

INVITATION TO TENDER

Your organisation along with others is invited by the Polish National Tourist Office, 10 Heathfield Terrace, London W44JE to offer a tender for provision of the 4-week advertising campaign on London taxis.

SPECIFICATION OF REQUIREMENT

The main purpose of the campaign is to make an impact in London by targeting mass volumes of consumers and ensure that a message is seen by the people.

The campaign should start on the 1st of November 2024.

The allocated budget for this project is £16,000 (inc. VAT).

The requested proposal must include the following information:

- Number of taxis
- Number of Zones
- Advertising formats (both outside and inside the car)
- Estimated reach
- Detailed breakdown of costs

TARGET DATES FOR THIS ITT

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

- ITT issue date: 30 August 2024
- ITT close date: 6 September 2024

EVALUATION CRITERIA

The proposals are evaluated and scored against selection and award criteria – reach of the campaign, and number of taxis

SUBMISSION REQUIREMENTS

Proposals should be emailed to dorota.wojciechowska@pot.gov.pl The awarded company will be notified by email on or after the 9th of September 2024