

Request for Qualification (RFQ)

To determine qualifying applicants for participation in competitive RFP.

New York, January 2013

To whom it may concern:

Applicants to qualify for RFP participation

Qualification to participate in the competitive RFP for the provision of online marketing services in New York (in accordance with section 3, no. 5 h) of the German public procurement law for the award of public service contracts [VOL/A]).

Enclosures:

- RFQ application form
- List of attachments
- Qualification forms

The German National Tourist Office (GNTO) is seeking a qualified online advertising agency to execute the services described hereunder.

1. Information on the services requested

1.1. About the client

The German National Tourist Board (GNTB) is Germany's national tourism organization headquartered in Frankfurt. On behalf of and funded by the German federal government, the GNTB has been working internationally to promote Germany as a travel destination for the past 60 years, communicating the diverse appeal of Germany as a travel destination to a worldwide market. This involves the promotion of one of the largest and most attractive brands - Destination Germany. The GNTB is present around the world, with 11 foreign representative offices and 19 sales and marketing agencies. These carry out the bulk of its sales activities and are responsible for ensuring that the *Destination Germany* brand obtains the widest possible recognition worldwide.

1.2. Background information on the contract

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. For the 2013 promotion and performance optimization of the US-market specific website www.germany.travel, the GNTO in New York is looking for a qualified online advertising agency to develop and execute an integrated online marketing campaign.

1.3. Subject of the contract

Campaign goals:

- Raise and increase awareness and interest in travel to Germany and in its information and offers published on www.germany.travel
- Position the website as the leading, one-stop online planning tool for travel to Germany
- Continuously drive incremental, qualified traffic to the site
- Enhance the average time spent on the site, increase page views per visit
- Maintain the positive image of Germany and increase American overnights spent in Germany

The contract will consist of but shall not be limited to the following services:

- Development and execution of an integrated online marketing campaign for the promotion and performance optimization of our website www.germany.travel
- Media planning and buying
- Management of GNTO's Google Adwords account
- Copywriting and creative
- Monitoring, tracking, optimization of campaign components
- Detailed monthly reporting and annual campaign summary
- Quarterly strategy/reporting meetings at GNTO's office in New York
- Account management, media billing, publisher reconciliation

All corporate information with regard to the GNTB, GNTO and its strategies is to be treated as strictly confidential. This information, together with any work materials provided, may not be used for other customers/purposes unless the GNTB has given its prior approval. All media purchases must be acquired through competitive RFPs amongst suppliers and service providers. The GNTB may receive documentary proof of this upon request.

1.4. Place of delivery

New York, USA

1.5. Delivery period

Commencement of contract and services: March 2013

Termination of contract: December 31, 2013

Optional extension until December 31, 2014 - based on performance.

1.6. Scale of proposals

Proposals may only be submitted for the full range of services, no partial offers.

2. Information on the award procedure

2.1. Award method

Competitive RFP for prequalified bidders in accordance with section 3, no. 5 h) of the German public procurement law for the award of public service contracts [VOL/A] – Freihändige Vergabe mit Teilnahmewettbewerb.

2.2. Entity awarding the contract

German National Tourist Board (GNTB)
Beethovenstraße 69
60325 Frankfurt/Main
Germany

2.3. Information on award documents

Information shall be provided by:

German National Tourist Office
Juliane Pietzsch Murphy
E-Marketing Manager
122 East 42nd Street, Suite 2000
New York, NY 10168-0072
Tel.: +1 212-661-7200 ext. 251
Email: Juliane.Pietzsch@germany.travel

2.4. Bidder's qualification check

Bidders will be checked for suitability from a financial and economic perspective, and also with regard to their know-how, experience and technical expertise, specifically by reference to the documents, declarations and proofs listed under 3.2.2 (see below). The following minimum requirements apply:

- Proof of proper licensing
- Proof of ability to meet financial obligations
- References for successful prior work with clients from the tourism/hospitality industry, preferably NTO's
- Agency is established and experienced in the US-market
- Company's experience, especially with tourist destination clients/DMO's.
- Dedicated SEM specialist, media planner and senior strategist for entire term of campaign: Experience of staff potentially dedicated to GNTB's account
- Native English-speaking copywriter available as needed
- Able to attend kick-off meeting for presentation as well as quarterly meetings at GNTB's New York office (no refund of travel expenses)

3. Participation terms & conditions

3.1. Form and content of the RFQ application

3.1.1. Format requirements

Please submit your written application in hard copy – in a sealed envelope marked with “2013 Online Marketing Campaign” to the location indicated in 3.3 below, and provide a digital application, additionally.

3.1.2. Modifications, supplements and explanatory notes

Modifications of the original RFQ documents are not permitted. Explanatory notes, case studies, and other work samples may be attached and listed as an enclosure, provided that they serve to enhance the appraisal of the applicant.

3.1.3. Signature

All documents, forms (where marked) and declarations must be signed. The name/s of the signatory/signatories must be stated in print letters.

3.2. Documents to be attached

The documents listed under items 3.2.1 to 3.2.2 below must be attached in order for the application to be taken into consideration.

3.2.1. Forms

- *RFQ application form* - completed
- *List of attachments* - completed and signed
- *Form 1: Information concerning the bidder* - completed and signed
- *Form 2: References for the bidder/subcontractor in respect of services of a similar nature* - completed and signed

All forms are available for download at

<http://www.germany.travel/en/germany/about-us/calls-for-tender/ausschreibungen.html>

3.2.2. Documents supporting the evaluation for qualification

The following documents must be submitted in order to assess the applicant's suitability to bid:

- Proof of proper licensing: Copy of company registration / tax ID
- Proof of bidder's liability: Bank reference, general liability insurance certificate or similar reference
- Information on the bidder, including all the information required by Form 1: *Information concerning the bidder*
- References for the bidder, including all the information required by Form 2: *References for the bidder/subcontractor*
- *Case studies/work samples of references mentioned in Form 2*

The submission of these declarations and proofs is mandatory. Applications with incomplete documentation will not be considered.

All forms must be fully completed. If no information can be given or is not applicable due to objective reasons, this must be indicated in the field(s) and a separate explanatory note must be included. If information is missing and no note is given, the GNTQ will exclude the respective application from the process without any further examination.

3.3. Submission of the RFQ application

RFQ applications must be delivered in hard copy together with a digital version on a USB device – in a sealed envelope marked with “2013 Online Marketing Campaign” by 3:00 PM on January 22, 2013 to the following location:

German National Tourist Office
Attn. Juliane Pietzsch Murphy
122 East 42nd Street, Suite 2000
New York, NY 10168-0072

Failure to submit your application and the required elements by the above deadline will cause the applicant to be deemed non-responsive and cannot be taken into consideration. Please note that our office is closed January 21, 2013 due to the holiday.

3.4. Timeline

The GNTTO will review all interested participants in a three-step evaluation process:

1. Request for Qualification (RFQ) – to determine qualifying candidates.
2. Request for Proposals (RFP) – to determine qualifying proposals.
3. Invitation to a formal presentation of proposals at GNTTO's New York office for qualified bidders whose proposals we deem most qualified.

Our proposed 2013 schedule is as follows:

January 22: Deadline for submission of RFQ applications
January 23 – 25: GNTTO determines qualified applicants
January 28: GNTTO sends RFP to pre-qualified agencies
February 15: Deadline for submission of proposals
February 19 - 22: Evaluation of proposals, identification & notification of finalists
February 25 - 26: Formal presentation by finalists at GNTTO's New York office
February 27: Financial analysis of finalist's proposals
March 1: Award
March 4: Contract and launch of campaign

3.5. Notification and non-qualified applications

Only qualifying applicants will receive an invitation to submit their proposal. All non-qualified applicants can receive a notification upon written request according to section 19 [VOL/A] of the German public procurement law for the award of public service contracts.

We look forward to receiving your application.

Kind regards,



Ricarda Lindner
Regional Manager The Americas/Israel

RFQ APPLICATION FORM



Name and address of bidder (company stamp)

German National Tourist Office
Attn: Juliane Pietzsch Murphy
E-Marketing Manager
122 East 42nd Street, Suite 2000
New York, NY 10168-0072

Type of call:
Competitive RFP by private contract

Deadline for application submission:
January 22, 2013 3:00 p.m. EST

Deadline for Awarding/Validity of RFP:
March 1, 2013

Name of company: _____

Contact person, tel., fax, email: _____

Company's Tax ID: _____

Integrated Online-Marketing Campaign 2013 in New York, USA

This RFQ application comprises ____ pages in total, including this page.

Enclosures (please check)

- ☐ Documents/forms requested as per list of attachments
- ☐ Case studies/proof of previous, successful campaigns for tourism destinations
- ☐ _____

List of attachments required with the RFQ application



Forms/documents	Number of attachments	Total pages of all attachments
Proof of proper licensing/copy of companies' register		
Ability to meet financial obligations/bank's reference		
Tax clearance certificate from the appropriate tax office		
Certificate of employer's general liability insurance from the appropriate employer's liability insurance association		
Form 1: Information concerning the bidder		
Form 2: References for the bidder/subcontractor in respect of services of a similar nature (min. 3 in tourism)		
Other documents submitted by the applicant		Number of pages
Case studies/proof of previous, successful campaigns for tourism destinations		
Others:		

Date, signature, printed name

Name and address of bidder (company stamp)

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FORM 1: Information concerning the bidder

1. Function within the project: (only required for subcontractors of a bidding consortium) _____
2. Full name of the company: _____
3. Legal structure of the company: _____
4. Information on affiliated companies: (all majority shareholders must be declared (use chart if appropriate)) _____ _____ _____
5. Full company address (address, country, telephone, fax and email) _____ _____ _____
6. Number and expertise/specialization of staff allocated to the services of this RFQ (or comparable services). _____
7. Turnover during the last years gained with services of similar nature 2012: _____ 2011: _____ 2010: _____

Please note: this form must be completed by each member of a bidding consortium. Duplicates of this form must be made for this purpose, if necessary.

Date, signature, printed name

Name and address of bidder (company stamp)

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FORM 2: References for the bidder/subcontractor in respect of services of a similar nature provided during the last 2 calendar years*

Reference 1	
Name of the tourism destination*	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

Reference 2	
Name of the tourism destination*	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

*Please note: at least **three** valid references for tourism destination clients must be submitted. A greater number of references will be viewed positively. Please attach a brief case study/work sample for each destination.

Name and address of bidder (company stamp)

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Reference 3	
Name of the tourism destination*	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

Reference 4	
Name of the client/company	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

*Please note: at least **three** valid references for tourism destination clients must be submitted. A greater number of references will be viewed positively. Please attach a brief case study/work sample for each destination.

Date, signature, printed name