



## **CALL FOR TENDER**

**Selection of a Media Agency for the Design of an Advertising Strategy, Media Plan, and Implementation of Marketing Activities of the CNTB in international markets for 2021**

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## 1. DOCUMENTATION GOAL

This documentation is created in order to give all relevant information to potential Tenderers applying to the call for tender "Selection of a Media Agency for the Design of an Advertising Strategy, Media Plan, and Implementation of Marketing Activities of the CNTB in international markets for 2021".

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

## 2. GUIDELINES FOR IMPLEMENTATION OF MARKETING ACTIVITIES

### 2.1. Marketing Strategy and Goals

For the purpose of a successful implementation of the CNTBs strategy and marketing plans, it is necessary to follow three main goals of Croatian Tourism:

- **substantial strengthening of the brand Croatia as a tourist destination**
- **attracting additional number of tourists in the pre and post seasons**
- **increase in the average daily expenditure of tourist arrivals**

Croatia is a world known tourist destination with a high tourism growth potential. This potential lies in its natural beauty and heritage sites, untouched environment, unique lifestyle, amazing coastline, extensive experience in tourism business, tradition in hospitality, and a favorable geographical location in the European Union.

Like many other tourist destinations, Croatia is currently facing numerous challenges. Main goal is, covid-19 pandemic regardless, to strengthen Croatia brand as a tourist destination and to maintain the level of awareness by comprehensible communication of tourist products in the international market.

## 2.2. Target Consumers

Target consumers by demographic variables:

Friends	Couples	Families
Age: 18-29 Household income: medium and high Urban residents	Age: 30-39 / 40-54 /55+ Household income: medium and high Urban residents	Age: 30-39 / 40-54 Household income: medium and high Urban residents Travelling with or without children

(Detailed information will be available exclusively to Tenderers in the second phase, through a brief).

## 2.3. Key Tourism Products

Key tourism products represent one of the starting points for the design of a marketing and communication strategy of the CNTB during 2021:

- Sun and sea
- Nautical tourism
- Cultural tourism
- Nature
- Adventure and sports tourism
- Food and wine tourism
- Medical and wellness tourism

## 2.4. Targeted Geo-Zones

Marketing resources being limited, it is crucial to target specific geo-zones (not entire countries) based on market attractiveness and their connectivity to Croatia. According to the criteria of market potential and the availability of non-stop/direct flights, or flights with one connection and destinations that are 4 to 6 hours drive away by car from Croatia, the CNTB shall deliver the targeted geo-zones exclusively to Tenderers in the second phase of the procedure.



### **3. TERMS OF REFERENCE**

#### **3.1. Subject of the Tender**

The subject of the tender includes the following services and activities:

- 1. Design of an advertising strategy**
- 2. Design of media plans**
- 3. Implementation of the CNTB marketing activities confirmed in the media plan for 2021 (media buy)**

The plan designed by the selected Tenderer shall have for its goal the precise targeting of target groups in specific geo-zones, according to the expressed interests for a trip to Croatia, in the following markets:

- Germany
- Slovenia
- Austria
- Italy
- Poland
- United Kingdom
- Czech Republic
- Hungary
- France
- Netherlands
- Slovakia

Tenderers have to submit their offer/bid for at least 2 markets covered by this tender.

A contract on performing services, that are the subject of this tender, shall be concluded with one, or more agencies, depending on the results.

### **3.2. Deliverables Provided by the Selected Tenderer**

The service provided by the selected Tenderer includes the following:

#### **1. Market analysis and research**

The selected Tenderer shall analyze and research each submitted market. The analysis, which the media plan for each market shall be based on, includes:

- media analysis of the market which has to include the following:
  - top 10 ranking websites/online portals, with information about number of visitors
  - top 10 ranking print media channels (newspapers, magazines etc.), with information about circulation
  - top 10 ranking TV media channels, with information about reach
  - top 10 ranking radio stations, with information about reach
- analysis of the media consumption of individual target groups
- customer journey – when and how does the customer choose his holiday destination
- analysis of the competition (marketing activities of other destinations on a certain market)

#### **2. Advertising strategy**

The selected Tenderer shall, based on the conducted analysis and according to the given budget, design the following:

- advertising strategy for a specific campaign on selected market (a choice of marketing channels and media, advertising period for every campaign in accordance to available budget and an explanation for all that is proposed)
- analysis of the proposed media partners on the specific market – with explained mode of cooperation and analysis of expected effects

Advertising strategies must be made for all markets using the same template/form.

#### **3. Media plans and setting up KPIs**

Media plans have to include:

- Unit and total prices, specifications for advertising materials and delivery deadlines for all campaigns listed in the brief
- Key performance indicators for every channel:
  - Print: circulation, advertising position, target group reach
  - TV/RADIO: GRP, TRP, impressions, target group reach
  - Outdoor: location quality, format quality, impressions
  - Online: impressions/clicks/views, content engagement

Media plan should not include advertising activities on search engines, social media nor programmatic media buying.

Media plans per specific market must be created using the same template/form provided by the CNTB to a Tenderer in the second phase of the tender.

#### **4. Implementation of marketing activities (media buy)**

The Croatian National Tourist Board will, based on the submitted documentation and in accordance with the conditions set up by this documentation, as well as 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 2021. with the selected tenderer. According to the accepted offer, the Tenderer shall implement advertising campaigns for the CNTB, which includes:

- finishing and optimizing the accepted media plan per specific market according to the brief, complied with the CNTB HQ and CNTB representative offices on each outbound tourism market,
- final definition of KPIs for each, single campaign per single market,
- media buying and final execution of the media plan,
- the campaign,
- ensuring that the CNTB has unlimited access to systems and platforms for monitoring and optimization of campaigns.

#### **5. Monitoring and optimization in accordance with set KPIs**

By setting up planned campaigns, the selected Tenderer 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.

#### **6. Regular campaign reporting**

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

- monthly/weekly reporting on campaign execution,
- sending a report in any phase of the campaign within the set deadline ( at the client's request)
- creating invoices for all conducted activities together with the evidence of execution determined by CNTB, directly after closure of each campaign for each outbound market (failure to act accordingly can be penalized).

#### **7. Final report on campaign execution, post-buy analysis and suggestions for future improvements**

In addition, final report on campaign execution, the selected Tenderer will also provide CNTB with:

- final report (post-buy analysis) on the implemented campaign according to the concept determined by the CTNB,
- suggestions for future improvements,
- system for learning and knowledge-exchange between the Tenderer and the CNTB.

## 8. Other provisions

- agency has to introduce its team responsible for the client (CNTB)
- agency has to react promptly to the client's requests
- media plans, analyses and reports have to be done in the same form for all markets (the form will be provided by the CNTB)
- name of ad serving system used for digital campaigns of the CNTB has to be clearly stated
- agency fee has to be calculated only and exclusively on the media buying prices
- all additional costs (ad serving costs, set up costs, etc.) must be stated separately, but the total amount cannot exceed the total budget determined by the brief

### 3.3. Estimated advertising budget

For the activities related to the implementation of **online and offline marketing activities in 2021**, the CNTB dedicates the budget in the total amount of **HRK 28,880,000.00 (exclusive of VAT)**. This budget also includes all additional costs related to a media buying, such as agency fees and other agency costs.

During the contracted period, the CNTB reserves the right to modify the budget, media channels and advertising period for any market and to cancel all advertising activities on a specific market at any period before or during the campaign, if such action is required by the circumstances in that market and/or in Croatia.

In accordance with the circumstances, media plans will be adjusted based on which the agencies have been selected through this Tender.

#### Note:

The agency fee is calculated exclusively to the price of media buying and it includes the cost of implementation of the contracted services and unlimited rights to use all submitted strategies, researches and analyses and all other costs arising by performing services that are the subject of this tender.

## 4. SELECTION OF TENDERERS

The tender will be conducted through three phases:

Qualification phase, tendering phase and assessment phase.

### 4.1. Qualification Phase

Qualification phase includes a call for expressing the interest for participating in the Tender and selection of the Tenderers who are fulfilling all the requirements that will be participating in a next phase of the tender. A call for expressing the interest for participating in a second tendering phase is sent only to selected subjects, who qualified for the next phase of the Tender.

The call for expressing the interest will be published on the official business CNTB website: [www.htz.hr](http://www.htz.hr)

#### Requirements:

##### a) Experience

The agency must have at least 5 years of relevant experience in performing activities that are the subject of this tender for clients in the tourist sector in the domestic and international market.

The agency has to submit the following evidences:

- client reference list from the tourism sector (at least 3) and a list of communication campaigns executed in the last 5 years (Form 2),
- excerpt from the court or other business register, extract from the official VAT register, with the indicated issue date, not older than 3 months.

##### b) Paid Tax duties

The agency has to sign a Statement of paid tax duties (Form 4).

The agency with headquarters registered in Croatia has to deliver an official certificate issued by the tax authority of the Republic of Croatia, not older than 30 days from the date of the offer deliverance.

##### c) Statement of good conduct

The agency has to sign the Statement of Good Conduct (Form 5).

##### d) Consortium bidding

Consortium bidding is allowed.



A member of the consortium that is in charge of a single market must independently fulfil all requirements for that market and submit the requested documents as evidence. 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.

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

As evidence of the selection of a leading agency, members of the consortium must deliver signed statements from all members of the consortium (Form 6), where it is clearly stated who among the members is selected as the 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 consortium for any of the markets for which the consortium sent the offer, the leading agency shall bear all rights and obligations from the contract towards the client.

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

- Evidence of experience specific market:
  - client reference list from the tourism sector (at least 3) and a list of communication campaigns executed in the last 5 years (Form 2),
  - excerpt from the court or other business register, extract from the official VAT register, with the indicated issue date, not older than 3 months.
- Evidence of paid tax duties
  - Statement of paid taxes (Form 4), or
  - for agencies with headquarters registered in the Republic of Croatia – an official certificate issued by the tax authority of the Republic of Croatia, not older than 30 days from the date of the offer deliverance.

In case of a consortium, the following documentation shall be delivered for the leading agency:

- Evidence of paid tax duties
  - Statement of paid taxes (Form 4), or
  - for agencies with headquarters registered in the Republic of Croatia – an official certificate issued by the tax authority of the Republic of Croatia, not older than 30 days from the date of the offer deliverance.
- Statement of the consortium – the leading agency confirms with its signature every single statement of every single member of the consortium
- Form 1 – General information about the Tenderer responsible for the project
- Form 3 – Composition of the work-team and tasks.

If the leading agency also acts as one of the members of the consortium, in charge of a specific market, it shall also prove its experience in the market in question.



**Important note:**

The CNTB may subsequently check the authenticity of delivered data, recommendations, proofs and eligibility certificates. If a certain piece of evidence is not clear or is missing, the CNTB may call the Tenderer 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.

Tenderers not meeting the requested requirements or documentation shall not be considered. If a Tenderer is bidding for more markets but does not meet the requested criteria for a certain market, its bid shall not be considered only with respect to that market.

**Selection:**

The Technical Committee shall review all documentation submitted in the qualification phase and decide which of the tenderers meet the requirements. Those tenderers shall be invited to 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 above-mentioned criteria and delivered documentation.

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

Delivery deadline for the necessary documentation is **October 19<sup>th</sup> 2020 by 16:00 CET**. Documentation shall be delivered to the following email address: [media.tender@htz.hr](mailto:media.tender@htz.hr)

**The CNTB may request from Tenderers that have delivered the documentation in due time to supplement the documentation or provide additional explanations or evidences necessary for their qualification. Should that be the case, the CNTB shall determine independently the additional delivery deadline.**



## 4.2. Tendering Phase

The Tenderer that has been invited to the tendering phase has to confirm its participation not later than **October 27<sup>th</sup> 2020 by 16:00 CET**, in writing, to the email address [media.tender@htz.hr](mailto:media.tender@htz.hr) and deliver its final bid not later than **November 25<sup>th</sup> 2020 by 16:00 CET**.

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

### 4.2.1. Content of proposals/bids

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

- A. Information about the tenderer and members of the work-team**
- B. Market analysis and research**
- C. Advertising strategy per market**
- D. Media plans and defined KPIs:**
  - final media plans for all campaigns stated in the brief, together with the defined KPIs
  - specifications of advertising materials proposed in media plans
- E. Agency fee for all markets**
- F. Detailed description of campaign implementation and campaign monitoring (especially digital campaigns) as well as a list of tools that will be used**
- G. Specifications about the Ad Serving system that shall be used**



#### 4.2.2. Delivery of Bids

All documentation shall be delivered exclusively by email with the following subject “*Tender for a Media Agency – Name of the agency*”.

Deadline for the delivery of bids is **November 25<sup>th</sup> by 16:00 CET**.

#### 4.3. Assessment and Selection of Bids

##### The Committee’s evaluation

The Selection Committee shall review the delivered bids. The Committee shall evaluate each bid per segment and its evaluation shall represent 100% of the total grade for a given market. The tenderer whose bid achieves the highest score for a certain market 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 (taking into consideration the date of receiving the bid).

The CNTB shall have the right to choose only certain bids of a single Tenderer, which the Selection Committee has graded as the best.

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

##### Grading categories and points

Category	Maximum score
1. Media plans	40
2. Rationale & creativity of the market strategy	30
3. Analysis of markets and target groups	10
4. Agency fee	10
5. Usage of original and innovative advertising formats and channels	10
6. <b>TOTAL (1+2+3+4+5) =</b>	<b>100</b>

### **Evaluation of agency fee**

The score for the agency fee shall be ranked in a way that the bid with the lowest indicated agency fee shall obtain the maximum of 10 points, and all the following bids shall obtain 1 point less each until 0, after which all bids with a higher agency fee shall obtain 0 points each.

*Example:*

<b><i>Tenderer</i></b>	<b><i>Fee</i></b>	<b><i>Points</i></b>
Agency A	0% - 1%	10 points
Agency B	1,1% - 2%	9 points
Agency C	2,1% - 3%	8 points
Agency D	3,1% - 4%	7 points
Agency E	4,1% - 5%	6 points
Agency F	5,1% - 6%	5 points
Agency G	6,1% - 7%	4 points
Agency H	7,1% - 8%	3 points
Agency I	8,1% - 9%	2 points
Agency J	9,1% - 10%	1 point
Agency K	more than 10%	0 points

The CNTB may decide, with prior consent of the CNTB Tourism Council, not to select any bid and is authorized to withdraw 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.

In case of the selection/acceptance of the bid, 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 the fee amount or on the decrease in prices for the proposed media plan with one or more Tenderers per individual markets, whereby such Tenderers shall be among the three most successful Tenderers for a given market.



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

**The Tenderer is obliged to conclude a Service Provision Contract with CNTB. The basic content of the contract shall be delivered to the Tenderers which have qualified for the tendering phase together with the documentation and explanations regarding the drafting of the bid.**

**Agencies with which the contract is to be concluded shall, pursuant to the requirements from the contract, also deliver first call bank guarantees, which shall serve as appropriate guarantees for the due meeting of their liability.**



## Summary

### First phase: Qualification procedure

- The deadline for the delivery of possible questions regarding the tender: **October 12<sup>th</sup> by 12:00 CET** at [media.tender@htz.hr](mailto:media.tender@htz.hr)
- The deadline for the delivery of documentation (filled-in submission forms): **October 19<sup>th</sup> 2020 by 16:00 CET**
- The CNTB shall inform all Tenderers that participated in the qualification phase about the results of this phase by **October 23<sup>rd</sup> 2020**. The Tenderers shall confirm the receipt of the notice and participation in the second phase by **October 27<sup>th</sup> 2020**.

### Second phase: Tendering procedure

- The CNTB shall deliver **by October 29<sup>th</sup> 2020** a brief and all other documentation necessary to deliver the bids.
- All questions regarding the tender can be submitted to the email address [media.tender@htz.hr](mailto:media.tender@htz.hr) during the creation of offer/bid, with the possibility of organizing meetings, if necessary.
- Tenderers shall deliver their final bids to the email address [media.tender@htz.hr](mailto:media.tender@htz.hr) with the following subject: *"Tender for a Media Agency- Name of the agency"*, **not later than November 25<sup>th</sup> 2020 by 16:00 CET**, after which the CNTB shall inform them about the schedule of presentations (framework dates: December 7<sup>th</sup> – December 11<sup>th</sup> 2020).



## 5. SUBMISSION FORMS

**Submission Form 1 – General information about the Tenderer responsible for the project  
(please do not fill out the forms manually)**

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

**Signature of the authorized representative of the Tenderer**

**Stamp of the Tenderer**

Place \_\_\_\_\_

Date \_\_\_\_\_

**Submission Form 2 – List of significant clients in the tourism sector in the last five (5) years by market (please do not fill out the forms manually)**

<b>No</b>	<b>Market</b>	<b>List of reference clients in the tourism sector (at least 3) and communication campaigns implemented in the last 5 years (for each market that you are applying)</b>	<b>Cooperation period</b>
1	Germany		
2	Slovenia		
3	Austria		
4	Italy		
5	Poland		
6	United Kingdom		
7	Czech Republic		
8	Hungary		
9	France		
10	Netherlands		
11	Slovakia		

**Signature of the authorized representative of the Tenderer**

**Stamp of the Tenderer**

Place \_\_\_\_\_

Date \_\_\_\_\_





**Submission Form 4 – Statement of Paid Taxes**  
**(please do not fill out the forms manually)**

**STATEMENT OF PAID TAXES**

I, \_\_\_\_\_ (full name) from \_\_\_\_\_,

as a person authorized to represent the Tenderer \_\_\_\_\_

(company) with its registered office in \_\_\_\_\_, hereby  
declare that in the moment of giving this statement the Tenderer has no due and unpaid debts for  
taxes or social contributions in the Republic of Croatia, as well as in the country of its registered  
office.

In \_\_\_\_\_, on \_\_\_\_\_.

(place)

(date)

**Seal**

\_\_\_\_\_  
(signature of the authorized representative of the Tenderer)



**Submission Form 5 - Statement of Good Conduct**  
**(please do not fill out the forms manually)**

STATEMENT OF GOOD CONDUCT

by which I, \_\_\_\_\_ (full name) from \_\_\_\_\_  
declare that I have not been convicted by final judgement for any of the following criminal acts or corresponding criminal acts under the regulations of the country in which the Tenderer is seated or of the country which a person authorized under the law to represent the economic operator is a citizen of:

fraud, fraudulent business activities, accepting a bribe in business activities, offering a bribe in business activities, malpractice in public procurement procedures, evasion of taxes or custom duties, subsidy fraud, money laundering, abuse of position and powers, illegal favouring, accepting a bribe, offering a bribe, influence peddling, influence peddling bribery, criminal association and committing a criminal act through criminal association under the Criminal Code, that is, for the following criminal acts: fraud, money laundering, fraudulent business activities, accepting a bribe in business activities, offering a bribe in business activities, association for committing criminal acts, abuse of position and powers, abuse of state power, illegal mediation, accepting a bribe and offering a bribe, or corresponding criminal acts according to laws of the country in which the Tenderer is seated, that is, country of origin of the authorized representative of the Tenderer.

I am making this statement personally, as an authorized representative of the Tenderer

\_\_\_\_\_ (company) with its registered office in  
\_\_\_\_\_ and for the Tenderer itself.

In \_\_\_\_\_, on \_\_\_\_\_.  
(place) (date)

**Seal**

\_\_\_\_\_  
(signature of the authorized representative of the Tenderer)



**Submission Form 6 – Statement of the Consortium**  
**(please do not fill out the forms manually)**

**STATEMENT OF THE CONSORTIUM**

I hereby agree that in the tendering procedure for \_\_\_\_\_ I am participating as a member of the consortium that consists of the following members:

- 1.
- 2.
- 3.

I agree that in this tendering procedure, as well as in contracting and performing all rights and obligations towards the client (communication with the client, conclusion of contracts, annexes and all other necessary legal tasks and issuing guarantees) the following operator acts in my name and for my account:

\_\_\_\_\_(leading agency), that will conclude with the client a contract based on the delivered bid for one or more markets and assume all rights and obligations from that contract towards the client, without any single rights of the members of this consortium directly towards the client.

In \_\_\_\_\_, on \_\_\_\_\_.  
(place) (date)

**Seal**

\_\_\_\_\_  
(signature of the authorized representative of the Tenderer)

***Statement of the leading agency***

I hereby agree to participate in the name and for the account of the aforementioned member of the consortium entirely. I, as the leading agency of the consortium, further agree to conclude with the client a contract based on the delivered bid for one or more markets, as well as assume all rights and obligations from that contract towards the client, without any single rights of the members of this consortium directly towards the client.

In \_\_\_\_\_, on \_\_\_\_\_.  
(place) (date)

**Seal**

\_\_\_\_\_  
(signature of the authorized representative of the Tenderer)



**Tender Submission File**  
**(please do not fill out the forms manually)**

Name of the legal entity	
Registered office of the legal entity	
E-mail of the legal entity	
Tax number of the legal entity	
Authorized representative of the legal entity (name, surname and function)	

MARKET	AGENCY FEE
Germany	
Slovenia	
Austria	
Italy	
Poland	
United Kingdom	
Czech Republic	
Hungary	
France	
Netherlands	
Slovakia	

***The Tenderer is to write in the table the percentage (%) of the agency fee for each market it is bidding for. Agency fee shall cover both online and offline advertising.***

- Should the Client accept the bid, by signing this Tender Submission File we undertake to conclude a contract with the content as prescribed in the call for interest.
- The submitted bid is valid for 60 days from the day of its submission to the Client.

**Signature of the authorized representative of the Tenderer**

**Stamp of the Tenderer**

**Name and Surname:** \_\_\_\_\_

**Place and Date:** \_\_\_\_\_