



## **TECHNICAL SPECIFICATIONS FOR CONTRACTING A MEDIA AGENCY SERVICE FOR STRATEGIC PLANNING, PURCHASE OF ADVERTISING SPACE AND EXECUTION OF ADVERTISING ACTIONS IN NEW MARKETS WITH DIRECT CONNECTIVITY WITH THE REGION OF MURCIA.**

### **1. OBJECT OF THE CONTRACT**

Under Article 10.16 of Organic Law 4/1982, of 4th June, on the Statute of Autonomy for the Murcia Region, one of the region's exclusive competences is the promotion and organisation of tourism in its territory.

The Murcia Region Institute of Tourism (hereinafter referred to by its Spanish acronym - ITREM) is a public business institution which, pursuant to Articles 56 and 57 of Law 14/2012 of 27th December on tax, administrative and reorganisation measures for the regional public sector, is attached to the General Administration of the Autonomous Community of the Region of Murcia. It has its own legal personality and full public and private capacity and its general objectives are the organisation, planning, programming, management and coordination of Murcia Region competences in tourism, within the framework of regional Government policy.

In compliance with said objectives, ITREM engages in various types of promotional actions, including campaigns in Spain and abroad advertising existing tourism resources and products to publicise Costa Calida-Murcia Region as a holiday destination and increase the influx of tourists.

The Murcia Region Strategic Plan for Tourism 2015-2019 establishes as main challenges improving tourists' perceptions of the "brand image" of the Costa Calida - Murcia Region destination as a holiday destination during the summer season and the rest of the year. Advertising campaigns are therefore required in Spain and abroad to position the destination in consumers' minds.

With a view to the next 3 years, and with the commissioning of the new Murcia Region international airport, ITREM intends to promote the Costa Calida-Murcia Region destination throughout 2019, 2020 and 2021 in the various Spanish cities and regions and the rest of Europe offering new connectivity to this destination.

Therefore, the object of these present specifications is to contract agency services for strategic planning, purchase of spots and execution of advertising actions in European cities and regions where new direct air links are established with Murcia Region.

This contracting will be conducted through 6 LOTS, one for each market in the European continent with a maximum tender budget of 150,000 Euros excluding VAT per lot and one year execution period. It is planned to extend the contract with two extensions until 2021 with the same object, duration and amount, for which there is adequate and sufficient credit under the expenditure authorisation agreement adopted by the Murcia Region Council of Ministers at a meeting on 20 June 2018.

The lots and markets are detailed below:



Lot	Market	Budget	Budget (VAT included)
1	Barcelona	150,000	181,500
2	Copenhagen	150,000	181,500
3	Asturias	150,000	181,500
4	Rome	150,000	181,500
5	Paris	150,000	181,500
6	Düsseldorf	150,000	181,500
		<b>900,000</b>	<b>1,089,000</b>

## **2. CONTENT AND DESCRIPTION OF THE SERVICE**

Companies participating in these proceedings must be able to provide the following services:

- Strategy and media plan to promote the Murcia Region in the aforementioned cities and regions in 2019, with the possibility of continuing in 2020 and 2021.
- Tactical planning, purchase of spots, management and execution of the plan, always with ITREM approval and supervision.
- Evaluation and justification of the actions carried out in the media plan.

## **3. INFORMATION COMMON TO ALL THE LOTS.**

### **3.1 DISTRIBUTION OF ADVERTISING INVESTMENT.**

As regards the type of advertising actions, the media agencies shall diversity advertising investment as follows:

- 45% in branding and marketing in airline Business-to-customer channels (B2C) if there are no new air links to the target market in 2019, this 45% shall be invested in tourism marketing channels that sell the Costa Calida-Murcia Region destination in said market.
- 55% in advertising actions in mass media and/or advertising formats.

The aim of this distribution is to diversity advertising investment to achieve two objectives: firstly, position Murcia Region in the market where new links are established and secondly, promote sales of trips to Murcia Region in the short term.

### **3.2 CAMPAIGN DATES.**

- B2C advertising: 1st February to 15th October 2019.
- Advertising at origin: 1st January to 31st October 2019.

### **3.3 FORMATS**

Media agencies bidding in this process may offer formats such as:



**a) Advertising in B2C channels**

- Direct marketing actions:
  - o Exclusive Murcia Region newsletters.
  - o Offers from Murcia Region in generic newsletters in the B2C channel.
- Advertising in digital media.
  - o Banners.
  - o Branded content.
- Social media actions.

**b) Advertising at origin**

- Offline
  - o Press and magazines.
  - o Radio.
  - o Exterior formats (hoardings, street display ads, banners, etc).
  - o Other formats.
- Online
  - o SEM (Search Engine Marketing).
  - o Banners and display.
  - o Social Ads.

### **3.4 CONTENT OF THE PROPOSAL**

The proposal must contain:

1. Strategy of the branding actions and marketing in B2C channels (45% of the total investment). The bidder must develop a unique strategy that must be valid for airline B2C channels as well as for the channels used by tourist marketing companies

The bidder must indicate the percentage of the investment they will allocate to:

- o Direct marketing actions.
- o Advertising in digital media.
- o Social media actions.

Note: this proposal must be strategic only. The development and tactical planning shall be detailed once the service has been adjudicated and the operator or operators of the new direct link to the Region of Murcia is known. Failing that, if none are known at 31st January 2019, the actions shall be executed in channels of tourism marketing firms that sell the Costa Calida-Region de Murcia destination.

2. Strategy and tactical planning of actions to position the Costa Calida-Murcia Region destination in the markets indicated in point 1 in these specifications, where new connectivity is expected (55% of the investment). This part of the proposal must contain a detailed media plan, including the chosen media, calendar of actions and proposed formats.



### **3.5 SUCCESSFUL BIDDER'S OBLIGATIONS**

The successful bidder:

- Will be responsible for sending the original and definitive designs in the contracted formats. May not deliver any material to different media without ITREM's written approval
- Will also monitor the media plan and verify correct execution of the same, acting in the interests of ITREM at all times.
- Deliver monthly activity reports, with proof and certificates of execution of the contracted advertising actions.

### **4. MINIMUM REQUIREMENTS**

The bidding company must allocate a technical team (at least 3 people, maximum of 5) with sufficient training and experience to execute the service.

Each member of this minimum team must have at least 3 years' experience of doing similar work to the services being requested here.

Murcia, on the date of the electronic signature.

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