

---

# REQUEST FOR PROPOSALS

Production and execution of a digital marketing  
media campaign in the US market

“Alps – Adriatic – Amazing”

---

<b>Award entity</b>	European Travel Commission
<b>Issuance date</b>	30/05/2024
<b>Deadline for applications</b>	16/06/2024
<b>Estimated starting date</b>	08/2024
<b>Estimated duration</b>	3 months

## TABLE OF CONTENTS

TABLE OF CONTENTS.....	2
1. INTRODUCTION.....	3
1.1. About the European Travel Commission (ETC).....	3
2. INFORMATION ABOUT THE PROJECT.....	3
2.1. Project overview.....	3
2.2. Objectives.....	4
2.3. Target group.....	4
3. REQUIREMENTS AND DELIVERABLES.....	5
3.1. Marketing plan.....	6
3.2. Content page.....	6
3.3. Promotional activities.....	6
3.4. Reporting.....	6
3.5. Project management team.....	7
3.6. Technical requirements.....	7
3.7. Implementation period.....	8
4. BUDGET AND TERMS OF PAYMENT.....	9
5. SUBMISSION OF PROPOSALS.....	9
5.1. Submission modalities and deadline.....	10
5.2. Questions and Answers.....	10
6. AWARD CRITERIA.....	11
6.1. Quality criteria.....	11
6.2. Financial criterion.....	12
7. FINAL PROVISIONS.....	12
8. ACCOMPANYING DOCUMENTATION.....	13
ANNEX 1 – Reference form.....	14

## 1. INTRODUCTION

This Request for Proposals (RfP) is launched in the framework of an ad-hoc grant of the European Union (EU) to the European Travel Commission (ETC) with the aim to support the promotion of thematic trans-European tourism products in third countries.

The present document is intended as a guideline based on ETC's goals and requirements. A clear understanding of these goals and requirements should be reflected in the proposal. Applicants are asked to interpret all aspects of this document carefully yet creatively, using their business intelligence, market experience and expertise to propose the best possible solution for the project. Additional ideas and suggestions that contribute to achieving the objectives of the project are welcome and should be clearly outlined in the proposal.

**CONFIDENTIAL:** The information in this document may not be used for any purpose other than to respond to this Request for Proposal. This document is and will remain at all times, the property of ETC.

### 1.1. About the European Travel Commission (ETC)

The European Travel Commission (ETC) is an international non-profit association of official National Tourism Organisations (NTOs) in Europe. The organisation was established in 1948 and is headquartered in Brussels, Belgium.

ETC's mission is to support the promotion of Europe as a tourist destination in major long-haul markets. For its member NTOs, ETC also provides a broad portfolio of market intelligence services and encourages the sharing of best practices. ETC is established as a private body (AISBL) under the law of Belgium.

Moreover, within the scope of its mission, ETC works regularly with the European Commission on a series of initiatives aimed at maintaining Europe's position as the world's leading travel destination.

Further information about ETC can be found on the website [www.etc-corporate.org](http://www.etc-corporate.org).

## 2. INFORMATION ABOUT THE PROJECT

### 2.1. Project overview

ETC intends to commission the production and execution of a B2C digital marketing campaign (hereinafter referred to as *the project*) to a media house (hereinafter referred to as *the contractor*).

The project is part of the 2024 overall "Alps – Adriatic – Amazing" joint co-branding promotional campaign implemented by ETC in partnership with the **Croatian National Tourist**

**Board (CNTB), the Slovenian Tourist Board (STB) and the Austrian Tourist Office (ANTO)** (hereinafter referred to as *the Consortium*).

The overall purpose of the project is to increase and boost the visibility of Croatia, Slovenia and Austria in the United States of America, promoting those countries as year-round destinations, enticing discerning travellers to explore the diversity of Europe in every season, while promoting sustainable and inclusive travel practices.

Centred around the theme of **Nature & Outdoors**, the project aims to unveil a plethora of experiences rooted in the natural heritage of all three countries. Aligned with the slow adventure concept, activities like hiking, cycling, birdwatching, mountaineering, kayaking, become gateways to not just environmental understanding but also to the rich local culture, cuisine, people, and traditions.

**The activities subject to this Request for Proposals are co-financed by the European Union.**

## 2.2. Objectives

The purpose of the project is to:

- Increase awareness of Europe, particularly Croatia, Slovenia, and Austria, as attractive travel destinations in the US.
- Enhance Europe's brand, solidifying its status as a leading global destination.
- Strengthen the perception of Europe, and Croatia, Slovenia, and Austria as sustainable and inclusive travel destinations, encouraging responsible travel, and promoting lesser-known destinations.
- Showcase each country as a holistic tourist destination, filled with diverse experiences, framed primarily around nature & outdoors, but also related to the local culture, cuisine, lifestyle, and traditions.
- The campaign must be tailored for travellers keen on immersing themselves in local communities, exploring city life, and embracing the gastronomy and lifestyle of the region.
- Inspire US travellers to explore the diversity of Croatia, Slovenia, and Austria and Europe in every season.

## 2.3. Target group

The project must target high-net-worth Free Independent Traveller or Fully Independent Traveller (FITs), with more than \$200,000 household income (HHI) from the United States of America.

A FIT is an individual or a small group (<10) of individuals who travel independently (not in an organised group). They book individual products and services arranged by a tour operator or advisor for use by independent travellers.

The target group tends to travel outside peak season and is nature-driven with a desire to enjoy authentic local experiences at a slower pace. They are also dynamic, and keen to immerse into the local communities and learn about the traditions and lifestyle. Their motivation to travel is to experience new adventures and live unique experiences. They are willing to pay much more than the average traveller for premium and authentic experiences. The niche demographics targeted by the campaign are FITs in their 30s and 40s, and the "empty nesters".

### **3. REQUIREMENTS AND DELIVERABLES**

The contractor must be an **established high-end specialised travel or lifestyle media with experience in communicating to the US sustainable and inclusive travel segment, with a focus on B2C promotion**. This is to be demonstrated in the 'References' document as indicated in **5. Submission of Proposals** of this RFP.

The contractor is required to deliver the minimum requirements described in the sections below. Any item that is essential for the smooth running of the project even though not specified, shall be read as included in the list of minimum requirements.

A proposal not compliant with these requirements will be excluded from further evaluation.

The contractor is expected to plan, implement, and evaluate a B2C promotional campaign in the US market focusing on sustainable and inclusive travel in Croatia, Slovenia, and Austria (targeting the FITs segment).

- The contractor must deliver a digital content marketing campaign based on the brief provided by the Consortium. The brief will consist of key messaging and branding materials, including raw video materials, photos, and other elements that the contractor would require.
- The centrepiece must be a content story introducing Croatia, Slovenia, and Austria to US travellers under the theme "Alps – Adriatic - Amazing".
- The content must be custom-made, with strong display and social advertising driving the campaign's target audience to the content page.
- The contractor must ensure the production of dedicated storytelling pieces, with captivating images, interactive or animated video elements to raise user engagement, and a promotion to target audience utilising all available online platform channels.
- All content must equally present brand messaging priorities of Austria, Croatia, and Slovenia, and be evenly appealing with regards to all three countries.
- The success of this campaign will be measured in the number of page views of the content page, as described in **3.2 Content page**.

Design, briefing and set up of all content assets will be conducted in coordination with all parties. CNTB, STB, and ANTO will provide the contractor with all materials to be used for content creation.

### **3.1. Marketing plan**

The contractor is expected to plan a good media mix and implement creative modalities to market Croatia, Slovenia, and Austria in the US. The plan should clearly indicate the adopted methodology.

The contractor needs to produce a marketing plan specifying the tactics, outputs, KPIs and timeline for each of the activities foreseen, following the structure, and including the information and parameters listed in section **3.4 Reporting**.

It is important that the contractor can measure the effectiveness of the campaign. The KPIs should meet industry standards. If the contractor foresees changing any activities throughout the campaign period, the consortium and ETC will need to be notified and approve the change before the contractor proceeds with the implementation.

### **3.2. Content page**

The campaign must include a content page for Croatia, Slovenia, and Austria, with the aim of directing traffic to it.

**The contractor is responsible for ensuring that the content page achieves a minimum of 20,000 views, which is the set KPI, through diverse promotion.**

The campaign landing page must consist of 1 content piece / article at least, but the media is free to propose a more complex structure (e.g. hub, storytelling and similar).

This landing page must be kept alive at least six months after the completion of the project.

### **3.3. Promotional activities**

The contractor is expected to select the digital marketing tactics they deem relevant from those listed below. The contractor can add other tactics they deem relevant – provided that the scope and objectives of the campaign are respected. The KPIs and results provided by the contractor must be detailed in the campaign proposal and will be considered guaranteed.

For the promotion of the content page, the contractor can use digital marketing activities such as display advertising, paid social media, etc.

### **3.4. Reporting**

Regular written progress reports must be provided to ETC and the consortium. The contractor should send the reports every two weeks to ensure timely delivery of the campaign as well as the opportunity for campaign optimisation.

The contractor is required to produce a minimum of two detailed performance and analytic reports: a mid-campaign report when the campaign has started and the first results can be measured and a final report within 30 days after the completion of the campaign. The scope of the report includes but is not limited to the following:

- Dedicated content page (i.e. **3.2 Content page**)
  - Output: link and screenshot of the created landing page, etc.
  - KPIs: page views, time on site, link clicks
- Display advertising
  - Outputs: creatives, screenshots of websites where the banner was shown, etc.
  - KPIs: impressions, clicks, average CTR, etc.
- Paid social media
  - Outputs: creatives, screenshots of the ads online, etc.
  - KPIs: impressions, average CTR, etc.
- Overall evaluation of the effectiveness of the marketing activities in relation to the objectives of the campaign.

### 3.5. Project management team

The contractor must have a professional project management and technical team that is able to provide adequate staffing throughout the entire campaign period. The contractor should designate at least one staff member to manage the account and all project-related communication, including regular updates to ETC and its partners on the project implementation.

The contractor must have specialised and thorough experience and expertise in marketing campaign deployment. Specific experience in B2C marketing activities for sustainable travel destinations is an asset.

### 3.6. Technical requirements

#### Publicity

- The campaigns must clearly showcase the following logos:



The guidelines for the use of these logos will be provided at the kick-off of the project.

- The campaign must clearly acknowledge ETC's and the European Union's financial contribution. In this respect, the contractor will be required to give prominence to the

following logos on communication materials (videos, posters, publications, etc) produced in the framework of the co-branded campaign:

Logo of Europe-visiteurope.com



Name and emblem of the European Union



**Co-funded by  
the European Union**

The guidelines for the use of the Europe-visiteurope.com logo and the EU emblem as well as the respective graphic files are available for download at the following link:

<https://etc-corporate.org/publicity-guidelines/>

## Style

All deliverables need to be in line with the style guidelines provided by ETC and its partners.

## Assignment of rights

The contractor shall explicitly provide ETC and its partners with a worldwide, royalty-free, non-exclusive, perpetual (for the duration of the applicable copyright) license to exercise the Intellectual Property Rights in the Campaign Material (created for or in the course of the campaign) as stated below:

- a) to reproduce the Campaign Material or incorporate the Campaign Material into other material, and to reproduce the Campaign Material as incorporated in such other material;
- b) to create and reproduce derivative works from the Campaign Material;
- c) to distribute copies and display publicly the Campaign Material, whether independently or as part of other material;
- d) to distribute copies and display publicly derivative works from the Campaign Material

### 3.7. Implementation period

The project is expected to start in **08/2024** and shall not extend beyond **30/12/2024**.



## 4. BUDGET AND TERMS OF PAYMENT

The maximum available budget for this project is **140.000,00 EUR**. (excluding VAT<sup>1</sup> and including all taxes and costs).

Invoicing will be done in a maximum of two instalments after submission of the corresponding deliverables and related reports. ETC will first approve that the deliverables are correct and then ask the contractor to submit the corresponding invoice.

The Supplier shall submit a detailed breakdown report of the actual expenses and purchase orders incurred on behalf of ETC (including but not limited to all expenses, fees and applicable taxes) and duly justified based on supporting documents (e.g. invoices from third parties; proof of run, breakdown of KPIs reach). **ETC reserves the right to ask for further explanations and supporting documents.**

The payment from ETC to the contractor may be subject to reduction in the event of any breach of the contractor's obligations. Breaches may include but are not limited to failure to deliver the required deliverables, not meeting established Key Performance Indicators (KPIs), or incorrect use of the Europe-visiteurope.com logo and the European Union emblem.

## 5. SUBMISSION OF PROPOSALS

Proposals must be **clear, concise** (not exceeding 15 pages in total<sup>2</sup>) and **written in English**, so there can be no doubt as to word meaning and figures.

**Proposals must include:**

- 1) Brief **company profile**.
- 2) A **creative concept with the project execution plan** - Detailed description of the campaign proposal including the **creative concept with the project execution plan**, foreseen activities, with their description, KPIs guaranteed results and a timeline for implementation. The proposal must clearly state how it will reach the target audience described in section 2.3, and how sustainability and inclusivity will play a key role in the campaign deployment.
- 3) **References** to relevant experience in delivering comparable work as outlined in **3. Requirements and deliverables** (i.e. case studies or reference list - including

---

<sup>1</sup> Please find here the definition of VAT: [https://taxation-customs.ec.europa.eu/what-vat\\_en](https://taxation-customs.ec.europa.eu/what-vat_en).

<sup>2</sup> Annexes and other supporting documents do not count towards the page limit.

project goals, processes, dates and verifiable deliverables). Please use the template part of Annex 1.

- 4) **Timeline** of the project implementation and completion.
- 5) Description of **team credentials**, field of expertise and roles of the people involved in the project.
- 6) Detailed breakdown of the **economic offer** including a budget line for each of the campaign's activities part of the proposal. **All prices must be quoted in Euro and exclude VAT and include all taxes, costs and fees.** Please note that any differences in pricing (e.g., exchange rate difference) between the date of the proposal and the end-of-year report are not covered by ETC and the consortium. The economic offer should include all costs following the scope of work of the project (including third-party costs if any). Any item that is essential for the smooth running of the project, as indicated within this document, even though not specified, shall be read as included in the list of requirements.

If any work for the project is to be subcontracted to a third party, the contractor must clearly specify in its proposal all tasks and deliverables that are to be outsourced. Any costs related to outsourcing shall be borne by the contractor. The contractor will be the sole responsible party for the delivery of the outsourced work.

### 5.1. Submission modalities and deadline

Proposals must be submitted in electronic format via the following form on the ETC's website <https://etc-corporate.org/requests-for-proposals/submission-form/>, selecting the

RFP "Digital marketing media campaign – 'Alps – Adriatic – Amazing'".

Proposals must be received by **16/06/2024** at 23:59 (CEST).

The proposals must be valid for at least six months after the submission deadline.

### 5.2. Questions and Answers

Questions can be sent in written form via the contact form on the ETC website (<https://etc-corporate.org/contact/>) with the subject "Questions – RFP Digital marketing media campaign – 'Alps – Adriatic – Amazing'" until **11/06/2024** at 14:00 (CEST).

ETC will provide the answers to all received questions on this page <https://etc-corporate.org/qa-rfp-digital-marketing-media-campaign-alps-adriatic-amazing/> by **12/06/2024** 18:00 (CEST) at the latest.

## 6. AWARD CRITERIA

Proposals should elaborate on all award criteria to score as many points as possible. The mere repetition of mandatory requirements without going into details will only result in a lower score.

Proposals will be firstly evaluated against the quality criteria and secondly against the financial criteria outlined below. Proposals must achieve a minimum score of 50 out of 100 points in the quality score. Proposals that score below this threshold will be excluded from further evaluation and will not be ranked.

The following formula will be used to calculate the final total score of the proposal:

- Quality criteria: 60% of the total evaluation score
- Financial criterion: 40% of the total evaluation score

$$\text{Final score} = (\text{quality score} \times 0.6) + (\text{financial score} \times 0.4)$$

In the event of a tie in the final total score, the following tiebreaker criteria apply in order of prevalence:

- proposal with the highest total score obtained in the financial criteria.
- proposal with the highest total score obtained in the quality criteria.

If the tie persists after applying the above tiebreaker criteria between one or more proposals, the proposal selected in a draw will be awarded.

### 6.1. Quality criteria

The quality of the proposal is defined as a minimum set of delivered services as described in section **3. Requirements and Deliverables**. Each of these criteria and the relative weights assigned to them are described below.

<u>Quality criteria</u>	<u>Weight</u>
<b>Contractor's relevance</b> <ul style="list-style-type: none"> <li>- The extent to which the contractor is relevant to the project's target audience, its potential reach and digital footprint.</li> <li>- The extent to which the proposed methodology for executing and managing the work will successfully ensure high quality, timely delivery, and achievement of the project objectives and KPIs.</li> </ul>	40
<b>Creativity and relevance of the proposal</b> The extent to which the proposal is relevant to the project goals and target audience, being particularly valued	60

<ul style="list-style-type: none"> <li>- The approach to the content creation, its complexity, and attractiveness.</li> <li>- The ability to deliver relevant and engaging content by implementing various forms.</li> <li>- The overall level of detail, feasibility, and practicality of the proposed solution.</li> </ul>	
--	--

Each quality criterion will be given a score in a range from 0 (zero) points to 10 (ten) points in accordance with the following scale:

0 Not available/not provided	The application fails to address the criterion or cannot be assessed due to missing or incomplete information.
1-2 Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses.
3-4 Fair	The application broadly addresses the criterion, but there are significant weaknesses.
5-6 Good	The application addresses the criterion well, but a number of shortcomings are present.
7-8 Very good	The application addresses the criterion very well, but a small number of shortcomings are present.
9-10 Excellent	The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

## 6.2. Financial criterion

The financial criterion compares the CPPV (cost per page view) of the proposals, where the total economic offer and the number of guaranteed page views on the content page as described in section 3.2 *Content page* are considered. The CPPV will be calculated as follows: **CPPV = (total economic offer / number of guaranteed page views)**.

The financial score is therefore calculated according to the formula: **(lowest CPPV / CPPV of the proposal) x 100**.

## 7. FINAL PROVISIONS

This Request for Proposals is in no way binding on the European Travel Commission, nor any of the European Union institutions. Any contractual obligation commences only upon signature of the particular agreement between ETC and the contractor.

ETC reserves the right to accept or reject any or all proposals received as a result of this Request for Proposals as well as to cancel this project, either partially or totally. In the event

of cancellation of this Request for Proposals, this should not entail any financial obligation from ETC towards any applicant.

Submission of a proposal implies acceptance of the terms and conditions set out in this document.

## **8. ACCOMPANYING DOCUMENTATION**

ANNEX 1 – Reference form

**Brussels, 30/05/2024**

**European Travel Commission**  
Rue du Marché aux Herbes 61  
1000 Brussels - Belgium  
Tel: + 32 (0)2 - 548 9000  
[www.etc-corporate.org](http://www.etc-corporate.org)

**ANNEX 1  
REFERENCE FORM**

Name of the project:	
Scope and objectives of the project:	
Total value of the contract (in euros):	
Period of execution:	
Place of execution:	
Description of the work performed by the contractor:	
Client	
Name:	
Registered address:	
Website:	
Attached certificate of good execution <sup>1</sup> :	YES / NO
Contact person at the client	
Name:	
Position:	
Phone:	
E-mail:	

---

<sup>1</sup> Delete what does not apply