shall deliver to selected tenderers the documentation that is necessary for the proposal and detailed instructions and conditions for further participation in the procedure, as well as conditions of the contract that shall be signed with the tenderer.

The deadline for the delivery of necessary documentation is 30 November 2017 by 4.00 pm. The delivery shall be done to the e-mail address: marketing@htz.hr

The CNTB may require from tenderers that delivered within the required deadline the documentation to deliver additional documentation, explanations or evidence necessary to prove the qualification conditions. In that case the CNTB shall independently decide about the additional delivery deadline.

**Tendering Phase**

**C.1. Delivery of offers**

The tenderer that is invited to the tendering phase shall confirm its participation in the tender non later than 5 December 2017 by 4.00 pm in written form to the email address marketing@htz.hr, and deliver its final proposal by 10 January 2018 by 4.00 pm.

If in the indicated deadline the requested confirmation is not received, the CNTB shall consider that the Tenderer is withdrawing from participation in the tender.

1. **Content of the proposal/offer**

Together with a compulsory filled in and signed Tender Submission File that is attached to this document, the proposal shall contain:

1. **Information about the tenderer and the work team**
2. **Analysis and market research**
3. **Advertising strategy per market**
4. **Media plans and defined KPIs**
* Detailed media plan for all campaigns indicate din the brief
* For the first campaign in 2018 the tenderer shall define the key performance indicators (KPI) and specification of advertisements proposed in the media plan
* the final media plans according to which the campaigns shall be implemented the tenderers shall deliver according to a detail subsequently agreed schedule, briefs, and other necessary parameters for the design of media plans with defined key performance indicators (KPI) for the indicated campaign.
1. **Agency fee for all markets**
2. **Monitoring and optimisation in accordance with set up KPIs**
3. **Detailed description of campaign implementation and campaign monitoring (especially digital campaigns) as well as list of tool that will be used**
4. **Specifications about *Ad Serving* system that shall be used**
5. **Reports and training:**
* Template of monthly report of campaign realization
* Template of final report of campaign realization
* Template of *post-buy* analysis for each channel used in the campaign
* Template and samples of training and exchange of knowledge between the agency and the CNTB

1. **Delivery of offers**

All documentation shall be delivered in printed and digital form (on a digital media: USB *stick*, CD, DVD, etc.) to the address of the CNTB (Hrvatska turistička zajednica, Iblerov trg 10/IV, 10000 Zagreb).

Deadline for the delivery of proposals is **10 January 2018 by 4.00 pm.**

**C.2. Evaluation of offers**

Evaluation of the committee

The Selection Committee shall review the delivered offers. The evaluation of the Committee is done by single market and represents 70% of the total score, while the remaining 30% refers to the price of the offer. The price of the offer is defined according to the proposed agency fee. The tenderer whose offer achieved the highest score for the highest number of key markets shall be selected.

**Categories and scores**

|  |  |
| --- | --- |
| **Category** | **Maximum score** |
| 1. Rationale & creativity of the market strategy
 | 40 |
| 1. Media plans
 | 25 |
| 1. Analysis of markets and target groups
 | 20 |
| 1. Methodology for quantitative measurement of results (Post-buy analysis)
 | 10 |
| 1. Campaign management methodology
 | 5 |
| 1. **TOTAL (1.+2.+3.+4.+5.+6.) = A**
 | **100** |
|  |  |

 The evaluation of scored is based on the discretional evaluation by members of the committee.

**Score of the price of the proposal**

The score for the proposal price (agency fee) shall be ranked in a way that the offer with the lowest indicated price shall obtain the maximum of 30 points, and all following offers 5 points less each, and so on to reach 0 points after which offer all agencies with a higher price receive 0 points. If more tenderers indicate the same agency fee, the ranking will be done in the way that they will take the same ranking for the calculation of the points, and the following agency with the higher proposal shall receive as many less points as it would receive if the indicated agencies did not have the same number.

*Examples:*

 ***Tenderer Fee Points***

 Agency A 1% 30 points

 Agency B 2% 25 points

 Agency C 3% 20 points

 Agency D 4% 15 points

 Agency E 5% 10 points

 Agency F 6% 5 points

 Agency G 7% 0 points

 Agency A 1% 30 points

 Agency B 2% 25 points

 Agency C 2% 25 points

 Agency D 3% 15 points

 Agency E 4% 10 points

 Agency F 6% 5 points

 Agency G 7% 0 points

 Agency A 1% 30 points

 Agency B 2% 25 points

 Agency C 3% 20 points

 Agency D 3% 20 points

 Agency E 3% 20 points

 Agency F 6% 5 points

 Agency G 7% 0 points

|  |
| --- |
| **Important note: The indicated agency fee includes all costs of implementation of agreed services and unlimited rights to use all delivered research and analysis, and all other costs arising from services that are object of this tender. (except for the cost of the cost of media buy).** |

**Formula for the evaluation of the offer**

The score of the tenderer is calculated according to the mathematical equation as follows:

**X = A \* 70% + P**

**X = the total number of points achieved by the evaluated Tenderer**

**A = the total number of points achieved in the technical criteria**

**P = the number of points achieved according to the fee**

**The CNTB may decide not to select the offer and is authorized to withdraw from the acceptance of the offer at all stages, until the moment of signing the contract with the successful Tenderer, without any liability for the compensation of any damages which therefore arise or may arise to any of the Tenderers.**

**Tenderers whose offer was not selected have no right to appeal or to a compensation of any costs related to this procedure.**

**CNTB may subsequently decide to extend the deadline for delivery of the offer or in any way modify the terms from this documentation.**

**In the case of the selection/acceptance of the offer, the CNTB has the right to request from the successful Tenderer the submission of all evidence that it considers relevant to prove the capability to fulfil the undertaken obligations as well as their quality. In the case when the above mentioned evidence, according to the discretionary assessment of the CNTB, point to the inability or difficulty in fulfilling the undertaken obligations, that is, call into question their quality, the CNTB shall desist from acceptance of the offer, i.e. the conclusion of the contract with the selected Tenderer, without any right for the Tenderer to compensation for any damages which arise, or may arise to the latter.**

**The CNTB reserves the right to negotiate additionally about the amount of the fee or the reduction of prices for the proposed media plan with one or more tenderers by single market for which those tenderers are in the group of three best evaluated tenderers for that market.**

**The obligations of the successful Tenderer after the selection**

**The tenderer is obliged to conclude a Contract on providing the service. The main content of the contract shall be delivered to the tenderers that qualify in the tendering phase together with the documentation and explanations related to drafting the proposal.**

**Agency with which the contract will be signed shall deliver in accordance with the conditions of the contract also the first call bank guarantees that represent adequate guarantees for regular performance of obligations.**

Summary

First phase: Qualification procedure

• The deadline for the delivery of possible questions/doubts regarding the tender:

23 November 2017 by 12:00 pm CET to: marketing@htz.hr

• The deadline for the delivery of proposals (filled in submission forms):

30 November 2017 by 4:00 pm CET.

• The CNTB shall inform by 4 December 2017 all Tenderers that participated in the prequalification phase about the results of it. The Tenderer has the deadline until 5 December 2017 to confirm the receipt of the notice and the confirmation of participation in the second phase.

Second phase: Tendering

• The CNTB shall deliver by 6 December 2017 in written form a brief and all other documentation necessary to deliver the offers.

• The deadline for the delivery of possible questions/doubts regarding the tender: 22 December 2017 by 12:00 pm CET, with the possibility to organise meetings if necessary.

• Tenderers shall deliver their final proposals by 10 January 2018 by 4.00 pm CET, after which the CNTB shall inform them about the schedule of presentations in Zagreb (approximate dates 15 January – 19 January 2018).

Submission Form 1 - General information about the Tenderer in charge for the project

|  |  |
| --- | --- |
| Name of the legal person |  |
| Registered office of the legal person |  |
| E-mail of the legal person |  |
| Tax number of the legal person |  |
| Years of operation (registration date and name of the register) |  |
| Authorised representative of the legal person (name, surname and function) |  |

**Signature of the authorised representative Stamp of the Tenderer**

**of the Tenderer**

Place \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Submission Form 2 – List of significant clients (in general) in the past five (5) years**

|  |  |  |  |
| --- | --- | --- | --- |
| Number of Contract | Name and Address of the Commissioner | Subject of the Contract | Time and Place of the Completed Contract |
| 1. |  |  |  |
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**Signature of the authorised representative Stamp of the Tenderer**

**of the Tenderer**

Place \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Submission Form 3 – Composition of the work-team and tasks**

|  |  |  |
| --- | --- | --- |
| Name and Surname of the Members of the Work-team | Position in the Work-team | Tasks in the Work-team |
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**Signature of the authorised representative Stamp of the Tenderer**

**of the Tenderer**

Place \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Submission Form 4 – Statement of Paid Tax Duties**

**STATEMENT OF PAID TAXES**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name and surname) from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , as the person authorised to represent the tenderer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (company) based in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ hereby declare that the tenderer in the moment of giving this statement has no due, and unpaid debts on the basis of tax or social contributions in the Republic of Croatia, as the country of its registered office.

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_.\_\_\_\_\_ 2017

 (place) (date)

 **Stamp:**

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (signature of the authorised representative of the Tenderer)

**Submission Form 5 – Statement of Good Conduct**

**STATEMENT OF GOOD CONDUCT**

by which I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name and Surname) from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, declare under material and criminal liability, that against me personally, or against the above mentioned company, no unappealable conviction was issued for any of the following criminal activities, or corresponding criminal activities according to the regulations of the country where the company is seated or the country whose national is the person legally authorized to represent the company:

fraud, fraud in business operations, taking bribe in business operations, giving bribe in business operations, malpractice in public procurement procedures, evasion of taxes or duties, subvention fraud, money laundering, abuse of power and office, illegal discrimination in favour of, taking bribe, giving bribe, trading in influence, giving bribe for trading in influence, criminal association and committing crime within criminal association under the Criminal law, fraud, money laundering, fraud in business operations, taking bribe in business operations, giving bribe in business operations, conspiracy to commit crime, abuse of power and office, abuse of government powers, illegal mediation, taking bribe and giving bribe under the Criminal law, and crimes according to laws of the country where the headquarters of the tenderer is, that is, country of origin of the authorised representative of the tenderer

This statement applies to me personally and to the company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (company) with its registered office in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and for the Tenderer itself.

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_.\_\_\_\_\_ 2017

 (place) (date)

**Stamp:**

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (signature of the authorised representative of the Tenderer)

**Submission Form 6 – Statement Of the Group of Tenderers**

**STATEMENT OF THE GROUP OF TENDERERS**

I hereby agree that in the tendering procedure for \_\_\_\_\_\_\_ I participate as member of the group of tenderers that consists of the following members:

1.

2.

3.

I agree that in the procedure of this tendering and contracting and performing all rights and obligations towards the client (communication with client, conclusion of contracts, annexes and all other necessary legal tasks and issuing guarantees) acts in my name and for my account \_\_\_\_\_\_ (leading agency) that will conclude with the client a contract based on the delivered offer for one or more markets and assume all rights and obligations from that contract toward the client, without any single right of the members of this group of tenderers directly towards the client.

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_.\_\_\_\_\_. 2017

 (place) (date)

 **STAMP**

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (signature of the authorised representative of the tenderer)

***Statement of the leading agency***

Hereby I agree to participate in the name and for the account of the abovementioned member of the group of tenderers entirely, and that I will with the client as leading agency of the group of tenderers conclude the agreement based on the delivered offer for one or more markets and assume all rights and obligations from that agreement towards the client, without any single right of the members of this group of tenderers directly towards the client.

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_.\_\_\_\_\_. 2017

 (place) (date)

 **STAMP**

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (signature of the authorised representative of the Tenderer)

**Proposal Sheet**

|  |  |
| --- | --- |
| Name of the legal person |  |
| Registered office of the legal person |  |
| E.mail of the legal person |  |
| Tax ID number of the legal person |  |
| Person responsible for representation (name, surname, position) |  |

|  |  |
| --- | --- |
| **MARKET** | **AGENCY FEE** |
| Germany |  |
| The UK |  |
| Austria |  |
| Poland  |  |
| France |  |
| Sweden |  |
| Denmark |  |
| The Netherlands |  |
| Belgium |  |
| Italy |  |
| Switzerland  |  |
| Russia |  |
| Hungary |  |

***The table shall be filled in a way that the tenderer writes the percentage value (%) of the agency fee for each market for which it is candidate. The agency fee is one for online and offline advertising.***

By signing this Proposal sheet, we assume the right that in case of acceptance of the offer by the Client we conclude the contract with content defined in the call for offer.

The delivered offer is valid 30 days form the date of delivery to the Client

Signature of the authorised representative of the Tenderer

Name and surname \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place and date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Stamp of the tenderer