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MINISTRY FOR GOZO
HEAD OFFICE DG OPERATIONS, ST. FRANCIS
SQUARE,
IR-RABAT, GOZO, MALTA

5th February 2020

REFERENCE NUMBER: MGOZ/MPU T 5/2020

Tender for the provision of a digital promotion campaign for Gozo as a holiday destination.

Clarification No. 3

Reference is made to the above-tender, for which deadline for submission of offers is Tuesday 11th February 2020 at 09.30am.

Question 1: In section 4.1.1 it is mentioned an 8 percent increase of twitter followers. Is the incremental increase per month? We noticed that you have 8551 twitter followers at the moment, if the incremental increase is per month it would result in 21531 followers over the year. Is that the metric that the contractor would be held to?

Answer 1: This is compound growth. Each month the number of followers should increase by 8% over the total amount of followers in the previous month. Contractor should plan campaigns, tweet frequency, timing of tweets etc... to reach this target.

Question 2: With regards to digital promotion for the main targeted groups in section 4.1.3, should we take into consideration the costing including the translation and adaption of artworks for each target group?

Answer 2: All countries in our target group have a high % of English speakers. Campaigns shall thus be in English unless instructed otherwise throughout the duration of the contract. Translation costs and adaptation of artwork should not be factored in the final costing.

All other terms and conditions remain the same.