

Request for Qualified Travel Digital Media Brand to provide Digital Marketing Campaign (RFQ)

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 32 agencies around the world to support its activities. More information can be found online at www.germany.travel.

The Historic Highlights of Germany would like to help travelers get to destinations off the beaten travel paths. 17 historic cities have been carefully selected and suggest tours with a rich cultural experience, friendly environment and a relaxing time. Participating cities are: **Aachen, Augsburg, Bonn, Erfurt, Freiburg, Heidelberg, Koblenz, Lübeck, Mainz, Münster, Osnabrück, Potsdam, Regensburg, Rostock, Trier, Wiesbaden and Würzburg**. More information can be found online at www.historicgermany.travel.

The German National Tourist Office (GNTO) is the US branch office of the GNTB located in New York where it serves as the main office for North America. The GNTO requires a travel-focused media brand to promote the 17 Historic Highlights of Germany cities via a multi-channel digital marketing campaign including, but not limited to:

- Native content or image gallery landing page highlighting each city equally
 - o Inclusion of short text, click-off links as desired
- 100% SOV across landing page
- Social media amplification across Facebook, Instagram or other
- Campaign page researched and created by contracted partner
- Content to live across contracted partners website and distribution platforms in perpetuity

All interested providers have to qualify for participation in our RFP through a pre-screening conducted with this Request for Qualification (RFQ).

Proposals will be accepted from only those that successfully qualify for our RFP and receive an invitation to bid.

A complete set of the required documents, including list of campaign services, time line, and address can be obtained on our website <http://www.germany.travel/en/germany/about-us/calls-for-tender/ausschreibungen.html>.

Deadline for submission of applications is: 2pm EST on 27 April, 2017
Contract and services are scheduled to commence in June 2017.