10th November 2017

REFERENCE NUMBER: MGOZ/MPU/ T 38/2017
Tender for the Provision of Services in Relation to a Digital Promotion Campaign for Gozo as a Holiday Destination
Clarification No. 1

Q1: The tender document mentions that any video content will be provided by Directorate. Is the Directorate planning on providing a series/sets of photos of Gozo so that fresh content can be posted regularly?

A1: As stipulated in the tender document, the Contractor will be given access to the Contracting Authority’s media library to use in the marketing plan. The seventh bullet of clause 4.1.1. of the Terms of Reference also states that part of the Contractor’s scope of work is to update the Directorate’s imagery. In this regard, Contractor may also produce its own photography if such measure helps Contractor reach the contract’s marketing goals. As per article 14.3 in the Special Conditions, it is to be noted that all publicity material produced for the digital marketing campaign has to be approved by the Contracting Authority and shall become property of the Contracting Authority.

Q2: Page 18, point 4.1.1 mentions the creation of different Facebook audiences. Can the Directorate indicate how many different types of audiences it is planning to market to and how many times a month such posts will be requested? Also will the Directorate provide specific photos to target these audiences?

A2: Target audience should be as listed in clause 4.1.3 of the Terms of Reference. As indicated in bullet two (2) of clause 4.1.1, the full target audience shall be specified by the Contracting Authority upon commencement of contract.

Frequency of posts should be decided by the Contractor as is deemed necessary to help reach the stipulated targets of 25,000 lifetime engaged Facebook users per month and 2,500 – 3,000 daily sessions on visitgozo.com (see Clause 8.1 of Terms of Reference – Definition of Indicators).

As indicated in the Tender Document, Contractor will have access to the Contracting Authority’s media library. However, Contractor is free to use own media resources to reach a better engagement rate, in line with the overall goals, with the target audience. As per article 14.3 in the Special Conditions, it is to be noted that all publicity material produced for
the digital marketing campaign must be approved by the Contracting Authority and shall become property of the Contracting Authority.

Q3: *With regards to competitive analysis studies of competitors, can these be identified at this point? How many competitors will be analysed?*

A3: There are multiple competitors in this dynamic market that have similar target segments to Gozo’s. There is no limit on the number of competitive analysis in line to clause 3.1 of the terms of reference, specifying the Assumptions Underlying the Project Intervention

Q4: *With regards to the mention of industry trends mentioned on page 17, does the Directorate has any specific trends in mind?*

A4: The Contractor should be able to report on current trends that may guide the Directorate and the Contractor market the Island of Gozo better through the Directorate’s online resources and thus helping the Contractor reach the contract’s overall goals.

Q5: *With regards to email marketing, can the Directorate amplify further? How many newsletters will be send out over the year?*

A5: The number of newsletters sent should help the Contractor reach one of the monthly goals stipulated in the contract i.e. drive more users to VisitGozo.com. Number of newsletters sent should be decided by the Contractor as is deemed fit to reach contract targets. Please note that as per clause 3.1 of the Terms of Reference, the Contractor is bound to amend any component of the project’s tasks (in this case, frequency of email newsletters sent) until it is to the satisfaction of the contracting authority.

All other terms and conditions remain the same.