



CALL FOR TENDER

Selection of a media agency/agencies for the development of an advertising strategy and media plan, as well as implementation of marketing activities of the CNTB in foreign markets in 2023 and 2024 with a possibility of extension to 2025

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1. DOCUMENTATION GOAL

The aim of this documentation is to provide all information to potential Tenderers applying to the call for tender entitled “Selection of a media agency/agencies for the development of an advertising strategy and media plan, as well as implementation of marketing activities of the CNTB in foreign markets in 2023 and 2024 with a possibility of extension to 2025”.

The content of the documentation is created to better understand the context and characteristics of the requested service.

2. GUIDELINES FOR THE IMPLEMENTATION OF MARKETING ACTIVITIES

2.1. The aims and the strategy of the marketing plan

To successfully implement the established marketing strategy and plans, it is necessary to follow three main goals of Croatian tourism: strengthening of Croatia’s brand as a tourist destination, attracting more tourists in the main season, as well as during the pre-season and the post-season, and increasing the average daily expenditure.

As a world-known tourist destination, Croatia has high potential arising from its natural beauties and cultural landmarks, untouched nature, unique lifestyle, amazing coastline, experience in tourism business, tradition in hospitality, and a favorable geographical position within the European Union; all of those attributes are utilized in defining Croatia’s position as a tourist destination.

Croatia is planning to implement a new tourism strategy soon, and it will shortly begin to execute a new strategic, marketing and operational plan for Croatian tourism, so it is possible that the agencies will be required to harmonize promotional activities with the new strategic framework.

Moreover, in the following period Croatia will further strengthen its position as a sustainable destination with emphasis put on environment protection, digitalization, and the creation of a stronger cooperation between the private and public sector in tourism, thus creating a greater satisfaction of the local population.

2.2. Target group

Target group by demographic variables

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

(More details will be available exclusively to the Tenderers in the second phase of the process, by the means of a brief for each market).

2.3. Key tourism products

Key tourism products are one of the basic principles when it comes to forming a marketing and communication strategy of the CNTB in 2023:

- Sun and sea
- Nautical tourism
- Cultural tourism
- Nature
- Camping
- Active tourism
- Food and wine tourism
- Premium tourism
- Health and wellness
- Rural tourism

Specific tourism products will be used in the communication campaigns for each of the outbound markets, and the media plan itself will also need to be adjusted to the target group for every product and advertising period.

2.4. Target geo-zones

Since marketing budgets are limited, targeting specific geo-zones, rather than entire countries, is very important, depending on their market attractiveness and connectivity to Croatia. Based on the market potential criteria and the availability of direct flights, or one stop flights, i.e. destinations within four and six hours away from Croatia by car, the CNTB shall provide the target geo-zones for every market only to Tenderers in the second phase of the process.

3. PROJECT DESCRIPTION

3.1. Subject of the tender

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

1. **Advertising strategy development for 2023, 2024 and 2025**
2. **Media plan development for 2023**
3. **Implementation of the CNTB's activities defined by the media plan (media buying)**

The plan developed by the selected Tenderer shall aim to precisely address the target groups in certain geo-zones according to the expressed interest for travelling to Croatia ,i.e. for certain tourism products. The call for tender (the subject of the tender) includes the following markets:

- Germany
- Slovenia
- Austria
- Switzerland
- Italy
- Poland
- The United Kingdom
- The Czech Republic
- Slovakia
- Hungary
- France
- The Netherlands
- Belgium
- Sweden

The Tenderers must submit their tender which addresses at least 5 markets which are the subject of this call for tender.

The CNTB shall conclude a contract on performing the services described in this call for tender with one or more agencies, depending on the results of the call for tender.

3.2. Final service provided by the selected Tenderer

The final service provided by the selected Tenderer shall include the following:

1. Market analysis and research

The selected Tenderer shall conduct a media analysis and research of each market of interest listed in the call for tender. The analysis, which the media plan for each market shall be based on, includes the following:

- A media analysis of the market that must include the following:
 - a list of the 10 most popular online portals with the information on the number of visitors,
 - a list of the 10 most popular printed editions (weekly papers and magazines) with information on circulation,
 - a list of the 10 most popular TV channels with reach information,
 - a list of the 10 most popular radio stations with reach information,
- an analysis of the media consumption of a certain target group,
- consumer habits - when and how a consumer in a certain market makes their decision on choosing a holiday destination,
- competition analysis (marketing activities of other destinations in a certain market).

2. Advertising strategy

The selected Tenderer shall develop the following on the basis of the conducted analysis and the given budgets:

- an advertising strategy for specific campaigns on the market (a proposal of advertising channels and media, a proposal of a defined advertising period for each campaign according to the available budget and brief, as well as the reasoning behind the proposal),
- an analysis of the proposed media partners on the market, including the reasoning behind the cooperation method, detailed information on the selected media channels, and a performance analysis.

Advertising strategies must be developed for all markets using the same form.

3. Media plans for 2023 and the definition of KPIs

The following information must be included in media plans:

- quoted prices for the proposed media and advertising formats, specifications for the creation of advertisements for all campaigns, and deadlines for the submission of materials according to the brief
- key performance indicators by channels:
 - Print: circulation, viewing, advertisement position, reach within the target group
 - TV/radio: GRP, TRP, impressions, reach within the target group

Outdoor: exact location, location quality, format quality, impressions

Online: impressions/clicks/content views, interaction with the content

- the agency must provide information on the Ad Serving system used for the conduct and monitoring of digital campaigns
- the media plan should not include advertising activities on search engines and social networks (unless social networks belong to a media company/channel on which advertising is proposed), and the programmatic media buying
- portal lists of a certain media company can be included in the media plan, but the client must be able to exclude portals with inadequate content from the list, and the portals from this part of the media plan should not be repeated in an additional media plan as a separate item in the tender
- media plans for each market must be created using the form provided to the Tenderer by the CNTB in the second phase
- media plans should include clearly defined KPIs for each of the proposed channels/media/formats
- media plans should include clearly defined deadlines for reaching the defined KPIs
- media plans should clearly list the deadline until which the tender is valid, and it must not be shorter than 90 days after the submission of the tender

4. Implementation of advertising activities (media buying)

The Croatian National Tourist Board shall select the best tender based on the submitted documentation and in accordance with the terms defined in this documentation, as well as possible additional criteria which shall be delivered to the Tenderers along with the instructions for participating in the second phase of the call for tender, and then sign a contract with the selected Tenderer for 2023 and 2024, with the possibility of extension to 2025. Based on the accepted tender, the Tenderer shall implement advertising activities for the campaigns conducted by the CNTB in outbound markets, which includes the following:

- finishing and optimizing the accepted media plan for each market according to the brief, current timeline and budget plans for campaigns, as well as ensuring compliance of the plan with competent organizational units of the CNTB and its representative offices in every outbound market,
- final definition of KPIs for each campaign in every market,
- media space buying, launching the campaign and the execution of the media plan,
- final definition of the specifications of the materials needed for conducting the campaign, including defined deadlines for the submission of materials in a defined form
- ensuring uninterrupted access to monitoring and campaign optimization systems and platforms for the Croatian National Tourist Board.

5. Monitoring and optimization in accordance with the set KPIs

The selected Tenderer shall be responsible for the following activities after the launch of the planned campaigns:

- regular campaign monitoring,
- monitoring of the execution of the key performance indicators (KPIs) of the campaigns,
- optimization of the campaigns for the purpose of achieving the confirmed KPIs.

6. Regular campaign reporting

The selected Tenderer shall regularly report on the conduct of the campaign and the achievement of the set key performance indicators (KPIs) of the campaign, and shall provide evidence on all planned and implemented activities according to the requirements set by the Croatian National Tourist Board:

- monthly/weekly reporting on the realization of the campaign,
- delivering reports in any stage of the campaign at the client's special requests and within the prescribed deadline.

7. Report on the realized campaign (*post-buy analysis*) and the preparation of invoices

After the end of the campaign, the Tenderer shall do the following:

- create a final report (post-buy analysis) on the realized campaign according to the concept provided by the CNTB
- present a final report to the CNTB
- draw up and send an invoice to the CNTB pursuant to the realized activities and the agreed post-buy analysis

8. Other provisions

- the agency commission is calculated exclusively on the price of the media buying
- an agency team responsible for the client must be presented
- the agency must promptly react to each of the client's requests
- media plans, analyses and reports must be provided in the same form for every market (provided by the CNTB)
- the agency must ensure education and knowledge exchange opportunities between the agency and the CNTB, if needed
- all other costs (ad serving cost, set up cost...) must be quoted separately and it should be clearly specified what the cost refers to, provided that the total amount does not exceed the budget set in the brief



3.3. Estimated value of service

The CNTB dedicates the funds in the total amount of **HRK 28,000,000.00** (25% VAT included), i.e. **EUR 2,972,990.90 net** for the activities related to the execution of **advertising strategy and media plans in 2023**. This amount includes the agency commission and all agency expenses.

The Croatian National Tourist Board reserves the right to change the budget and the intended advertisement period for any market, as well as to cancel all advertising on a certain market in any moment from the moment of submission of the tender and during the term of the concluded Contract, depending on the circumstances in the outbound markets and in Croatia.

Media plans based on which the agencies shall be selected are non-binding and are subject to change.

4. TENDERER SELECTION

The call for tender shall be conducted in three phases:

the qualification phase, the tendering phase and the tender evaluation phase.

4.1. Qualification phase

The qualification phase involves the publication of the call for expression of interest and the selection of Tenderers who shall be invited to participate in the next phase of the procurement procedure, and who meet the qualification criteria for the second phase (the tendering phase).

The call for expression of interest shall be published on the www.htz.hr website in Croatian and English, and is available to all.

Eligibility criteria:

a) Experience

The agency must have relevant experience in performing the activities of media buying, preparing and conducting media campaigns, and in development of media strategies which are the subject of this tender, in the duration of at least 5 years at the day of the submission of the application.

The agency must provide the following evidence:

- a list of reference clients and services provided in the last 5 years (form 2),
- an excerpt from the court or other business register, i.e. a registration excerpt from the competent tax authority stating the date of issue, which must not be older than 3 months.

b) Annual turnover

The annual turnover of the agency in the last two years on the day of the submission of the application must not be lower than the budget defined in the call for tender. As a proof of the generated income, the agency must submit the annual financial reports for 2021 and 2020 along with their application.

c) Settled tax liabilities

A signed statement for every agency on the settled tax liabilities provided with this call for tender.

Instead of the signed statement, agencies with its registered office in Croatia shall submit a confirmation of the competent tax authority on the settled tax liabilities in the Republic of Croatia, issued 30 days or less before the submission of the tender.

d) Certificate confirming the absence of any criminal record

A signed statement confirming the absence of any criminal record for the agency (form 5).

Important note:

The CNTB may require the Tenderers who submitted the documentation within the prescribed deadline to submit supplements to the documentation, additional explanations or evidence needed to prove that they meet the qualification criteria. In this case the CNTB shall define an additional submission deadline at its own discretion.

In the first phase of the process, it is not necessary to quote the tender price.

The Tenderer who does not meet the prescribed criteria shall not be considered, i.e. they shall not be invited to the next phase of the tendering process.

Selection:

In the qualification phase, the technical committee shall decide which Tenderers meet the required criteria based on the submitted documentation, and those Tenderers shall be invited to participate in the next phase of the process.

The technical committee shall make the decision on the Tenderers' eligibility for the next phase on the basis of the aforementioned criteria and the submitted documentation.

After inviting the selected Tenderers to participate in the next phase of the process, the CNTB shall provide them with the documentation required for drawing up the tender, as well as with detailed instructions and requirements for further participation in the process, and the terms of the Contract which shall be concluded with the selected Tenderer.

The deadline for the submission of the required documentation is **30/11/2022 at 4 p.m. (Central European Time)**. The documentation shall be submitted via e-mail at **media.tender@htz.hr**.

4.2. Tendering phase

The Croatian National Tourist Board shall inform all Tenderers who participated in the qualification process on the results by **09/12/2022**.

The Tenderer invited to participate in the next phase (the tendering phase) must confirm their participation in the tendering, in writing and no later than **12/12/2022, 4 p.m. (Central European Time)** via e-mail at media.tender@htz.hr, and submit their final tender by **20/01/2023, 4 p.m. (Central European Time)**.

If the Croatian National Tourist Board does not receive an appropriate tender within the defined deadline, the Tenderer shall be considered to have withdrawn their application for the tender.

4.2.1. Tender content

By **16/12/2022**, the Croatian National Tourist Board shall provide a brief and all other documentation necessary for the submission of tenders to all Tenderers who have confirmed their participation in the tendering phase.

In addition to the mandatory completed and signed Tender Sheet, enclosed with this document (Tender Submission Form 1), the tender must contain:

- A. Information on the Tenderer and the members of the work team**
- B. Market analysis and research**
- C. Advertising strategy by market for all 3 years**
- D. Media plans for 2023 and defined KPIs:**
 - final media plans for all of the campaigns listed in the brief with defined KPIs for each of the media and formats
 - specifications for the advertisements proposed in the media plans
- E. a detailed description on the conduct and monitoring of campaigns (especially of digital campaigns), as well as a list of tools to be used**
- F. Specifications for the Ad Serving system to be used**

4.2.2. Submission of tenders

All documentation shall be submitted in electronic form only, with an indication “Call for media agency tender” at **media.tender@htz.hr**.

The deadline for the submission of tenders is **20/01/2023, 4 p.m. (Central European Time)**.

4.3. Assessment and selection of tenders

Committee assessment

The Committee for the selection of media agencies shall consider received tenders. The Committee’s assessment shall be provided for each individual media plan for each market and represents 100% of the total rating for that market. The Tenderer with the highest score for their tender (media plan) for a certain market shall be selected.

If two or more agencies achieve the same result for one or more markets, the tender that was submitted first shall be selected (the date and time of tender submission).

The CNTB reserves the right to choose tenders of a single Tenderer for certain markets only, and which the Selection Committee has evaluated to be the best.

The evaluation of tenders is based on the discretionary assessment of each of the members of the Committee.

Categories and scoring

Category	Maximum score
1. Media plans (quality and price for each of the media)	40
2. Strategy explanation and creativity for a certain market	30
3. Market and target group analysis	10
4. Utilization of original and innovative formats and advertising channels	20
TOTAL (1st + 2nd + 3rd + 4th) =	100

The CNTB is under no obligation to select any of the tenders and it is authorized, with the consent of the Tourism Council of the CNTB, to withdraw their acceptance of the tender in any phase of the process until the conclusion of the contract with the selected Tenderer, whereby no Tenderer shall have the right to compensation for any damage which has incurred or which may incur therefrom.

Unsuccessful Tenderers shall have neither the right to appeal nor the right to compensation of any expenses related to this process.

The CNTB, with the consent of the Tourism Council of the CNTB, reserves the right to subsequently extend the deadline for the submission of tenders or modify the conditions from this document in any way.

In case of selection/acceptance of the tender, the CNTB has the right to request from the selected Tenderer the submission of all evidence considered relevant to prove the Tenderer's capability to fulfil the undertaken responsibilities.

In case when the abovementioned evidence, according to the discretionary assessment of the CNTB, points to the inability or difficulty in fulfilling the undertaken responsibilities, that is, calls into question their quality, the CNTB shall not accept the tender, i.e. shall not conclude the contract with the selected Tenderer, whereby no Tenderer shall have the right to compensation for any damage which has incurred or which may incur therefrom.

The CNTB reserves the right to further negotiate the commission amount or the decrease in prices for the proposed media plan with one or more Tenderers per individual market, whereby such Tenderers shall be among the three best-rated Tenderers for a given market.

If, for any reason, one of the selected agencies for a certain market decides not to sign the Contract, the CNTB shall offer to conclude the contract with the next agency on the list having the highest score.

The responsibilities of the selected Tenderer after selection

The Tenderer must sign a Service Provision Contract. The basic content of the Contract shall be submitted to the Tenderers who have qualified for the tendering phase along with the documentation and explanations regarding the drafting of the tender.

The agencies with which the Contract shall be concluded must, pursuant to the terms of the contract, also submit first call bank guarantees as an appropriate guarantee for the proper execution of obligations.

Summary

First phase: Qualification process

- The deadline for the submission of documentation (filled-in forms):
30/11/2022, 4 p.m. (Central European Time)
- All questions regarding the first phase of the call for tender can be sent to the email address media.tender@htz.hr within the deadline for the submission of documentation, with the possibility of organizing meetings as needed.
- The Croatian National Tourist Board shall inform all Tenderers who participated in the qualification process on the results by **09/12/2022**.
- The Tenderers must confirm the participation in the second phase by **12/12/2022 by 4 p. m. (Central European Time)**.

Second phase: Tendering

- By **16/12/2022**, the Croatian National Tourist Board shall provide a brief and all other documentation necessary for the submission of tenders.
- All questions regarding the second phase of the call for tender can be sent to the email address media.tender@htz.hr during the tendering phase, with the possibility of organizing meetings as needed.
- Tenderers must submit their final tenders in electronic form with an indication “Call for media agency tender” **no later than 20/01/2023, 4 p.m. (Central European Time)** via email at media.tender@htz.hr, after which the Croatian National Tourist Board shall inform them about the schedule of presentations (indicative date: 30/01 – 03/02/2023).

5. TENDER SUBMISSION FORMS

Tender Submission Form 1

General information about the Tenderer responsible for the project and the list of markets they are applying for (please do not fulfil manually)

Legal person name	
Registered office of the legal person	
E-mail address of the legal person	
Tax number of the legal person	
Years of operation (date of establishment and the name of the registration entity)	
Authorized representative of the legal person (name, surname, function)	
List of markets the Tenderer is applying for	

Signature of the Tenderer's authorized representative

Stamp of the Tenderer

Place _____

Date _____

Tender Submission Form 2

List of significant clients in the last five years by market (please do not fulfil manually)

No.	Market	List of reference clients and services provided for them in the last 5 years (for each market the Tenderer is applying for)	Cooperation period
1	Germany		
2	Slovenia		
3	Austria		
4	Italy		
5	Poland		
6	The United Kingdom		
7	The Czech Republic		
8	Hungary		
9	France		
10	The Netherlands		
11	Slovakia		
12	Belgium		
13	Sweden		
14	Switzerland		

Signature of the Tenderer's authorized representative

Stamp of the Tenderer

Place _____

Date _____

Tender Submission Form 4

Statement on settled tax liabilities (please do not fulfil manually)

STATEMENT ON SETTLED TAX LIABILITIES

I, _____ (name and surname), from _____,
as a person authorized to represent the Tenderer _____
_____ (company) with its registered office in _____
_____, hereby declare that, in the moment of providing
this statement, the Tenderer has no due and unpaid debts regarding taxes or social
contributions in the Republic of Croatia, as well as in the country of its registered office.

In _____
(place) (date)

(place of seal)

(signature of the Tenderer's authorized representative)

Tender Submission Form 5

Statement on the absence of any criminal record (please do not fulfil manually)

STATEMENT ON THE ABSENCE OF ANY CRIMINAL RECORD

I, _____(name and surname),
from _____, hereby 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 registered or of the country which a
person authorized by law to represent the economic operator is a citizen of: fraud,
fraudulent economic activities, accepting a bribe in economic activities, offering a bribe in
economic activities, malpractice in public procurement procedures, evasion of taxes or
custom duties, subsidy fraud, money laundering, abuse of position and powers, illegal
favoring, accepting a bribe, offering a bribe, trading in influence, offering a bribe for trading
in influence, 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 economic activities, offering a bribe in economic activities, offering
a bribe in business activities, association for committing criminal acts, abuse of position
and powers, abuse of state authority duties, illegal mediation, accepting a bribe and
offering a bribe, or corresponding criminal acts according to regulations of the country in
which the Tenderer is registered, 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 _____
(place) (date)

(place of seal)

(signature of the Tenderer's authorized representative)