



PUBLIC TENDER

Selection of PR agency/ies for the creation and implementation of PR strategy and execution of PR activities via media relations, social media and other online communication channels for the CNTB in 2022

Prepared by:
Croatian National Tourist Board (CNTB)
Zagreb, December 2021

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1. INTRODUCTORY NOTES

1.1. Goal and document contents

With the aim of achieving the PR strategy and plans it is necessary to follow the three main goals set for Croatian tourism, which are: significantly strengthen Croatia's brand as a tourist destination, attract additional visitors during the pre and post season, as well as increase the daily spend of tourists to Croatia.

As an international tourist destination, Croatia has an abundance of opportunities provided by its stunning natural beauty, cultural and historic sites, well-preserved nature, unique lifestyle, unique coastline and numerous islands, years of tourism experience, a tradition in hospitality and geographically well positioned within the European Union.

Croatia, as many other destinations, is currently faced with many challenges. The goal is to despite the corona virus pandemic, to ensure that its tourism brand continues to be discernible, with its tourist offer well received and understood on the international market.

This documentation is organized so as to ensure that the desired services and context are understood, which includes:

Chapter 1:

- Introductory notes

Chapter 2:

- Project description

Chapter 3:

- Agency selection

Appendices:

- Forms: 1 – 4

Note: The dates and times in the documentation are based on the official time zone in the Republic of Croatia.

Clarification and interpretation of this documentation

The CNTB will at the request of the submitting party, via email, clarify and or provide further information on any part of the documentation, with the aim of receiving submissions of the highest standard.

Any **questions/uncertainties or requests for further clarification** may be submitted via email to Global_PR@htz.hr

- **During the pre-qualification phase:** no later than December 28th 2021 till 16:00 CET
- **During the competition phase:** The CNTB will provide a brief by January 12, 2022. to all agencies to which further participation has been confirmed, as well as additional materials that will be needed to submit a bid.

1.2. Target groups

Target groups based on demographics

Friends	Couples	Families
Age: 18-29 Income: mid to high Urban population	Age: 30-39 / 40-54 / 55+ Income: mid to high Urban population	Age: 30-39 / 40-54 Income: mid to high Urban population Travel with or without children

(More detailed information will be provided to submitting parties exclusively during the competition phase of the call, via brief).

1.3. Key tourism products

The key tourism products provide one of the starting points in forming the CNTB marketing and communication strategies during 2022:

1. Sun and sea
2. Nautical tourism
3. Cultural tourism
4. Nature
5. Active tourism
6. Eno-gastro
7. Health and wellness tourism

1.4. Targeted geo-zones

Given that PR budgets are limited, it is particularly necessary to target specific geo-zones (not necessarily entire countries), depending on the market attractiveness and accessibility to Croatia. Based on market attractiveness, accessibility criteria include direct flights or flights with only one connection/stopover, or driving distance markets within a 4 to 6-hour car-ride to Croatia. The CNTB will provide more details on specific geo-zones during to competition phase of the selection, via brief.

2. PROJECT DESCRIPTION - defining the subject of tender and assessing the value of services

External services to be procured by the CNTB

For the purpose of a successful implementation of the PR Plan and/or social media plan, the CNTB shall collect and select (by way of a public tender) bids of specialized agencies to carry out the following services:

- Design of a global PR strategy (and/or social media strategy) and the strategy's adjustment to the targeted markets,
- Design and implementation of a PR strategy for the CNTB for 2022

A) Media Relations – key media relations and engagement activities, with a market focused approach (localised strategies in line with the global PR strategy). This includes, but is not limited to: the PR/media strategy, establishing relations with new media members (journalists), PR office support (press releases, distribution, etc.), securing top tier media coverage in key global publications (both traditional and online). PR events and/or special market projects or organisation of in-market events and activities, with reporting and content creation support or, if needed, on social media, in cooperation with other partner agencies, as well as international coordination with subagency/subagencies, CNTB representative and branch offices and the CNTB's Global PR Department.

B) Social Media and Online/Digital Communications - this includes, but is not limited to: the social media strategy, community and conversation management, engagement, influencer/blogger strategy, target content and channel strategy, creation and execution of content to be activated through Social Media channels (including, but not limited to: Facebook, Twitter, Instagram and YouTube) and other digital/social channels, monitoring, reporting and international coordination of activities with subagency/subagencies, international CNTB representative and branch offices and CNTB Global PR Department.

** Each agency may opt to pitch for one or both of the above categories.*

International CNTB representative and branch offices in cooperation with the CNTB's Global PR Department would act as coordinators of activities with the agency/agencies.

Subject of the Tender:

The plans designed by the submitting party (Tenderer) shall focus on the targeted groups of tourists within specific geo-zones based on their interest in traveling to Croatia, with the primary goal of achieving the three main goals on the following markets:

MEDIA RELATIONS:

- Austria
- Belgium
- Czech Republic
- Netherlands
- Germany
- Norway
- Slovakia
- Sweden
- Switzerland
- United Kingdom

SOCIAL MEDIA AND ONLINE/DIGITAL COMMUNICATIONS:

* A primary focus on the **English, German, French and Polish languages** including community management, other languages and targeted content strategies will be defined by market within the brief document.

- Austria*
- Belgium*
- Czech Republic *
- **France**
- Hungary *
- Netherlands *
- **Germany**
- Norway *
- Slovakia *
- **Poland**
- Sweden *
- Switzerland *
- **United Kingdom**

CNTB reserves the right to drop one or more of the above listed markets and/or some of the categories in the tender. CNTB reserves the right, after conclusion of the contract, to request additional bids for the execution of PR activities on a project basis and on other markets (i.e., Slovenia, Italy, Spain, Russia, Ukraine, etc), if the agency has the possibility to provide services in those markets.

The same tendering agency may be chosen for one or both categories, and a contract shall be concluded according to the selection.

CNTB reserves the right to choose several agencies for one or more individual markets for one or both categories. The CNTB Global PR Department in cooperation with the international CNTB representative and branch offices will act as the coordinators of activities.

The service provided by the selected Tenderer includes the following:

1. Market analysis and research

The selected Tenderer shall analyse and research each market. The analysis, based on which the PR plan for each market shall be made, includes:

- analysis of individual target groups,
- analysis of the media consumption of individual target groups,
- consumer journey – when and how does the consumer choose a destination for vacation,
- analysis of the competition,
- evaluation of tenders for other similar tenders that the CNTB shall receive during the term of the contract,
- market analysis (PR overview by market).

2. PR Strategy

The selected Tenderer shall design the following on the basis of the carried-out analysis and given budgets:

- The global PR strategy and general PR strategy for each market,
- PR strategies shall be made for all markets using the same form.

3. PR plans and setting up KPIs for each category

A list of all planned CNTB campaigns shall be provided to Tenderers after confirmation of their participation in the second phase (competitive phase) as part of a detailed brief.

4. Implementation/execution of PR plans

The Croatian National Tourist Board shall, on the basis of the submitted documentation and in accordance with the conditions set up by this documentation, as well as with possible additional criteria that shall be delivered to tenderers together with the instructions for participation in the second phase of the tender, select the best bid and sign a contract for 2022.

According to the accepted bid, the Tenderer shall implement PR campaigns for the CNTB, which includes:

- the proposal of a global PR plan broken down for each single market for each category of the tender the agency is bidding for, according to the CNTB brief
- Defining KPIs of single campaigns for single markets,
- Ensuring required resources to execute the proposed PR plan,
- Ensuring that the CNTB has unlimited access to all required systems and platforms, such as e.g. press clipping, media analysis, social media statistics, etc. This shall also be granted to agencies pursuant to contracts which have possibly been concluded with the CNTB.

5. Monitoring and optimisation in accordance with set KPIs

By setting up planned campaigns, the successful Tenderer is obliged to carry out:

- Regular monitoring of campaigns,
- Monitoring of the execution of key performance indicators (KPIs) of campaigns,
- Optimisation of PR activities in order to achieve KPIs.

*Press clipping and media analysis reporting are not subject to this tender and will be procured separately. The chosen PR agency will be required to coordinate and monitor these reports.

6. Regular weekly and monthly reporting

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

- creating a template for weekly and monthly reports on the implementation of PR activities,
- regular reporting in accordance with the approved template,
- making monthly accounts of the implemented activities and bills of quantities according to the specifications of the CNTB,
- ad-hoc reporting requests may be required periodically and should be accounted for within the SOW and budget.

7. Report on implemented activities, post-activity analysis and suggestions for improvement in future PR activities

In addition to the evidence of implementation, the tenderer will also: draft a final report about the implemented campaign,

- conduct post-activity analyses,
- make suggestions for improving future activities,
- create a system for learning and knowledge-exchange between the agency and the CNTB.

8. OTHER PROVISIONS

- The agency shall provide a suggestion for communication and coordination of activities between international subagency/ies, international CNTB representative and branch offices and the CNTB Global PR Department.
- The agency shall introduce its team and teams (subagency/ies) for each market
- Strategies, PR plans, analyses and reports shall be done on the same form for all markets.

The budget for PR agency fees for 2022 (the price of the service)

A) **Media relations and PR events and/or special projects** – budget: 6,000,000 HRK (4,800,000.00 HRK + PDV). The budget shall be proposed by the tenderer in cooperation with the CNTB HQ and the Selection Committee, whereby the tenderer shall provide a market breakdown in percentages*; TPC (third-party costs) are not included in the above amount and will be defined in a brief for the purpose of preparing the bid.

* Press clipping/monitoring services are not foreseen within this budget and will be dealt with separately

B) **Social media and digital communication** – budget: 4,000,000 HRK (3,200,000.00 HRK + PDV). The budget shall be proposed by the tenderer in cooperation with the CNTB HQ and the Selection Committee, whereby the tenderer shall provide a market breakdown in percentages*; TPC (third-party costs) are not included in the above amount and will be defined in a brief for the purpose of preparing the bid.

- The above amounts are exclusive of VAT.
- The final budget will be defined on the final decision date, taking into account and budget already spent to-date related to sections A and B.
- The CNTB will have a quarterly activity review. The budget will be allocated quarterly and amount distributed by market will be agreed upon based on activity plans for each quarter, with the possibility of redistribution to other markets in future quarters. The budget for each quarterly activity plan will be subject to approval in order to release funds within the flexible budget pool.
- The CNTB may also opt to distribute and assign the budget to additional projects.

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

* The client reserves the right to modify/change the percentages of the proposed market breakdown

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

3. AGENCY SELECTION

3.1. Bid submission

The **prequalification phase** includes the publication of the tender. Upon confirming that the submitting agencies meet all the technical requirements of the tender, they will receive a detailed brief on the basis of which they will prepare their submissions. The qualifying and selected agencies shall be invited to present their bids in the following phase of the tender.

Public Tender:

Any questions or clarifications regarding the tender may be submitted by email at Global_PR@htz.hr by December 23rd 2021 till 14:00 CET

Deadline to submit to qualify, including submission of all completed forms for each of the categories for which you are bidding is December 28th 2021 till 16:00 CET

Note: CNTB reserves the right to change the date, in which case all the submitting agencies shall be notified thereof in a timely manner.

Eligibility:

CNTB wants to cooperate with a renowned PR agency or group of agencies that have the required PR experience in providing the concerned services.

1. Experience

The agency must have adequate experience in performing works that are the subject of this tender, and for that purpose it shall deliver evidence that it has a registered business with a registered address in the market for which it is applying, and that it has been actively operating on that market for at least 5 years prior to 2022 (2017, 2018, 2019 2020 and 2021).

Evidence:

- List of clients in the indicated years,
- Summary of implemented PR activities, with experience in at least 3 key markets and doing business with at least 3 clients in the tourist sector
- Name, address and VAT number of each subsidiary or partner on each market

2. Other supporting documents

- **Paid tax duties**
- **Statement of good conduct**

2.1. Consortium bidding

Consortium bidding is allowed.

A member of the consortium that is in charge of a single market must independently fulfil all prescribed conditions for that market. In addition to such members, the consortium may have other members that are not in charge of a single market but, in case of selection, will act as a leading agency that acts in their name and for their account towards the client, and will at least once a month inform the client on the state of the budget and all activities per markets.

Members of the consortium shall establish in advance and define jointly such leading agency that shall act in their name and for their account towards the client.

The lead submitting agency may, should it be required, provide different partner agencies from the qualification phase upon final submission, solely if the partner agency/ies meets all the same requirements and the CNTB provides approval for such a change.

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

If a specific piece of evidence is not clear or is missing, the CNTB may call the tendered to explain or deliver it within the deadline set up for that purpose.

The bid price does not have to be submitted in this phase, but the proposed activities have to be within the budget available per each category.

Tenderers not meeting the stipulated requirements or documentation shall not be considered.

Selection:

The Technical Committee shall review all the documentation submitted in the prequalification phase and decide which of the tenderers shall be invited to the second phase of the procedure.

After submitting to participate in the next phase of the procedure, the CNTB will provide the selected bidders with a brief and supporting documentation required for the preparation of the bid and detailed instructions and conditions for further participation in the procedure and provide deadline details for submission of bids.

Content of proposals/bids

After confirmation of participation and receipt of the brief, the bid must contain: a bid for each category for which the agency applied according to the instructions from the brief and the submission of case studies and other documentation and evidence as specified in the brief.

The brief will be provided to the qualifying agencies by January 12th 2022.*

* The CNTB reserves the right to change the brief delivery date.

3.1. Submission

- All documentation will be submitted electronically via email by the stated deadlines to the following email address: Global_PR@htz.hr with the subject heading „Public Tender – PR agency selection“, and the CNTB shall confirm receipt of the documentation.
- The final submission deadline and type of case studies will be specified in the brief.
-
- The CNTB will notify the agencies chosen to present their proposals dates for their presentation.

*** CNTB may decide that the agency submits an additional "brief" if the need arises, and all bidders will receive notification of any new deadlines.**

3.2. Bid Assessment

The Selection Committee shall review the delivered bids. The tenderer whose bid achieved the highest score for the highest number of key markets shall be selected.

If two or more agencies achieve the same score for one or several markets, the bid which was sent first shall be selected.

Each category shall be graded on a scale of 1-10 and multiplied with the weight from the table, and the total score with all points shall make the final grade.

In cooperation with the CNTB Global PR Department, representative and branch offices of the CNTB shall grade agencies and subagencies operating on their markets with a grade of 1-10, and the average of total scores per individual markets shall make the proposal of the total score.

The total number of scores per category is defined in the following table.

Category	Maximum weight
1. PR plan, its integration in the campaign and its harmonisation with the outlined goals and the Scope of Work (SOW) within the set budget	50%
2. Rationale & creativity of the PR agency	15%
3. Methodology for quantitative and qualitative measurement of achieved	15%
4. Analysis of markets and target groups	10%
5. Methodology for account management and coordination with the client (depending on the category)	10%
TOTAL (1+2+3+4+5)	100%

The evaluation of bids is based on a discretionary vote of each member of the Committee.

The CNTB may decide, with prior consent of the CNTB Tourism Council, not to select the bid and is authorized to withdraw from the acceptance of the bid at all stages, until the contract has been signed with the successful Tenderer, without any liability for the compensation of any damages which the Tenderer has or may incur as a result.

Tenderers whose bids were not selected have no right to appeal or receive compensation for any costs related to this procedure.

The CNTB may decide subsequently to extend the deadline for bid delivery or in any way modify the terms from this documentation, with prior consent of the CNTB Tourism Council.

In case of the selection/acceptance of a bid, the CNTB has the right to request from the successful Tenderer the submission of all evidence that it considers relevant to prove the Tenderer's capability to fulfil the undertaken obligations, and provide a certain standard of quality. In case when the above-mentioned evidence, according to the discretionary

assessment of the CNTB, points to the inability or difficulty in fulfilling the undertaken obligations, that is, calls into question its quality, the CNTB shall desist from accepting the bid i.e. concluding the contract with the selected Tenderer, whereby no Tenderer shall have the right to the compensation of damages which have incurred, or which may incur, therefrom.

The CNTB reserves the right to further negotiate on increasing the scope of services for the same price with one or more tenderers per category of services, whereby such tenderers shall be among the three most successful tenderers in a certain category.

The obligations of the successful Tenderer after the selection

The tenderer is obliged to conclude a Service Provision Contract.

SUMMARY

1. PRE-QUALIFICATION PHASE:

- Deadline for submission of any questions related to the Tender: **December 23rd 2021 till 14:00 CET** via email: Global_PR@htz.hr
- Deadline to submit to qualify, including submission of all completed forms for each of the categories for which you are submitting is **December 28th 2021 till 16:00 CET**
- The CNTB shall inform all Tenderers that participated in the prequalification phase about the results of this phase by **January 7th 2022** and the Tenderers have by **January 10th 2022** to confirm the receipt of the notice and to confirm their participation in the second phase.

2. COMPETITION PHASE:

- The CNTB shall deliver a brief **by January 12th 2022** to all the agencies continuing to the second phase, as well as all other documentation necessary to deliver the bids.
- The deadlines for submitting questions during the competition phase will be defined within the brief, and if necessary, there will be the possibility to further clarify via meeting or call.
- Upon receipt and review of all submissions from phase II, the CNTB shall notify all agencies of the possibility and date to present their proposals.

Submission Form 1 – General information about the Tenderer responsible for the project

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

Signature of the authorised representative of the Tenderer

Stamp

Place _____

Date _____

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

Contract Number	Name and address of the commissioner	Subject of the contract	Time and place of the executed contract
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Signature of the authorised representative of the Tenderer

Stamp

Place _____

Date _____

Submission Form 3 – List of significant clients from the tourism sector in the last five (5) years

Contract number	Name and address of the commissioner	Subject of the contract	Time and place of the completed contract	Market for which the service was provided
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Signature of the authorised representative of the Tenderer

Stamp

Place _____

Date _____

Submission Form 4A (PR) – List of own branches / representative offices / offices on the markets / partner agencies

List of own branches / representative offices / offices on the markets

Market	Name	Address	VAT number
AUSTRIA			
BELGIUM			
THE CZECH			
THE			
GERMANY			
NORWAY			
SLOVAKIA			
SWEDEN			
SWITZERLAND			
UK			

Submission Form 4B (SOCIAL MEDIA) – List of own branches / representative offices / offices on the markets / partner agencies

List of own branches / representative offices / offices on the markets

Market	Name	Address	VAT number
AUSTRIA			
BELGIUM			
THE CZECH			
FRANCE			
HUNGARY			
THE			
GERMANY			
NORWAY			
SLOVAKIA			
POLAND			
SWEDEN			
SWITZERLAND			
UK			