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MINISTRY FOR GOZO
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24th January 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. 2

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

Question 1: Shall the costs for boosting and other promotions to promote the social media be covered by the Contractor or by the Authority? And what if certain targets such as website visitors are not met?

Answer 1: As per Article 39 of Section 2 in the tender document, 'the financial offer submitted by the bidders should include the global amount the Contracting Authority would pay, including agency fees to develop the strategy and the advertising and boosting fees to reach the goals of the strategy. Advertising included in the financial offer is any advertising needed to reach the stipulated targets (i.e. social media increase in page likes and followers, social media increase in engagement with followers, visitgozo.com increase in users, visitgozo.com increase in ranking) ...'

As stated in Article 19 of Section 2 in the tender document, 'in case that the monthly indicators listed in Article 8.1 of the Terms of Reference are not met on a particular month, the Contractor will be given time to seek remedial action during the following month. Until the target is reached and, without prejudice to what is stated in Article 19.2 of the general conditions, the contractor shall be subject to damages for delay. These damages are being liquidated to €100 (one hundred euro) per calendar day. The daily penalty

shall be applied for a period of not more than fifteen (15) days after which the month's payment (less the penalty for the delay) will be forwarded to the Contractor...'

All other terms and conditions remain the same.