

# **REQUEST FOR PROPOSALS**

## **APPOINTING A DIGITAL ADVERTISING AGENCY TO CARRY OUT A DIGITAL ADVERTISING CAMPAIGN IN UNITED KINGDOM**

**Sri Lanka Tourism Promotion Bureau**

# 80, Galle Road,  
Colombo 03

JANUARY 2018

...../...../2018

Our Ref- SLTPB/SPC/Digital2018/UK

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**CALLING BID PROPOSALS FOR APPOINTING A DIGITAL ADVERTISING AGENCY IN UNITED KINGDOM FOR SRI LANKA TOURISM PROMOTION BUREAU**

Sri Lanka Tourism Promotion Bureau (SLTPB) will receive bid proposals from reputed and experienced Digital Advertising Agencies for implementation of a Digital Advertising Campaign in the United Kingdom to promote Sri Lanka as a tourist Destination.

The Proposal and submission forms submitted by bidders must be in accordance with the instruction given in this Request for Proposals (RFP). Deadline for submission of bid proposals is 2.00 pm (London time) on 14<sup>th</sup> February 2018.

Sealed bid proposals in duplicate may be dispatched either by registered post, couriered or hand delivered to the **High Commission of the Democratic Socialist Republic of Sri Lanka, 13 Hyde Park Gardens, London W2 2LU, UK**. The bid proposal must be addressed to Convener, Standing Committee for Digital Advertising Campaign and should be received before the deadline stated above. The top left hand corner of the envelope should be clearly marked with the words “**Digital Advertising Agency – UNITED KINGDOM**”

Bid proposals will be opened at 2.00 pm Sri Lankan time (GMT +5.5) on 21st February 2018 at the Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03, Sri Lanka. The company and/or their authorised representatives may be present at the opening of the bid proposals.

A Pre Bid Meeting in this regard will be held on 29<sup>th</sup> January 2018 at 2.00 pm Sri Lankan time (GMT +5.5) at Sri Lanka Tourism Promotion Bureau, No 80, Galle Road, Colombo 03. Interested bidders are invited to join the pre bid meeting in person or online via <https://meet.google.com/jyu-cnpa-dcy> (through a Chrome Browser)

Thank you,

Convener  
Standing Committee for Digital Advertising Campaign  
Sri Lanka Tourism Promotion Bureau  
# 80, Galle Road,  
Colombo 03  
Sri Lanka

## 1.0 INSTRUCTIONS TO BIDDERS (ITB)

- 1.1. On behalf of the Sri Lanka Tourism Promotions Bureau, the Convener, Standing Committee for Digital Advertising Campaign calls for bid proposals to appoint a **Digital Advertising Agency for the United Kingdom**.
- 1.2. In accordance with clause 1.4 of this ITB, all bid proposals shall be delivered either by registered post, couriered or hand delivered. All bid proposals shall be addressed to **Convener, Standing Committee for Digital Advertising Campaign, Sri Lanka Tourism Promotions Bureau, High Commission of the Democratic Socialist Republic of Sri Lanka, 13 Hyde Park Gardens, London W2 2LU, United Kingdom**
- 1.3. Bid proposals will be closed at 2.00pm London time on 14th February 2018.
- 1.4. Bid proposal must be submitted in two separate sealed envelopes and contain a Technical Proposal, and Financial Proposal, Each envelope should be sealed, and duly labelled as follows:  
**ENVELOPE 01 - TECHNICAL PROPOSAL - Digital UK**  
**ENVELOPE 2 – FINANCIAL PROPOSAL - Digital UK**
  - a) **Envelope 01 – Technical Proposal – Digital UK** must include all details as per the criteria described under Technical Proposal (Ref 2.4.4.1) in the Terms of Reference of this document along with “SUBMISSION FORM 1 TO 10” attached.
  - b) **Envelope 02 – Financial Proposal - Digital UK** must include the Price Proposal Submission Form, Price Proposal schedule following the format detailed in the SUBMISSION FORM 12 and breakdown costs with deliverables.
  - c) The original Technical Proposal and original Financial Proposal in two separately sealed envelopes shall be inserted into one envelope marked as “**ORIGINAL - Digital UK**”
  - d) Similarly a duplicate of the Original Proposal shall be submitted in the same manner above, and marked as “**DUPLICATE - Digital UK**”.
  - e) The Original and Duplicate envelopes must then be inserted into a further outer envelope, and duly marked as “**DIGITAL ADVERTISING AGENCY FOR UNITED KINGDOM**” on the top left hand corner.
- 1.5. Each Bidder may submit one bid only.
- 1.6. All costs associated with preparation and submission of bids must be borne by the bidder. Sri Lanka Tourism Promotions Bureau (SLTPB) will not in any circumstance, be responsible for any costs associated with the preparation, or submission of bid proposals.
- 1.7. Clarification of the RFP can be sought through written request sent by email to [digital2018@srilanka.travel](mailto:digital2018@srilanka.travel). Such requests must be written request five working days to the deadline stipulated above.
- 1.8. Amendments to the RFP document if any may be issued at any time prior to the dead line for submission of bids. Amendments should be part of the RFP document.

- 1.9. All bid proposals must be made in the English language.
- 1.10. All bid proposals must be detailed in United States Dollars (USD/US\$)
- 1.11. Deadline for submission of bids may be extended at the discretion of Convener, Standing Committee for Digital Advertising Campaign, Sri Lanka Tourism Promotions Bureau.
- 1.12. Bidders shall complete all submission forms according to the formats provided below. At the evaluation of Proposals, price schedule, details of the submission forms provided by the bidders shall take into consideration
- 1.13. Bids will be opened at 2.00 pm Sri Lankan time (GMT 5.5+) on 21st February 2018 at the Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03, Sri Lanka. Bidder's representative will be allowed to be present in person and/or online at the opening where the basic information will be announced and recorded.
- 1.14. Bid proposals received after the deadline stipulated above will be rejected.
- 1.15. The Convener, Standing Committee for Digital Advertising Campaign reserve the right to accept, reject any bid proposal or part of the bid proposal submitted.
- 1.16. Joint bidding is not permitted.
- 1.17. The selected bidder will be notified by fax and/or e- mail, after which a formal letter will follow.
- 1.18. Bid proposals must be valid for 90 days from the opening of bids.
- 1.19. Price negotiations will be conducted if required.
- 1.20. An electronic version of this RFP document can be downloaded from the official Sri Lanka Tourism Promotions Bureau website at [srilanka.travel/digital2018/uk](http://srilanka.travel/digital2018/uk).
- 1.21. Pre-bid meeting will be held at 2.00 pm Sri Lankan time (GMT 5.5+) 29th January 2018 at Sri Lanka Tourism Promotion Bureau, No 80, Galle Road, Colombo 03. Interested bidders are invited to join the meeting in person or online via <https://meet.google.com/jyu-cnpa-dcy> (through a Chrome Browser)

## **2.0 TERMS OF REFERENCE**

### **2.1. BACKGROUND**

The Sri Lanka Tourism Promotion Bureau (SLTPB) is intends to launch a global destination marketing campaign for Sri Lanka over a period of three years in 2018. This campaign will be an integrated brand campaign focused on promoting awareness of tourism products in Sri Lanka, increasing the number of tourist arrivals, and targeting more high-value tourists in order to achieve the targets laid out for the sector (e.g., foreign exchange earnings from USD 3 bn in 2015 to USD 7 bn by 2020). The Global Campaign is expected to have a budget of approximately LKR 6.5 bn for the duration of 3 years. SLTPB is expected to launch a bidding process for the same in early 2018.

Until the Global Campaign is launched, SLTPB requires the development of a digital advertising campaign to market SLTPB's country positioning message; specifically using online channels and targeting potential travelers to Sri Lanka, and inculcating a sense of urgency to select the island as their holiday destination. This would primarily entail content and channel strategies to align specific key destination messages to consumer preferences.

The communication strategy should focus on taking potential travelers from destination dreaming stage to actual itinerary planning stage. (refer path to purchase diagram in page 9) using content, digital media channel strategies, microsites, and other digital media strategies such as online media buying, optimisation, performance tracking, reporting back by advanced analytics to identify potential travelers to the country.

Digital marketing is becoming increasingly important within the tourism sector. The majority of travelers start looking for their holiday experiences with the destination first, before considering an airline or hotel accommodation. Digital and mobile channels are increasingly prevalent in the consumer travel research phase. In this context, Sri Lanka needs to be in the consideration set and needs to be present on numerous digital channels. Some facts corroborating the above trends are:

- 87% of travelers use the internet for the bulk of their travel planning; 62% research an upcoming trip; 45% source an initial trip idea
- More than 40% of travelers take time to research all possibilities, bouncing back and forth between 'dreaming about and planning their next trip'

- The digital savvy traveller will explore over 7,000 digital touchpoints over a 4 month period when planning a trip – including 1,400 images, OTAs, maps and meta-search travel sites
- The majority of growth in global advertising market is coming from digital advertisements
- Globally, many countries are increasingly using digital to promote tourism

In the light of these facts, it has become important to focus Sri Lanka Tourism’s promotional efforts on digital marketing.

The current competitive bidding process is for a digital campaign in United Kingdom with a budget of under US\$ 700,000. The scope outlined below will be for a 6-month campaign in the United Kingdom.

The current bid proposal should entail a total contracting or engagement period of 6-8 months which includes:

- i. One to two month of development of the strategy – i.e., insight creation, concept creative, and content development
- ii. Six months spent on delivery of the strategy – i.e., media buying, content tailoring and further content development, operations, and strategy refinement (including performance tracking, reporting and optimization).

### **2.1.1 The Organisation**

The Sri Lanka Tourism Promotion Bureau (SLTPB) is the statutory body responsible for the promotion and marketing of Sri Lanka as a destination. The institution was established in 2007 after enactment of the Tourism act no. 38 of 2005 under the portfolio of the Ministry responsible for Tourism. SLTPB carries out marketing campaigns targeting both the trade and consumer segments to support reaching the government’s tourism arrival and revenue targets.

### **2.1.2 Market Profile**

Six countries contribute towards more than 50% of all the inbound tourist arrivals to Sri Lanka. The current digital campaign targets five (U.K., Germany, France , India and China) of these markets. The rationale for focusing on Western European tourists is that they are among the highest value tourists (average spend per day x average stay duration). U.K., Germany and France share similar social media channels and therefore cost efficiencies in targeting these

markets are expected. In addition, these countries have similar customer preferences, and would all be similarly researching and booking their end-of-year and/or spring holidays during the period the campaign will run.

The other two top source markets (India and China) provide largest volumes to Sri Lanka. In the bidding process the agency is expected to forward a proposal for the UK market. For other four markets separate country specific bid proposals are being processed in parallel.

Table 1 – Identified high priority source markets

	Country of Residence	Tourist Arrivals ('000s, '15)	Tourist growth rate (5 yr CAGR, %)	Stay duration (days, '15)	Tourist spend per day (USD, '15)
1	India (focus country)	316	17%	5.8	139
2	China (focus country)	215	80%	9.5	167
3	U.K. (focus country)	162	11%	14.7	187
4	Germany (focus country)	116	20%	15.1	140
5	France (focus country)	86	15%	13	154
6	Russia	62	30%	8.4	170

Source: Survey of Departing Tourist from Sri Lanka 2015; Annual report - SLTDA

### 2.1.3 Destination Positioning / Unique Sales Proposition of Sri Lanka Tourism

Prior to 2000, Sri Lanka’s destination promotions primarily focused on sun and beach product offerings. It has since diversified its promotions focus to other valuable, and unique product offerings namely nature, culture, adventure and wellness.

The destination positioning currently being used by the tourism industry in Sri Lanka is “Asia’s diverse, compact, authentic Island”. The following brand positioning statement used by the industry:

*“One of the many unfathomable mysteries of Sri Lanka is how it manage to squeeze in so many different features. These include palm- fringed warm coastal beaches to picturesque highlands with sprawling tea plantations, over two thousand five hundred year old ancient culture blended with Dutch, Portuguese and British influence, seven of the world’s heritage sites, perhaps the world’s eighth wonder, diverse crops from coconut, tea, spice to abundant flora fauna and, precious gems: All this is in one picturesque island with a land area no larger than Ireland.”*

More recently, marketing campaigns have focused on five unique aspects of Sri Lanka :

- 2.1.3.1. Compact location – Diverse experiences in little time
- 2.1.3.2. Rich culture and historical heritage – 8 UNESCO World Heritage sites, 2000+ years of Buddhist and cultural heritage
- 2.1.3.3. Great natural resources and wildlife – Sri Lanka is the only place where you can see the largest land mammal elephants and sea mammals whales within hours of each other. Sri Lanka boasts the highest biodiversity rankings, the highest square meter density for leopards, lush rainforest, tea estates and cinnamon plantations.
- 2.1.3.4. Sun and Beach – Endless stretches of coastline, with a multitude of watersports and safe swimming available.
- 2.1.3.5. Year-round accessibility – Many traditional events and festivals are held throughout the year due to the diversity, and multi ethnic and multi religious communities. Irrespective of the time of year the island is visited there are a diverse range of sites, attractions and activities for all ages.

Moving forward, 3 main plays and 2 niche plays have also been identified as priorities for Sri Lanka Tourism:

- Main plays – Sun and Beach, Culture and Heritage, Nature, Wildlife and Adventure
- Niche plays – Ayurveda and Wellness, Meetings and Incentives

The current brand concepts and collateral (Wonder of Asia) will be utilised for the purposes of this campaign. In order to ensure a consistent positioning strategy prior to Sri Lanka undertaking a new global campaign from 2018/19.

The agency is strongly advised to refrain from developing, and or conceptualizing any branding towards this campaign. All creatives and collateral will be provided by SLTPB to the agency.

The agency is encouraged to value add to the campaign through leveraging their own research and analytics.

For further information on the destination positioning strategy and brand statements used by the Sri Lankan tourism industry, please refer to the “Sri Lanka Tourism Strategic Plan 2017 – 2020”

#### **2.1.4 Current awareness and engagement levels of tourists**

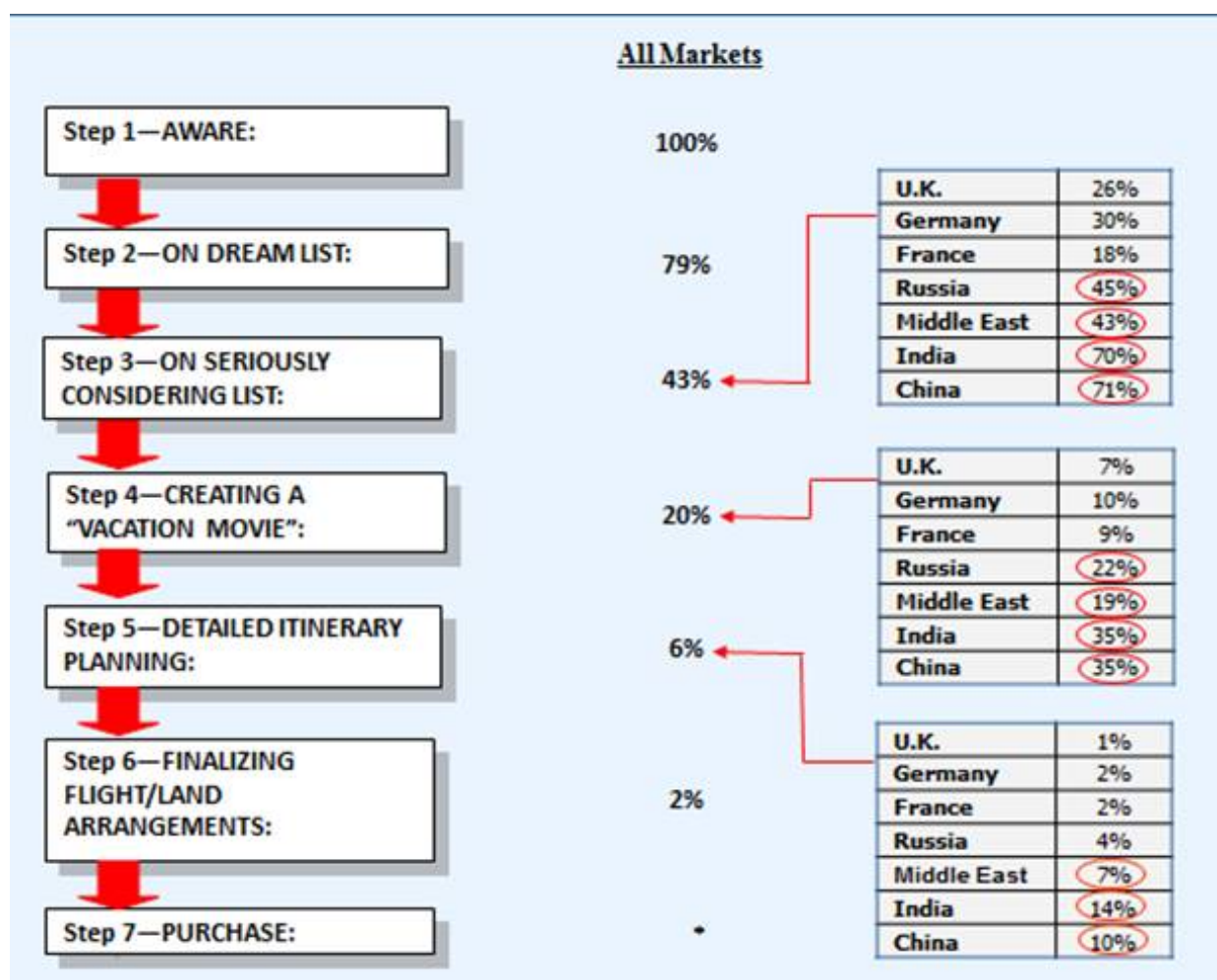
The objective of the digital marketing campaign will be to increase visit intention / engagement to Sri Lanka tourism across all stages of a customer decision journey (i.e., right from being



aware of Sri Lanka as a destination choice, through to the final purchase of required flights and accommodation).

While basic awareness and knowledge of Sri Lanka as a choice is already quite high, opportunities exist to significantly improve engagement levels further down the customer journey. For example, only around 26% of tourists from the UK actually “seriously consider” Sri Lanka as a destination, while only 1% of tourists from the UK engage in detailed itinerary planning for their potential visit to Sri Lanka

Market research data on intention to travel in the path to purchase funnel for the top 7 markets are given in the diagram below. (Insignia Research 2012)



## **2.2 The Campaign**

### **2.2.1 Scope of Work**

The agency will be required to develop and run a digital advertising campaign targeting UK market using content and digital marketing through SLTPB's owned / earned channels as appropriate (e.g., website, social media), and paid media (e.g., paid search, aggregators and affiliates and display).

Scope of the communication strategy primarily focus on distribution of the campaign message by implementation a digital marketing campaign including:

#### **2.2.1.1. Professional services:**

2.2.1.1.1. **Digital marketing strategy** – Requires to identify high value segments within target markets and digitally position Sri Lanka's core value propositions to digitally to reach and engage with these target segments.

2.2.1.1.2. **Channel strategy** – distribution and strategy of taking the Destination message of Sri Lanka on Digital/Social Media Channels to reach identified segment to best suit by source market (e.g., Facebook/Instagram, YouTube, Search, paid banner placement)

2.2.1.1.3. **Content strategy** – Identifying the right content and mediums (e.g., written content, video, posts) for above identified segments and align digital channels based on preferences of customer segments

#### **2.2.1.2. Paid Search and Media buying**

2.2.1.2.1. Manage campaign negotiations, launch, optimisation and reporting

2.2.1.2.2. Keyword bidding and buying of relevant keywords for target markets (e.g., Programmatic advertising, Google AdWords, Facebook Ads) including SEO marketing strategies.

2.2.1.2.3. The media buying cost should be not more than 80 % of the total cost engagement of the bid. The agency should manage to execute the other aspects of the campaign (creatives, monitoring ect.) within a maximum percentage of 20%.

#### **2.2.1.3. Content delivery, monitoring and optimization**

2.2.1.3.1. **Content delivery, including translation** (where necessary) – Posting developed content via engagement strategies or other on identified paid and owned channels (supplemented by search engine optimisation),

2.2.1.3.2. **Performance tracking and reporting** – Tracking impact of promotional campaigns (e.g., impressions, reach) on above channels; and revising strategy based on it

2.2.1.3.3. **Development of a micro-site** – Creating a country specific micro-site with content relevant to the campaign strategy developed by the agency or, as a geo targeted version of the main SLTPB website.

The campaign is proposed to be run for six months, with a budget of less than US\$ 700,000.00 targeting UK Market. If the agency has other suggestions for generating further value additions to the campaigns within the aforementioned budget, such proposals should be detailed in proposals at submission stage.

## **2.2.2 Campaign Objectives**

Please find below a list of outcome and process-linked objectives for the campaign. Agencies are encouraged to consider these significantly when developing their proposal, and detail how each objective is met.

Please note that these objectives are not equivalent the final set of KPIs, on which a proportion of the payment will be based. For example, some of the objectives listed below (e.g., tourist arrivals) are heavily influenced by other factors external to the campaign, and cannot therefore be used as a KPI that truly reflects the performance of the campaign.

Please refer to end of section 2.2.2.1 for an explanation and examples of potential KPIs for the campaign.

### **2.2.2.1. Outcome objectives:**

2.2.2.1.1 Increased online awareness in UK market, measured by e.g.,:

- a. Increase total number of unique visitors for SLTPB website by 20-30%
- b. Increase total number of unique visitors across all existing, enhanced and created sites by 4-5 million

2.2.2.1.2 Increased online engagement in UK market, measured by e.g.,:

- a. Increase the percentage of ‘active’ online followers of Sri Lanka Tourism’s social channels (i.e., those that post/comment/like x times per week)
- b. Setting up verified owned country specific social media channels and adding a sizable fan base of ‘active’ followers by at least 100,000 from UK in our core social channels of Facebook, Twitter and other social/digital channels.

2.2.2.1.3 Increased planning, inquiries and transactions across the UK market as a result of online channels, measured by e.g.,:

- a. Increased number of enquiries made to SLTPB website and other touch points through or as a result of visits to the online channels

2.2.1.1.4. Increased number of bookings (e.g., flights, accommodation, activities, attractions) through or as a direct result of visits to the online channels, Increased tourist arrivals by 5-10 percentage points above historical growth rate of the UK market.

2.2.1.1.5. Sri Lanka to appear in key word search on Google and other search engines relevant to destinations selecting in Asia and other exotic holidays.

2.2.1.1.6. Contribution of the achievement of the targets set for the sector (e.g., foreign exchange earnings from USD 3 bn in 2015 to USD 7 bn by 2020)

#### **2.2.2.2. Input/Process-linked objectives:**

2.2.2.2.1. Development of a pipeline of content and supporting content creatives that can supplement digital marketing plans over the duration of the 6-month campaign and for 1-2 months thereafter.

2.2.2.2.2. Optimisation or creation of at least 5-10 digital channels (e.g., social media, country-specific micro-sites – more detailed list of examples listed in section 2.3.1.3 across the UK market, aligned with the channel strategy)

2.2.2.2.3. Setting up verification and maintenance of social media channels.

2.2.2.2.4. Posts at regular and optimised intervals on primary social channels within the UK market (e.g., at least 2-3 posts per day per channel - *exact target number to be agreed upon with the agency*)

2.2.2.2.5. Generation and distribution weekly reports on performance on above channels, including suggested refinements to content and channel strategies to maximize impact

#### **2.2.3 Campaign Duration**

Duration of the proposed digital advertising campaign is 6 months of content delivery, starting from the date at which the “full campaign” is launched (i.e., tailored content developed and publicised via the identified set of owned, earned and paid channels across the UK markets).

The time required (Maximum of two months) to develop the necessary strategy and content prior to the launch date may be added on top of the 6 month campaign to the contracting

period. For example, if 1 month is required prior to the launch, the total contracting period will be a 7 months (1 months of strategy and content development + 6 months of the campaign since its launch) period.

Final timelines will be discussed and agreed upon with the successful agency during negotiations. However, it is strongly advised that the agency spends no more than 1 month at the beginning of the contracting period to develop the required content and message distribution strategy prior the launch of the full campaign.

In the unlikely event where unforeseen circumstances outside SLTPB's control severely reduces the potential to travel to Sri Lanka from the UK market (e.g., social unrest, travel embargos, natural disasters) after the launch of the full 6-month campaign, SLTPB and the Agency will need to mutually agree on a solution which may involve pausing the campaign for an agreed duration and extending the end date of the campaign by the same number of days.

#### **2.2.4 Methodology**

Given that digital marketing campaigns have an added advantage of faster speed-to-market, the agency is requested to work on 2 parallel tracks. As detailed below, the two tracks are put in place in order to make sure that some content is posted and publicised from the beginning of the contracting period (i.e., via the setup of owned channels for the market), while the comprehensive strategy and content is being developed in parallel for the identified set of owned, earned and paid channels.

The final set of activities and timelines will be discussed and agreed upon directly with the successful agency during negotiations. However, the following outlines a guideline of activities and associated timelines for each of the 2 parallel tracks:

##### **2.2.4.1. Track 1 (content launched by week 2 at the latest)**

The first (faster) track will deliver content to the UK market within the first 2 weeks:

2.2.4.1.1. The first week can be used to setup and build an intuition-based channel and content strategy based on the agencies' accumulated expertise, research based on published data and experiences (Week 1)

2.2.4.1.2. The second week used to test the market through execution – limited to posts on owned channels (e.g., social media) (Week 2 onwards) it is imperative that all such

social media channels should be verified for the market by each channel. Micro sites must be hosted on servers set up in each market for speed.

Outcomes from this exercise will be used to regularly refine the content on Track 1, while also serving as input into the development of a more comprehensive, tailored and evidence-based strategy in Track 2.

#### **2.2.4.2. Track 2 (content launched by week 8 at the latest)**

The second track will have the following steps:

- 2.2.4.2.1. Identification of insights about the target audience (Weeks 1-2) - The agency shall use a range of research tools to identify potential travelers and segment them not just by demography but by traveler types. Findings will inform channel and content strategy Identification of the Travel Buying Cycle of the Markets and existing opportunities for engagement at peak research and booking periods (Weeks 1-2)
- 2.2.4.2.2. Develop a digital communication media strategy and action plan to increase awareness of Sri Lanka based on objectives laid out in section 2.2.2, and discuss with SLTPB. (Weeks 2-4)
- 2.2.4.2.3. Start implementing the created action plan across the decided markets and channels (Week 5 onwards)
- 2.2.4.2.4. Measurement and continuous optimisation of content and media to deliver optimal Marketing Return of Investment (MROI) with awareness and engagement as primary metrics (Week 5 onwards)
- 2.2.4.2.5. Integration of measurement and reporting tools to track spend and campaign performance, and revise campaign strategy accordingly with concurrence of SLTPB (Week 5 onwards)
- 2.2.4.2.6. Supply weekly management reports on campaign performance and segmental market preferences and behaviors.

### **2.3. Execution of the Campaign**

#### **2.3.1 Responsibilities of the Bidder**

Any recommendations shared by the Bidder must be based upon validated data and information from credible sources.

### **2.3.1.1 Professional services**

- 2.3.1.1.1. Identify and quantify target segments per market – focusing on the campaign objectives laid out in section 2.2.2
- 2.3.1.1.2. Prioritise segments for optimal return on marketing investment
- 2.3.1.1.3. Define digital media and content strategy (e.g., language mix, content mix) and channel mix for the above in the UK market including proposed costs for the 7 month engagement (inclusive of 6-month campaign), broken down into media costs and content delivery and monitoring costs (content creation, project management) on a monthly basis.

### **2.3.1.2 Media buying services**

- 2.3.1.2.1. Agencies should propose the ad sizes, running time, duration, number of impressions of all identified digital media advertisements required for the span of the campaign. Agencies should provide a full justification for the selected distribution of media channel under each category. The online channel penetration (e.g., impressions, likes, page visits ect. during the ad running time should be specifically mentioned in the proposal.

### **2.3.1.3 Content delivery, monitoring services and submission of regular reports (including channel services)**

- 2.3.1.3.1. The agency shall submit a market-specific channel-wise action plan with timelines (e.g., media schedule)
- 2.3.1.3.2. Highlight actual and/or projected costs for the creation and ownership of content over and above that which will be provided by Sri Lanka Tourism – e.g. microsite creation, community creation, video content, infographic content, on-ground activation materials in destination etc.
- 2.3.1.3.3. Campaigns should integrate existing owned channels or setup of market specific channels of SLTPB as appropriate (e.g. website, Facebook page Instagram account and Twitter account )
- 2.3.1.3.4. The agency should propose a set of regular reports to submit to SLTPB, which may include but are not limited to:
  - a. Weekly and monthly plans and progress reports for all digital channels and paid media.
  - b. Weekly/monthly analytics report of the campaign and proposed refinements to the plan, based on key findings.

- c. Any other report that measure progress against the set of KPIs suggested by the bidder in the technical proposal, and agreed upon during negotiations.

2.3.1.3.5. The selected agency should submit all documents created throughout the campaign to SLTPB. This may include planning documents, evidence of all planned and executed activities, reports on results of the activities, digital copies of all materials related to the campaign etc.

2.3.1.3.6. The selected agency should transfer the copyrights, all access admin/super admin rights of all the advertising materials which are used during the campaign including digital assets and developed social media accounts to SLTPB at a time agreed with SLTPB.

### **2.3.2 Responsibilities of SLTPB**

2.3.2.1. SLTPB will monitor the performance of the campaign through a monitoring committee appointed by SLTPB. The agency has the responsibility to cooperate with the aforementioned committee in sharing information requested by the committee. If the information requested requires support or access to SLTPB's owned channels (e.g., SLTPB website), then the required support will be provided by SLTPB.

2.3.2.2. SLTPB will make the payments as stipulated in the final agreement with the successful agency.

### **2.3.3 Expected Services from the Agency**

The final set of services that the agency is required to provide to SLTPB will be discussed and agreed upon directly with the successful agency during negotiations. However, the following lists out examples of services from the agency that are likely to be expected by SLTPB in the final agreement. The set of services in the final agreement will be dependent on the strategy proposed by the agency, and may contain additional services and activities not explicitly listed below, if required by the proposed strategy:

#### **2.3.3.1 Professional Services**

##### **2.3.3.1.1 Digital Marketing strategy**

Media and campaign planning:

2.3.3.1.1.1. Provide data-led consumer, competitive and industry insights to inform planning

2.3.3.1.1.2. Identify high value segments within the UK market

2.3.3.1.1.3. Thereby develop suitable creatives for the campaign



- 2.3.3.1.1.4. And also create a channel and content strategies to reach identified targets
- 2.3.3.1.1.5. Drive the digital media strategy and planning in line with SLTPB's objectives for the UK market
- 2.3.3.1.1.6. The identified digital marketing and communication plan should be developed in line with the consent of the SLTPB.
- 2.3.3.1.1.7. Assess the appropriate positioning of Sri Lanka's core value propositions through digital media.
- 2.3.3.1.1.8. Manage campaigns in line with cross-industry best practices and relevant global trends in digital marketing
- 2.3.3.1.1.9. Identify campaign dependencies – creative, offers and messaging
- 2.3.3.1.1.10. Develop and refine media plans for priority market segments.

#### **2.3.3.1.2 Channel strategy**

- 2.3.3.1.2.1. Overall market-specific channel strategy
- 2.3.3.1.2.2. Setting up of suitable Digital and Social Media Channels in the market for SLTPB if required
- 2.3.3.1.2.3. Identification of appropriate channels by key market segments.
- 2.3.3.1.2.4. Roadmap and cadence of activities for acquiring, managing and running tests on the identified channels
- 2.3.3.1.2.5. Projected cost and ROI for each channel selected in terms of outcome metrics (e.g., likes, shares, views, unique visitors).

#### **2.3.3.1.3 Content strategy**

- 2.3.3.1.3.1. Overall market-specific content strategy
- 2.3.3.1.3.2. Channel-wise content strategy (elaborated in 2.3.1.3)

#### **2.3.3.2 Media Buying Services**

- 2.3.3.2.1. Set budget, goals and target audience and segmentation.
- 2.3.3.2.2. Set Cost Per Acquisition (CPA) objectives prior to full launch of the campaign
- 2.3.3.2.3. Develop/manage account structure
- 2.3.3.2.4. Manage legal approvals
- 2.3.3.2.5. Define media-buying strategy in terms of budget allocation across various media platforms and target segments.

2.3.3.2.6. Manage campaign negotiations, launch, optimizations, reporting and insights

2.3.3.2.7. Execute on the proposed media-buying plan

2.3.3.2.8. Facilitate upfront payments for online payments on behalf of SLTPB.

### **2.3.3.3 Channel Services (Content delivery and monitoring)**

The final set of channels to target agreed segments that the agency choose to deploy will depend on the channel strategy proposed, and subject to discussion and agreement with SLTPB during the campaign. However, the following section(s) list out examples of channels and activities expected to be performed by the agency within each channel (if chosen as part of the strategy). The agreed set of channels deployed and activities performed by the agency during the campaign may include additional channels and activities not explicitly listed below, if required by the content strategy.

In addition to the activities listed, the agency should also outline the cost and expected ROI for each channel selected in terms of outcome metrics (e.g., likes, shares, views, unique visitors)

#### **2.3.3.3.1 Internet Searches and Advertisements (e.g., Google, social media search engines)**

##### **2.3.3.3.1.1 Search Engine Optimisation (SEO)**

- a. Keyword strategy: Defining the highest value long and short-tail search terms by market and segment; and creating content within owned channels relating to these keywords and search terms, ultimately ensuring Sri Lanka is highly visible in organic search results as much as is feasible within the timeframe of the campaign
- b. Content strategy: Understanding what relevant topics the target segments are talking about online and engaging with potential travelers to grow awareness and engagement during the consideration and research phase of the trip planning customer journey
- c. Content development: Ensuring the right assets exist within owned channels to be indexed by search engines (e.g. micro-site of website landing page). For example relevant, keyword rich content and correctly tagged images

- d. Keyword performance reporting: Reporting on the ranking of owned channels in search engines for specific keywords and keyword strategy could also include counter bidding on competitor destination keywords.

#### 2.3.3.3.1.2. Paid Search

- a. Keyword strategy: Similar process to SEO, but for paid search keywords. The difference is the need to balance performance vs. cost.
- b. Bid Management and optimisation: Ensuring keyword bidding (paying for search terms) is cost effective and continuously monitored and optimized, ensuring optimal return on investment.
- c. Campaign performance measurement, reporting and optimisation: Tools and processes in place to easily measure and monitor campaign performance – usually in the form of campaign dashboards powered by bidding and analytics tools.

#### **2.3.3.3.2 Social Media (Facebook, Instagram, Twitter, YouTube, and other chosen channels)**

2.3.3.3.2.1. Content strategy: See content strategy description in 2.3.1.1.3

2.3.3.3.2.2. Channel management: Ensuring each channel (Facebook, Instagram, Twitter, YouTube etc. set up by agency) is effectively managed; and is verified, with a clear strategy, content calendar, and processes for measuring the performance of posts and interactions to report on reach and amplification KPIs (how many people saw the post and how many shared the post).

#### **2.3.3.3.3 Public Relations**

2.3.3.3.3.1. Blogging / Vlogging: Identifying and engaging with relevant, high-quality and wide-reaching industry blogs and vlogs to raise awareness of Sri Lanka's destination assets within the global tourism and leisure industry and with highly engaged travelers. Good content posted on blogs are likely to be shared, increasing amplification and reach.

2.3.3.3.3.2. Online publicity SEO/link building: Building inbound links is important for SEO ranking. SLTPB will need to connect with relevant 3<sup>rd</sup> party sites and blogs to create inbound links to owned channels, thus improving 'Authority'

2.3.3.3.3.3. Online Forums and Industry Journals (Travel, Environment, Heritage and Culture, Sports, Adventure, etc.): Increasing engagement on influential 3<sup>rd</sup> party websites/forums/online journals, ensuring these channels are a good fit with SLTPB's digital strategy.

2.3.3.3.4. Online influences (e.g., celebrity endorsements): Identifying and engaging with public figures that have a high level of reach and popularity in the 5 target markets to visit Sri Lanka and post content of Sri Lanka's destination assets through their social media channels.

#### **2.3.3.3.4 Website**

2.3.3.3.4.1. Content audit for the current website: proposing changes to improve the destination information and content of the existing SLTPB website, and ensuring that the content is aligned with other micro-sites developed. These proposed changes are intended to provide an interim solution before a new website is created as part of the Global Communication Campaign in mid 2018

2.3.3.3.4.2. Creation hosting and maintenance of microsite/s as part of integrated campaign strategy: Developing a new owned channel combining and engaging user experience with rich destination content. Introducing 'call to action' contacts and database creation offers and features that convert awareness and visits into actions and bookings. The microsite will form the foundation of a new website which will be created as part of the Global Communication Campaign in mid 2018.

#### **2.3.3.3.5 Email**

2.3.3.3.5.1. Create and manage an email database for retargeting purposes: Collating the email addresses of existing and new travelers.

2.3.3.3.5.2. Define retargeting strategy: Optimizing the content and frequency of retargeted emails

2.3.3.3.5.3. Create content: Engaging and interesting content

2.3.3.3.5.4. Manage and report on the performance of retargeting campaigns: Reporting on emails sent, received, opened and clicked on EDM marketing.

#### **2.3.3.3.6 Display**

2.3.3.3.6.1. Media Planning and buying within the budget

2.3.3.3.6.2. Display retargeting: Retargeting potential travelers who have already been to the microsite, website or an owned social channel

## **2.4.4 Bid Proposal**

### **2.4.4.1 Technical proposal**

All agencies are encouraged to structure their technical proposals based on the criteria depicted under 2.4.4.1.1 to 2.4.4.1.3 set out below.

Technical Proposals will be scored in accordance with the marks allocated under each category. Technical proposals that receive a score of 60 or above (out of 100) will qualify for the next round, whereby their financial proposals will be evaluated, and the financial scores combined with the technical scores to calculate the bidder's final total score.

#### **2.4.4.1.1. Proposal from the Bidder**

##### **2.4.4.1.1.1. Proposed digital marketing communication plan for SLTPB (maximum score of 20)**

- a. Proposed methodology to be followed in channel and content strategy
- b. Quality of preliminary research/insights presented in channel strategy for target segment in the UK.
- c. Quantity of preliminary research/insights presented in content strategy for target market
- d. Identification of sector benchmarks and best practice

##### **2.4.4.1.1.2. Proposed plan for media buying (maximum score of 20)**

- a. Proposed digital media buying strategy
- b. Proposed range of online media to be bought
- c. Proposed quality of media to be bought including value additions for destination Sri Lanka.
- d. Campaign reach and opportunity to see rate,

##### **2.4.4.1.1.3. Proposed campaign action plan/schedule and reach/impact (maximum score of 20)**

- a. Quality of proposed campaign action plan and schedule for the speed.
- b. Estimated reach of proposed campaign (may be based on projections for this campaign or historical evidence of reach in previous campaigns) measured by:
- c. Estimated impact of proposed campaign (may be based on projections for this campaign or historical evidence of reach in previous campaigns) measured by:

**2.4.4.1.1.4 Proposed design and concept of campaign performance monitoring and reporting mechanism (maximum score of 10)**

- a. Rationale for the strategy on performance monitoring and reporting mechanism
- b. Periodicity of report (not lower than every fortnight)
- c. Factors to be covered in the report (see example below)
- d. Software used (submissions should include reports from Facebook Business Manager, Google Analytics, Instagram for business, and any one 3<sup>rd</sup> party monitoring tool)

The agency must use analytical tools and social listening to monitor segment and to set campaign targets along with weekly reports to SLTPB.

Note:- Although the Bidder can use their own format for their proposed performance monitoring plan, the Bidder may consider including the following elements:

- Objectives
- Performance indicators
- Data source and collection method
- Schedule for data collection and analysis
- Responsibility for data collection
- Baselines
- Targets and actuals

Example of a performance monitoring plan (The Consultant can propose their own format)

<b>Result</b>	<b>Indicator</b>	<b>Data Source</b>	<b>Collection Method</b>	<b>Frequency</b>	<b>Responsible Person/ Team</b>	<b>Baseline Value and Date</b>	<b>Target Value and Date</b>	<b>Actual Value and Date</b>
Increased online awareness	Number of unique visitors to SLTPB website per week	Statistics from SLTPB website	SLTPB website reports	weekly	Mrs. Z	X,000 (Oct 31, 2016)	Y,000 (Oct 31, 2017)	Z,000 (Oct 31, 2017)

**2.4.4.1.2. Background and track record of the Agency** (Details provided by the bidders in the submission forms attached to this document will be considered at the evaluation of the criteria given below.)

#### **2.4.4.1.2.1 Credibility and background (maximum score of 5)**

- a. Exposure to handling large-scale projects (USD 1 mn+) with a similar scope (i.e., integrated digital marketing strategy and media buying)
- b. Exposure to handling projects across a wide range of clients, sectors and countries
- c. Credentials of Previous Clients
- d. Campaign Results of Previous Clients

#### **2.4.4.1.2.1 Relevant past experience (maximum score of 15)**

- a. Recent experience in working with National and/or State/Provincial Tourism Boards on digital destination marketing campaigns
- b. Recent experience in working with multi-national clients in the tourism and tourism-related sectors (e.g. resorts, hotel chains or tour operators) on digital marketing campaigns
- c. Recent experience in working on integrated content marketing and media buying contracts in the UK market
- d. Recent experience in working with Sri Lanka based government / semi government organizations

#### **2.4.4.1.3. Credentials of the working team (maximum score of 10)**

2.4.4.1.3.1. Credentials of the digital communication planning lead

2.4.4.1.3.2. Credentials of the Creative/Content lead

2.4.4.1.3.3. Credentials of the Media Buying lead

2.4.4.1.3.4. Credentials of the working team members

The bidder if successful should allocate 2 – 3 dedicated staff to handle SLTPB account for the implementation and execution of the the campaign deliverables. Such staff preferably have experience in handling accounts of National Tourism Organisations.

#### **2.4.4.2 Presentation of Technical Proposal (if required)**

If further information or clarification is required for SLTPB to assess the proposals based on criteria listed out in section 2.4.4.1.1, bidders may be called at the request of SLTPB to present their technical proposals (either in-person or via a video conference). If called upon, the Agency will be given a limited time (not exceeding 60 minutes) to present their proposal, before answering any further questions raised by the SLTPB. After the required presentations are made, the final marks for the bidders' technical proposals may be adjusted based on information shared by them during the session.

**2.4.4.3 Financial Proposal**

Financial proposals of the qualified bidders will be opened at the public opening (in the presence of representatives of the bidders who wish to attend).

The amount quoted in the proposal should be within the above mentioned campaign budget (US\$ 700,000.00), and the total cost should be divided into the following categories:

**2.4.4.3.1. Professional cost (Strategy/consulting):** This includes the costs for developing the channel and content strategy. The number of people, their level of expertise and the time spent should be provided.

**2.4.4.3.2. Creative cost:** Elaborated schedule of the creative costs as per the action plan to be developed by the Bidder

**2.4.4.3.3. Media buying cost:** Elaborated schedule of the media buying costs as per the Consultant’s action plan also to be provided. Any media buying costs incurred by the consultant that is included in the financial proposal must be passed onto SLTPB ‘at cost’ (i.e., at the purchasing price, without any markups)

Media buying cost has to be submitted in the given format in this document

**2.4.4.3.3. Content delivery and monitoring cost:** This includes cost for development of creatives, development of micro-sites and delivery of content (including performance tracking). Declare the breakdown by category and elaborate the per-unit costs and the man-hours.

**2.4.4.4 Weighing of Scores Received in Technical and Financial Proposals**

The final score received for each qualifying bidder will be calculated from the individual scores received on the bidder’s technical and financial proposals using the following weighting:

Type of score	Weighting
Score on technical proposal (out of 100)	60 %
Score on financial proposal (out of 100)	40 %

For example, if bidder A scores 90 out of 100 in the technical proposal, and 70 out of 100 in the financial proposal, bidder A’s final score will be:  $(90 \times 60\%) + (70 \times 40\%) = 54 + 28 = 82$  **out of 100**



#### 2.4.4.5 Deliverables from Agency and linked payment terms

While the final set of deliverables will be discussed and agreed upon with the successful Agency during negotiations, the following table outlines a possible schedule of deliverables to be submitted by the Agency:

No	Deliverable	Timelines
<b>0</b>	<b>Mobilization</b>	Week 0
<b>1</b>	<b>Professional services (strategy/consulting)</b>	
1a	Foundational strategy deliverables (depending on scope agreed with Agency): <ul style="list-style-type: none"> <li>- Target audience</li> <li>- Differentiators</li> <li>- Channel mix</li> <li>- Content offering</li> <li>- Content roadmap</li> <li>- Awareness and acquisition strategic plan</li> <li>- Influencer outreach plan</li> </ul>	Week 2
1b	Master asset development <ul style="list-style-type: none"> <li>- Audit of existing assets and gap identification</li> <li>- Master creative assets to be purposed across priority markets</li> <li>- Messaging architecture</li> <li>- DAM creation (Digital asset management platform)</li> </ul>	Week 3
<b>2</b>	<b>Content delivery and monitoring</b> along with centralized creative agency	
2a	Creative development plan and action plan	Week 3
2b	Developed creatives	Week 4
2c	Micro-sites developed	Week 4
2d	Monitoring reports	Weekly
2e	Handover of all creative	End of project
<b>3</b>	<b>Media buying</b>	
	<b>Media research document:</b> Media plan and media strategy <ul style="list-style-type: none"> <li>- Channel evaluation</li> <li>- Channel split</li> <li>- Predicted cost per channel</li> <li>- Channel KPIs</li> </ul>	Week 4
	<b>Receipt for purchase of media</b>	<b>Week 5</b>
<b>4</b>	<b>End of project</b>	
	Total	

Similarly, while the final payment schedule will be discussed and agreed upon with the successful Agency during negotiations, the following table outlines a possible schedule of payments to be made to the Agency:

Type of payment (contingent upon):	Payment amount	Payment date
Mobilization	20% of proposed fees on submission of a advance payment guarantee issued by a reputed bank in UK or Sri Lanka	Week 0 of project
Submission of deliverables that are required at each payment date	80% of proposed fees	End of every month for duration of the engagement (contingent on the completion of the relevant deliverables)

## **2.5. LEGAL ASPECTS**

### **2.5.1 Payment Terms**

The payments will be done based on the final payment agreed upon with the successful Agency. Further information and guidelines are given in Section 2.4.4.5. of this document.

### **2.5.2 Photographs, Video Clips, and Other Materials**

The copyright for all purpose in all video clips, photographs, algorithms and all other work created by the Agency as commissioned by SLTPB shall be the sole and exclusive property of SLTPB.

For the avoidance of doubt, at termination of this Agreement, all advertising materials created by the Agency as commissioned by Sri Lanka Tourism such as copies, artwork, plates, film storyboards recoding including any unused or unpublished advertising material, in the possession of the Advertiser, shall be returned forthwith to SLTPB.

### **2.5.3 Copyright**

Intellectual property remains vested with SLTPB once the payment is made for all material developed by the Agency for SLTPB. SLTPB shall be deemed the sole owner of any material produced during the course of the contract.

#### **2.5.4 Indemnity**

The Agency shall keep SLTPB freed from and indemnified for any claims whatsoever of any such third-party contractors in respect or arising from, or in connection with, or relating to the engagement of such third-party contractors.

#### **2.5.5 Conflict of Interest and Confidentiality**

The Agency shall not during the term of this Agreement, and after the termination thereof disclose any confidential information of SLTPB received by the Agency and specifically the Agency shall maintain the strictest confidence in relation to all the marketing, sales and statistical that may be supplied to it by SLTPB in the course of any work undertaken under this agreement.

The Agency shall be responsible to ensure that any third-party contractors used by the Agency observes strict confidentiality of the said information.

The information in this brief is confidential. The Agency and other persons working on this project will be bound by Public Service regulations with respect to confidentiality. All information gathered in relation to the project is the property of the SLTPB. If confidential information is leaked during the tender process, this may be grounds for exclusion of the agency from consideration for this campaign. The successful Agency is also not at liberty to disclose any of this information to any other party and if information is leaked after the successful Agency is appointed, this may be grounds for termination of the contract.

#### **2.5.6 Arbitration**

If any doubt, dispute, or difference arises between the parties hereto concerning this Agreement, duties or liabilities of any party under or in connection therewith then and in every such case shall (upon notice of the same being given by one party to the other) first be discussed among the parties hereto in a spirit of mutual co-operation. In the event of such doubt, dispute or difference remaining unresolved thirty (30) days after notice, whether it has been discussed or not as aforementioned, such doubt, dispute or difference shall be submitted for settlement by arbitration in Colombo, Sri Lanka by a sole arbitrator in accordance with the Arbitration Act No. 11 of 1995. The language to be used in the arbitral proceeding shall be English.

### **2.5.7 Governing Laws**

The agreement with ‘the agency’ shall be governed by, and construed in accordance with, the laws of Sri Lanka, and ‘the agency’ hereby irrevocably submit to the jurisdiction of the courts of Sri Lanka.

The agency shall comply with all statutory regulations, including regulations that govern the set of activities undertaken by the agency in relation to any other companies or agencies, with whom the agency interacts during the course of the engagement.

The Agency should comply with all cyber laws, by-laws regulations, recommendations approvals required both internationally/globally and that are particular to the respective countries imposed by the commissions and / or regulatory bodies of such countries and that the SLTPB will not hold any liability arising from and out of non - performance of such laws, by laws regulations, recommendations, approvals.

The agency should always be concern of and act responsibly to the best interest of securing the “Sri Lankan” brand name without any hindrance damage, disgrace to the Brand Image “Sri Lanka” notwithstanding anything in contrary SLTPB reserve the right to institute legal action and claim compensation and/or damages.

### **2.6 Eligibility Criteria for Bidders:**

- 2.6.1 The Agency should be duly registered in UK as a legal entity and having an operational office in UK
- 2.6.2 Minimum 5 years of continuous experience in the field of Digital and social media Marketing/ Promotions within UK
- 2.6.3 Experience of Handling a minimum of three accounts for National Tourism Organizations in the past 5 years, with the contract value being not less than US\$ 1 Million per campaign

## **SUBMISSION FORM 1 – SUBMISSION OF TECHNICAL PROPOSAL**

Date

Convener  
Standing Committee for Digital Advertising Campaign,  
Sri Lanka Tourism Promotion Bureau,  
No 80, Galle Road,  
Colombo 03  
Sri Lanka.

Dear Sir/Madam,

### **Submission of Technical Proposal for Selection of a Digital Advertising Agency for UK**

I/We have examined and understood the information published in the advertisement regarding the appointment of the Digital Advertising Agency, I/we hereby submit my/our Technical Proposal for the selection of a Digital Advertising Agency for UK

I/we certify that all information provided therein is true and correct to the best of my/our knowledge and further certify nothing has been omitted and/or included which renders such information misleading, and all documents accompanying this bid are true copies of their respective originals.

I, acknowledge the right of the Standing Committee to reject this Technical Proposal if they do not meet the criteria.

I, the undersigned do hereby declare that the submitted bid proposal is unconditional and unqualified.

Yours sincerely,

Authorised Signatory/s & Company Seal

Date:

Address:

Mobile No:

E-mail address:

**SUBMISSION FORM 2 - GENERAL INFORMATION**

Name of the Company	
Head office address of the company	
Contact numbers of the company	
E-mail address of the company	
Tax number of the company	
Business Registration Certificate number and the Issuing Authority in UK	
Number of years in Business	
Authorized representative of the company (Full name and designation)	

**SUBMISSION FORM 3 – EXPERIENCE IN THE FIELD OF DIGITAL MARKETING  
(RELEVANT CONTRACTS UNDERTAKEN IN THE PAST 5 YEARS)**

Please list out significant contracts/projects performed by the Bidder in the past 5 years:

No#	Name and Address of the Client	Name & Description of the Contract	Value of the contract (in USD mn)	Time and duration of the contract	Locations of the campaign (names of countries)	Scope of work of the Contract
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						

If the bidder wishes to provide more details of the contracts (e.g., portfolio of work), they are free to attach them as appendices.

Name	Company Seal
Designation	
Date	
Signature	

**SUBMISSION FORM 4 - LIST OF RELEVANT CLIENTS THE BIDDER HAS SERVED FOR DIGITAL MARKETING IN THE PAST 5 YEARS**

Please list out the relevant clients that the bidder has served over the past 5 years on the topic of Digital Marketing, which may include, but are limited to:

**1. National or State/Provincial Tourism Boards**

No #	Name and Address of the client	Location of the campaign	Nature of the client (specifically mention if they are national tourism board, Regional tourism Board in the Tourism Industry, in tourism related industries)	Time of the contract	Value of the contract (in USD mn)	Scope of work of the campaign (specifically mention across the 4 parts of the Scope of Work – i.e., professional services, media buying, content delivery and monitoring)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

If the Bidder wishes to provide more details of the contracts/campaign (e.g., portfolio of work), they are free to attach them as appendices.

	Name	Company Seal
	Designation	
	Date	
	Signature	



**SUBMISSION FORM 5 - EXPERIENCE IN HANDLING AT LEAST 5 GLOBAL BRANDS**

No #	Name and Address of the client	Location of the campaign	Nature of the clients /Brands	Time of the contract	Value of the contract (in USD mn)	Scope of work of the campaign Contract
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

If the bidder wishes to provide more details of the contracts/campaign (e.g., portfolio of work), they are free to attach them as appendices.

	Name	Company Seal
	Designation	
	Date	
	Signature	

**SUBMISSION FORM 7 – CASE STUDIES PLEASE MENTION THREE CASE STUDIES OF THE BEST PERFORMANCE OF THE COMPANY** (Please provide details of the case studies mention under this section separately)

	Name address and contact details of the client	Sector	Campaign Name	Campaign Cost	Expected KPIs	Reached KPIs
1						
2						
3						

	Name	Company Seal
	Designation	
	Date	
	Signature	

**SUBMISSION FORM 7 - INTERNATIONALLY RECOGNIZED AWARDS RECEIVED IN THE PAST THREE YEARS**

Please list out the globally (internationally) recognized awards that the Bidder has received in the past 3 years, which refers to a prize or an award that ;

- 1. Is awarded by a reputable global organization; and
- 2. Where the geographical scope of applicants and/or potential winners span at least 10 countries across at least 2-3 continents

S/N	Award Name	Award is Presented by	Year of Award	Awarded for (share details of campaign, including industry, focus markets and brief scope of work)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

If the Bidder wishes to provide more details of the awards (e.g., portfolio of work), they are free to attach them as appendices.

	Name	Company Seal
	Designation	
	Date	
	Signature	

**SUBMISSION FORM 8 - COMPOSITION OF THE PROPOSED TEAM AND TASKS**

Please list all team members who will be assigned to this project/campaign. Please specify his/her position in the team, the level of commitment and whether he/she will be present on site at SLTPB during working days.

**1. Details of Dedicated Team Members (Based in UK)**

No#	Full name of the member	Position in the team <i>(Strategic lead / Creative or content lead / Media buying lead / Working team member)</i>	Level of commitment?	Tasks to be performed in the team
1				
2				
3				
4				
5				
6				

	Name	Company Seal
	Designation	
	Date	
	Signature	

## SUBMISSION FORM 9 - CVS OF THE TEAM MEMBERS

This form is to be filled by each member of the team (mentioned in Submission Form 8). In addition, consultants are free to attach CVs covering aspects not covered in the following tables as appendices.

### General Information about the members of the team

Proposed position in the team	
Company in which the member of the team is employed	
Full name of the member of the team	
Professional qualifications/ occupation of the members of the team	
Date of birth	
Nationality	
Total years of service of the members of the team	
Years of service of the members of the team in the company of the Consultant	
Membership in professional associations	
Role/Tasks in the team	

### Educational qualifications of the team member

State college and other specialized education, including names of educational establishments, dates of attendance and degrees/diplomas acquired. Fill for all applicable degrees).

Institution of Higher Education	
Period of attendance: from (month/year) – to (month/year)	
Achieved level of education or diploma/ degree	

Institution of Higher Education	
Period of attendance: from (month/year) – to (month/year)	
Achieved level of education or diploma/ degree	

**Relevant work experience of the team member**

State past work experience, beginning with the most recent including period of employment, names of companies and a short list of assignments.

Date: from (month/year) to (month/year)	
Name of the Company	
Address of the company/	
Position in the company/	
List of top projects/assignments done while in that company/ ( Can be elaborated in a table further below)	
Date: from (month/year) to (month/year)	
Name of the Company/	
Address of the company/	
Position in the company/	
List of top projects/assignments done while in that company/ ( Can be elaborated in a table further below)	

Date: from (month/year) to (month/year)	
Name of the Company/	
Address of the company/	
Position in the company/	
List of top projects/assignments done while in that company/ ( Can be elaborated in a table further below)	

**Knowledge of foreign languages of team members**

For each language state the level of knowledge (native, fluent, conversational, basic conversational) in reading, writing and speaking.

Language	Reading	Speaking	Writing

**List of the most important projects and assignments of the team members in previous employments**

Name of project	Name of employer	Contractor/ Client of the project	Relevant industry / sector	Relevant countries	Key tasks and responsibilities	Period of work in the project

I certify that the information given in this Form is true and correct .

Signature of the team member and the authorized representative of the consultant	
Full name of the team member	

**Authorized representative of the Consultant**

	Name	Company Seal
	Designation	
	Date	
	Signature	

**Submission Form 10 – Statement of Good Conduct**

**STATEMENT OF GOOD CONDUCT**

I/we \_\_\_\_\_ (Full name) of \_\_\_\_\_ (personal Address )  
 (holder of passport bearing number \_\_\_\_\_ issued by \_\_\_\_\_ ) as a legally authorised representative/s of \_\_\_\_\_ (Company name), having its registered office -----

(bearing Business Registration Number) declare under material and criminal liability, that against me personally and/or against the above mentioned company and no un-appealable conviction was issued for any of the following criminal activities, or corresponding criminal activities according to the regulations of the country where the company is registered or the country whose national is the person legally authorized to represent the company:

- a) fraud, fraud in business operations, taking and or giving bribe in business operations, malpractice in public procurement procedures, evasion of taxes or duties, subvention fraud, money laundering, abuse of power and office, illegal discrimination in favour of, taking bribe, giving bribe, trading in influence, giving bribe for trading in influence, criminal association and committing crime within criminal association under the Criminal law.
- b) fraud, money laundering, fraud in business operations, taking bribe in business operations, giving bribe in business operations, conspiracy to commit crime, abuse of power and office, abuse of government powers, illegal mediation, taking bribe and giving bribe under the Criminal law.

I/we hereby read and understood the statement hereby signed and further declare that we have full right and power to declare same in our capacity and to the company. \_\_\_\_\_

( of which I/we am/are legally authorised representative  
 In \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ 2017(Place)(Date)

Authorized Signatories

	Name	Company Seal
	Designation	
	Date	
	Signature	



## **SUBMISSION FORM 11 – SUBMISSION OF PRICE PROPOSAL**

**To**

Convener  
Standing Committee for Digital Advertising Campaign,  
Sri Lanka Tourism Promotion Bureau,  
No 80, Galle Road,  
Colombo 03  
Sri Lanka.

Chairperson,

### **Submission of Price Proposal for Selection of a Digital Advertising Agency for UK**

I/We have examined and understood the information published in the advertisement regarding the appointment of the Digital Advertising Agency, I/we hereby submit my/our Financial Proposal for the selection of a Digital Advertising Agency for UK ) in accordance with your Request for Proposal dated and our Technical Proposal. Our attached Price Proposal is for the sum of (*Insert amounts in words and figure*)

Our Price Proposal shall be binding upon us subject to the modification resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. (the 90 days – which the Proposal must remain valid after submission date)

I acknowledge the right of the Standing Committee to reject this Price Proposal if it does not meet the criteria.

I, the undersigned do hereby declare that the submitted Price Proposal is unconditional and unqualified.

Yours faithfully,

Authorized Signatory/s & Company Seal

Date:

Address:

Mobile No:

E-mail ID:

## SUBMISSION FORM 12- PRICE SCHEDULE

Please follow the format below in submission of the price proposal

### 1.0 Strategy & Creatives

S/N	Cost item	Cost (US\$)
2.3.3.1.1	Digital Marketing Strategy	
2.3.3.1.2	Channel Strategy	
2.3.3.1.3	Content Strategy	
	Media Buying Strategy	
	E mail Campaign Strategy	
	Online Travel Agent Advertising Strategy	
2.3.3.1.1.3	Develop suitable creatives for the campaign	
1.2.5	Social Media Contents	
1.2.5.1	Facebook contents	
1.2.5.2	Instagram contents	
1.2.5.3	Twitter contents	
1.2.6	Videos	

	Name	Company Seal
	Designation	
	Date	
	Signature	

**Creative Cost**

Please indicate detailed breakdown of costs for creative required in accordance with the campaign action plan

Action Plan Reference	Item	Description	Nos	Rate (US\$)	Cost (US\$)
	Eg: Web Banner	Size and			
<b>Total</b>					

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Search Engine Campaign ( include separate sheet for each engine)

	Cost (US\$)	Est. Impressions	Est. CTR %	Traffic from Paid Search	Other (Specify)
Search Engine Optimization (SEO) campaign					
Pay Per Click (PPC) Campaign					
Display ads on Search engines					
Other					
Search Engine Campaign Total (Before TAX)					

Video Campaign

	Cost (US\$)	Est. Impressions	Est. CTR %	Traffic from Paid Search	Other (Specify)
Channel 01 (specify name)					
Channel 02 (specify name)					
Channel 03 (specify name)					

Booking Engine Campaign

	Cost (US\$)	Est. Impressions	Est. CTR %	Traffic from Paid Search	Other (Specify)
Display ads on Booking Engines					
Booking Engine Campaign Total (Before TAX)					

Web Campaign

	Cost (US\$)	Est. Bounce Rate %	Est. Avg Time on Site (Sec.)	Est. Avg Number of Page Visits	Est. Avg. Cost per Visit (LKR)	Est. New Visits
Developing a microsite & boosting						
Landing page at Sri Lanka Tourism Website & page boosting						
Web Campaign Total (Before VAT)						

TripAdvisor Campaign

	Cost (US\$)	Est. Reviews	Est. Engagement Rate (%)	Conversion Rate (%)	Other (Specify)
Advertisements & banners					
Content development					
TripAdvisor Campaign Total (Before VAT)					

Social Media Campaign

Owned Media	Cost (US\$)	Est. Audience Size	Est. Reach	Est. Likes	Est. Shares	Est. Comments
Facebook Boosting						
Instagram Boosting						
Twitter Boosting						
Other (Please Specify)						
Owned Social Media Total (Before VAT)						

Paid Social Media Campaign

	Owned Media	Cost (US\$)	Est. Audience Size	Est. Reach	Est. Likes	Est. Shares	Est. Comments
	Facebook Boosting						
	Instagram Boosting						
	Twitter Boosting						
	Other (Please Specify)						
	Owned Social Media Total (Before VAT)						

Other medium

Selected agencies can have proposed different effective and efficient campaigns to reach the objectives

Please use the format given above as a template and indicate name of the media, total reach, cost per contact, Click through Ratio, impressions ect.

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	Designation	
	Date	
	Signature	