



REQUEST FOR PROPSALS

Contact: Polish National Tourist Office (PNT0), London, UK

Date of Issue: 29 April 2024

Deadline: 17 May 2024

The Polish National Tourist Office (PNT0) in London is requesting proposals for creating and delivering a marketing campaign promoting active holidays in Poland, in particular cycling.

Section1: TARGET DATES FOR THIS RFP

The following schedule summarizes significant target events for the RFP process. The dates may be changed by PNT0 at its sole discretion.

- RFP issue date: 29 April 2024
- RFP close date: 17 May 2024
- Commencement of the campaign: 3Q2024

Section 2: KPIS & BUDGET

- Campaign execution period: 3 weeks.
- Target group:
British Citizens aged 20-35 interested in active holidays in Central Europe
Digitally savvy, share their experience through social media.
- Expected reach: 1 million of unique users.
- Budget: £10800 (inc. VAT).

Section 3: SCOPE OF WORK (SOW) FOR BID

You are asked to submit 1 campaign idea along with a recommended media plan.

Section 4: ENQUIRES:

- Questions regarding requirements and scope of work will be received up to 12 May 2024.
- No verbal enquiries or verbal requests for clarifications will be accepted.

Section 5: SUBMISSION REQUIREMENTS

Proposals should be emailed to dorota.wojciechowska@pot.gov.pl