

INFORMATION ON SUBMISSION OF TENDERS

Ref: MEDPEARLS_DM22_USA

1. SUBJECT OF THE CONTRACT

The subject of this tender is the provision of **Digital Marketing Campaigns in online media to promote Breathing Land (Med Pearls tourism products brand) in USA market.**

2. DEADLINE AND PROCEDURE FOR SUBMISSION OF THE TENDERS

The deadline for submission of tenders is **16 November 2022 until 6 p.m. CEST**. Any tender received after this deadline will be automatically rejected.

If no tenders have been received by the deadline or the tenders received are not compliant with the Selection Criteria (Section 6), the deadline could be exceptionally extended.

The contract concerning this assignment will be managed by Palestine Wildlife Society.

The content of the tenders shall address the requirements described in section 6 Selection Criteria. The tenderers will submit their tenders by e-mail clearly indicating:

- *Title of the tender*
- *Reference code of the tender*
- *Name and address of the tenderer*

The tender submission form and any supporting documentation will be provided as attachment to the e-mail projectdir@wildlife-pal.org

3. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below.

Background information

Tourism is a key driver for the development of local economies in the Mediterranean, directly contributing to 7.7 million



jobs and indirectly to 20 million by 2012 (according to the ENI CBC MED Joint Operational Programme SWOT analysis). Projections are promising, especially in fields such as ecotourism or other forms of sustainable tourism. Its outstanding variety and richness of cultural and natural assets lends the region a competitive advantage compared to other destinations. Nevertheless, certain barriers are undermining the ability for the Mediterranean tourism sector to tap into its full potential of increasing its contribution to local development in a sustainable way.

The mainstream model deployed so far relies too heavily on the 'sun & beach' offer, characterised by being large-scale and low-cost. This model carries with it a lack of innovation, diversification and the ability to reinvest of profits into local economies, while causing high environmental pressures. In certain cases, this situation is worsening because of a demand shift caused by political instability. To address these challenges, Med Pearls' approach proposes an alternative model based on 4 pillars to reposition the area as a quality destination for Slow Tourism (from now on ST):

- i) Deseasonalisation (taking advantage of the excellent weather conditions);
- ii) Diversification (developing new tourist products and experiences for niches and new segments based on ST and valorising the rich existing heritage);
- iii) Innovation (introducing ICT and digitalisation to bolster the most promising tourist product ideas coming from local MSMEs);
- iv) Local economy development (by supporting ST, around 66% of the trip costs from packages remain in local destinations, as estimated by the ATTA 2014 Snapshot. While in mass tourism packages, up to 80% of travelers' expenditures go to airlines, hotels or other international companies, according to UNEP).

Med Pearls is working towards the integration of the Med diversity into a high-quality and unique brand for ST, guaranteeing similar experiences to visitors based on regions' values and lifestyle.

Med Pearls is a project co-financed by the European Union under the European Neighborhood Instrument cross-border cooperation program "Mediterranean Sea Basin" 2014-2020 (ENI CBC MED). It started on 1st September 2019 and has a duration of 45 months (until 31st May 2023). It has an overall budget of 3.015.132 EUR, which is co-financed at a 90% rate by the ENI CBC Med program.

It includes the following project partners:

- Lead Beneficiary: Spain: Catalan Tourist Board
- Project partner 1: Egypt: Confederation of Egyptian European Business Associations
- Project partner 2: Greece: Municipality of Thessaloniki
- Project partner 3: Jordan: Discovery Travel & Tourism LLC
- Project partner 4: Italy: APS Mediterranean Pearls
- Project partner 5: Palestine: Palestine information & communications technology incubator
- Project partner 6: Palestine: Palestine Wildlife Society
- Project partner 7: Egypt: Alexandria Chamber

More information is available at: <http://www.enicbcmmed.eu/projects/med-pearls>

Recipient countries / areas where impact of the tourism strategy is to be considered

The Mediterranean Region will be targeted, with special attention to the Med Pearls selected pilot areas:

- Ribera d'Ebre + Anoia + Garrigues (in Catalonia, Spain)
- Imathia Veria + Olympos Pieria (in Thessaloniki, Greece)
- Al Salt + Deir Alla (Jordan Valley) (in Jordan)
- Etna-Alcantara + Sabina-Reatina (in Italy)
- Jenin + Bethlehem (in Palestine)
- El-Montazah + Lakes Mariout and Edku (in Egypt)

Background documentation

The following documents provide important supporting and background information and are available at: <http://www.enicbcmmed.eu/projects/med-pearls> (Library/Documents).

- Research Study on Slow Tourism Trends and Innovations developed by the Med Pearls project
- Study on Slow Tourism International Demand developed by the Med Pearls project
- Guidelines on Most Innovative Practices on Promotion & Commercialization of Tourist Destinations

Specific detailed information on the project pilot areas (Mapping of tourist assets and SWOT analysis) will be provided once the contract is signed but is not considered to be essential to perform the assignment.

Objective of the assignment

To design and execute a Paid Digital Media campaign in media to address **USA market**.

The public to be targeted in these markets has been identified as:

- 35-70 years old
- Medium and medium-high income range
- Medium to medium-high educational profile
- Lives in main cities and surroundings
- Interests in travel, food, nature, outdoor activities, sustainability, active life, Mediterranean lifestyle, slow tourism, transforming experiences, wellbeing...

The general objective of this assignment for all markets is for **Breathing Land brand to gain notoriety and be positioned at the international level as a reference brand for slow tourism experiences by increasing the number of visits to Breathing Land website.**

Description of the assignment

1. Design and execute a Paid Digital Media campaign which includes:

- 1.1 Select the most convenient and effective media for the purpose in each of the target markets and target tourist profile
- 1.2 Do all the contracting and payments of the advertising included in the campaign.
- 1.3 Analytics on performance and retargeting when needed throughout the campaign.

The campaign must take place during December, January and February.

Creativity for the campaign will be provided with 3-5 versions of different ads, but the rest of the adaptations of formats will need to be done, as well as idiomatic versions, when required by the contracted agency.

Specific media will be selected by the contracting agency with the validation of Breathing Land team before starting the campaign. As a starting point, digital media will have to be either addressed to the general public or be very specific to slow travel, sustainable tourism, experiential traveling, food and artisan related experiences, and so on.

Important exceptions:

- *Except if the market requires so, OTAs and other travel intermediation pages and websites, should not be considered.*
- *Social media is not included in this tender*

Concerning Analytics and retargeting, this will be done when needed throughout the campaign. In order to do so the company will need to:

- Report weekly and when requested
- Do measurement of results and report during and after campaign
- Provide information and statistics on impacts, views, clicks to web, views of pages, etc.

Main deliverables

The expected deliverables to be submitted by the consultant are as follows:

1. Paid Digital Campaign strategy. Including:
 - a. Calendar
 - b. Media suggested and why
 - c. Expected impact
 - d. Investment suggested per media
2. Report on interim results achieved.
3. Report on final results achieved.

Format and presentation of the results:

The design and layout of any final documents must be well-structured, visually appealing and comprehensible.

In undertaking the tasks, the experts must comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. See https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en

Methodology and timeline

The tenderer will present a methodological proposal, which will contain the stages of work to carry out this contract, as well as a schedule of tasks (with timing of the elements to be delivered and the planned meetings and work sessions).

If deemed relevant, the **contracting authority may request to arrange follow-up calls with the contractor** to get updates on the development of results.

Human Resources

The proposal needs to introduce the expert and/or team dedicated to this assignment, indicating their contribution and position with respect to the assignment. It is required to include examples of successful campaigns developed by the same team.

4. PERIOD OF IMPLEMENTATION OF THE TASKS

The intended start date is **1st December 2022** and the **period of implementation of the contract** will be maximum until the **15th February 2023** but it can be shorter depending on the strategy presented in the proposal.

5. FINANCIAL INFORMATION

The maximum contract value is of is **10.000 EUR all taxes included**

The company will present a detailed breakdown of the price clearly stating their fees and investments in media.

6. SELECTION CRITERIA

The procurement procedure is a public open tender.

Immediate availability to start implementation as of December 2022 is required.

Excellent reporting skills in English are necessary. This will be assessed by a track record in assignments with English as reporting language. In the eventuality that the final deliverables do not meet the quality standards, these will be need to undergo a proofreading process by a professional company at the expense of the contractor.

The tenderer must submit a proposal of no more than 5 pages, which will respond to the needs of the Med Pearls project expressed in this document. The proposal must be clear in:

- Understanding the objectives and needs of this assignment.
- Presenting a list of past successful campaigns preferably with examples and reporting tools used, and referee contact people (who could be contacted for references).
- Proposing a clear methodology and timeline to carry out the assignment. In this regard, the correct adaptation to the context and objectives of the Med Pearl project will be a key element for evaluating the proposal.
- Additional and differential value provided in the proposal and the deliverables.

Financial offer **must be presented with all charges and taxes included**, with a detailed breakdown of the price clearly stating fees and investments in media.

Evaluation of the proposals:

- 35% for methodology and calendar on how to carry out the assignment (to be evaluated by panel)
- 20% experience in similar assignments in the targeted markets. References of concluded assignments in the past 3 years (to be rated according to 1 reference: 5p; 2 references: 10p; 3 references: 15p; more than 3 references: 20p)
- 20% for the additional and differential value provided in the proposal (e.g. proposal on how to measure success of the strategy; proposal on how to start having impact within the shortest delays) (to be evaluated by panel)
- 25% Price. The most economically advantageous offer will get 25 points. The financial offer to be evaluated will be the offer all taxes included. The rest will get points based on the formula:

$$\frac{\text{Lowest offer} \times 25 \text{ points}}{\text{Offer to be evaluated}} = \text{points}$$

Offers exceeding the maximum available budget or offers abnormally low will be rejected. It will be considered abnormally low an offer 30% below the available.

The evaluation will be done independently by a panel of at least 3 representatives of the Med Pearls project partners. And the final results will be an average of the ratings given by the panel. In the event of a tie, preference will be given to the most economically advantageous offer.

Consultations to the references given for previous assignments may be done to confirm experience.

The successful and unsuccessful tenderers will be informed of the results of the evaluation procedure in writing by email.

7. DELIVERIES AND PAYMENTS

There will only be one payment after execution of the campaign and validation of the report of results achieved.



The contractor will deliver without reservation the services indicated in the contractor's offer. The deliveries will be implemented within the indicated dates.

The contracting authority will pay the contractor following the approval of the documents to be delivered and/or actions carried out.

In the event of a delay as per the contract schedule for which the contractor is solely responsible, the contracting authority may deduct an amount for Liquidated Damages at a rate of one percent (1%) per week of delay, subject to a maximum of ten percent (10%) of the Initial Contract Price.