

**REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM**

**THE TENDER SPECIFICATIONS FOR
THE ADVERTISING CAMPAIGN IN FOREIGN MARKETS - 2019**

I-LEGAL GROUNDS

The tender shall be conducted under the “Principles on the procurement of goods and services and production works carried out by the offices abroad of administrative bodies”, which came into force with the announcement published in the Official Gazette [*Resmi Gazete*] No 25633 of 4 November 2004. The tender will start on 8 January 2019 at 10 am (local time) in Berlin, Germany.

II- DEFINITIONS

The following terms of the advertising specifications and its appendices shall be construed as follows:

Ministry and Administration: Republic of Turkey Ministry of Culture and Tourism,

Representative Office Abroad: The Counsellor’s/Attaché’s Offices of Culture and Information, representing the Republic of Turkey Ministry of Culture and Tourism abroad,

Applicant: Real persons or legal entities, or their joint ventures (business partnership), who submit a bid in accordance with the Tender Documents,

Contractor: The applicant, who is awarded the contract with the conclusion of the tender process,

Tender File: The tender file, consisting of an external envelope with three other envelopes inside, to be sent to the address where the tender meeting is to be held.

Annual Turnover: The total revenue the applicant annually obtains with its commercial activities particularly in the sectors of advertising, marketing, public relations and communication,

III- DESCRIPTION AND SCOPE OF THE TASK

Clause 1- Scope of the Tender Documents

1.1. The tender documents are as follows:

- 1) The Administrative Specifications
- 2) The Campaign Information Report
- 3) The list of the Counsellor’s/Attaché’s Offices of Culture and Information representing the Turkish Ministry of Culture and Tourism abroad

1.2. The Turkish tender documents and its English version could be downloaded from the following website: www.kulturturizm.gov.tr.

Clause 2- Definition of the task

2.1. The task shall comprise *developing and conducting Turkey's 2019 advertising campaign abroad*, which will run in line with the *Campaign Information Report* offered among the Tender Documents. The task also includes *upgrading the branding strategy of Turkey, creating the brand identity of Turkey, offering creative works adaptable to various media (TV, radio, print media, outdoor, digital media, cinema, ambient etc.), offering 4 scripts for TV commercials and the services listed in Clause 3 of these specifications* with no statement of an approximate cost whose payment will be made in Turkish Lira.

The applicants to the tender are expected to develop a global-scale campaign that encompasses creative works applicable to the conventional (outdoors, print media, TV, and radio) ambient, digital and innovative media.

Clause 3- Scope of the task

The scope of the task is as follows:

1. Creating the new brand identity of Turkey and the new positioning strategy for Turkey (promotion logo of Turkey and relevant slogan)
2. Upgrading the strategy of Turkey's 2019 promotion campaign, presenting campaign proposals, conducting the campaign all year long and making proposals with a focus on applicable 360-degree ideas
3. Developing sub-campaigns that stand in conformity with the global campaign and focus on different tourism products intended for different target groups
4. Offering 4 TV commercial scripts (one about Turkey's sea-sun-sand, one on Turkey's culture tourism, one to promote the museums in Turkey and one to raise awareness of tourism)
5. Offering and developing a creative concept for Turkey (to be used in widely-used mediums such as TV, radio, print media, digital media, cinema, ambient and outdoor), and render the services of translating them into the languages spoken in the target markets
6. Adapting the visuals to be used in the international tourism fairs that the Turkish Ministry of Culture and Tourism will attend
7. Carrying out the design-focused frame works intended for the brand of Turkey and for the Turkish Ministry of Culture and Tourism at digital platforms

Clause 4- Terms of Application

4.1. The applicants can be based inside or outside of Turkey.

4.2. Each applicant is required to have operated in the advertising field for at least 10 [ten] years.

4.3. The campaign will be conducted globally. Thus, if the tender-winning applicant is based outside of Turkey, it needs to have an Istanbul-based representative that operates in Istanbul for at least three years. The representative shall meet the terms set in 4.4.

4.4. The applicants shall have an annual turnover averaged at minimum 2,5 million USD [two million and five hundred thousand US dollars] USD for the past two years (2016 and 2017).

4.5. The applicant who is not able to document the annual turnover it achieved in 2017 shall notify the grounds in writing. If the commission members find the grounds acceptable, the commission members will take into account the average annual turnover of the preceding two years (2015 and 2016).

4.6. Each applicant is required to draw up Fact Files that indicate their past experiences. The applicant shall predicate these files on the *Corporate Info Form for Agency Structure*, which is attached to the Advertising Specifications (See Appendix 1).

Clause 5- Applicants not eligible to submit a bid to the tender

5.1. Those listed below are not allowed to submit a bid in their name or on behalf of others, directly or indirectly, and they are not allowed to serve as subcontractor:

- a)** Those who are barred from bidding for a public tender, temporarily or permanently, for an indefinite period, as set out in the provisions of Law No 4734 on Public Tenders Act and in other legislations; and those who are convicted (1) of the crimes covered by Anti-Terror Law, No. 3713, dated 12/04/1991, (2) of organized crimes or (3) of bribing public servants in his/her homeland or in a foreign country.
- b)** Those who are found to have committed fraudulent bankruptcy.
- c)** The tendering officers or officials of the administration which lodges the tender and/or the officers or officials working in the boards which are authorized to conduct the tender.
- d)** The officers or officials who are tasked, on behalf of the administration, with preparing, conducting, concluding and approving all tender-focused procedures.
- e)** Spouses, three-degree relatives or second-degree affinities by marriages, adopted children of those mentioned in (c) and (d).

5.2. The applicant who submits a bid despite the above-mentioned terms shall be excluded from the tender process.

5.3. In the case that a contractor is found later to be ineligible to submit a bid as part of this tender, the contract will be terminated by the administration without providing any prior notification. The administration will also be able to terminate the contract even if it is already signed.

5.4. The contractor, who knows about its incapacity to join the tender but bids even so, shall accept beforehand to pay a fine amounting to 0.5% of the total budget specified within the scope of this tender.

Clause 6- Tender date, place where to submit the bid and bid closing date and time

6.1. The tender starts at 10 am (local time) in Berlin, Germany on 8 January 2019. The applicants to be invited by the commission will receive the details of the address where the tender meeting takes place.

6.2. The bids shall be sent to the following address:

Botschaft der Republik Türkei Kulturabteilung
Tauentzienstr. 9-12, Europa Center 6. OG, 10789 Berlin, GERMANY
Contact person: Hüseyin Gazi Coşan

Web: www.tuerkeifasziniert.de
E-mail: info@tuerkeifasziniert.de
Phone: +49 30 214 37 52
Fax: +49 30 214 39 52

6.3. The tender file shall be delivered, by hand or special delivery, to the address above until 4 January 2019 at 6 pm (local time). Any bid submitted afterwards shall not be taken into consideration. The latest delivery time shall be based on the local time of the place of tender (local time of Berlin).

6.3. The bids submitted to the Counsellor's Office of Culture and Information in Berlin shall not be reclaimed on any grounds.

IV- PREPARATION OF THE TENDER FILE

Clause 7- General

7.1. The contents of the tender documents shall be examined carefully.

7.2. Applicants of this tender shall be deemed to declare and undertake that they read all of the tender documents and accept its terms and provisions.

7.3. Each applicant shall assume full responsibility to abide by the terms which concern the bid submission.

7.4. Any bids in conflict with the terms and forms of the tender documents shall not be taken into consideration.

7.5. If necessary, the applicants will be able to demand visuals from the administration's archives on condition that the applicants use them only in the documents they will provide during the tender process.

7.6. The bids remain valid for a period of 90 calendar days from the tender date.

Clause 8- Bids File

The bids file, timely delivered to the address stated in 6.2, shall consist of an external envelope that contains 3 [three] other envelopes:

1. Envelope of Compulsory Documents
2. Envelope of Campaign
3. Envelope of Financial Bid

8. 1. External Envelope:

The external envelope shall contain the full name and address of the applicant. The envelope shall also contain the following note:

REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM
GENERAL DIRECTORATE OF PROMOTION
BIDS FILE FOR THE ADVERTISING TENDER - 2019

The flap of the envelope shall be closed, stamped and signed by the applicant.

8. 2. Envelope of Compulsory Documents

The Envelope of Compulsory Documents shall contain the compulsory documents listed below and shall include the full name of the applicant. The envelope shall contain the following note as well:

REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM
GENERAL DIRECTORATE OF PROMOTION
ENVELOPE OF COMPULSORY DOCUMENTS FOR THE ADVERTISING TENDER - 2019

The flap of the envelope shall be closed, stamped and signed by the applicant.

The Documents in the Envelope of Compulsory Documents

1. Corporate Info Form for Agency Structure(See Appendix 1)
2. Contact details of the person(s) authorised to represent the applicant and the current circular of signatures or specimen signatures approved by the authorized persons or bodies
3. The ID details of the applicant, the partnership structure as from the application date, the official documents that indicate the trade base and trade registry (the Turkish and English versions of these documents shall be certified and attached therein)
4. The campaign will be conducted globally. Thus, if the tender-winning applicant is based outside of Turkey, it needs to have an Istanbul-based representative that operates in Istanbul for at least three years. The applicant shall also document that the representative meets the terms set in 4.4.

5. Each applicant shall document to have had an average annual turnover worth at least 2,5 million USD [two million and five hundred thousand US dollars] in the past two years (2016 and 2017).
6. If the applicant is not able to document its 2017 annual turnover, it shall submit the grounds of this failure in official writing and also document the average annual turnover it achieved in the preceding two years (2015 and 2016). The average annual turnover of the preceding two years (2015 and 2016) shall be worth 2,5 million USD.

No information about the financial offer made shall by any means be included in this envelope.

8. 3. Envelope of Campaign

The envelope of campaign shall include the name of the applicant and contain the following note:

REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM
GENERAL DIRECTORATE OF PROMOTION
ENVELOPE OF CAMPAIGN FOR THE ADVERTISING TENDER - 2019

The flap of the envelope shall be closed, stamped and signed by the applicant.

The Campaign Envelope **shall contain a portable flash memory (external disk) or CD/DVD with the applicant's personal information thereon.** The documents listed below should be formatted in PDF or PPT files:

Envelope of Campaign shall contain the following documents:

1. Works intended for Turkey's new brand identity and positioning strategy (promotion logo and slogan of Turkey)
2. Proposals and works to develop the strategy of Turkey's 2019 promotion campaign as well as applicable 360-degree idea proposals
3. 4 TV commercial scripts (one about Turkey's sea-sun-sand, one on Turkey's culture tourism, one to promote the museums in Turkey and one to raise awareness of tourism)
4. Sample works with a focus on the design and adaptation of ads that aim to form and develop a creative concept for Turkey (to be used in widely-used mediums such as TV, radio, print media, digital media, cinema, ambient and outdoor)
5. Carrying out design-focused frame works intended for the brand of Turkey and the Turkish Ministry of Culture and Tourism at digital platforms

The language of documents in the Envelope of Campaign shall be either English or Turkish.

Information regarding the cost and/or the budget of the task(s) specified shall not be included in this envelope.

The details of the documents that should be placed in the Envelope of Campaign are provided below:

Creating the new brand identity and positioning strategy of Turkey

1. A detail explanation concerning the positioning strategy which is intended for Turkey's new brand identity, and the submission of the yearly promotion plan,
2. The promotion logo of Turkey should be unsophisticated, easy-to-understand and easy-to-remember. It should be flexible enough to adapt to different languages. It should be used easily with any printing and cutting technique. When used in small size, the logo details must not disappear. When used in large size, the logo details must not decompose. The new logo shall be easy-to-read and easy-to-recognize in any size and on any surface. The logo is expected to be original and unique, without reminding people of the logos of other products and countries. The administration will not assume any liability (1) if the new logo is found later to be a copy/imitation of another logo or (2) if the new logo is found to be an inspired version of some other logo.
3. The logo shall be submitted with its corporate identity guide. It should be designed in 32 languages* and in AI, eps, psd, png and jpeg formats. The administration shall be informed about the CMYK and PANTONE colour codes of the logo. The new logo shall be submitted in convertible and inconvertible formats. Also, the logo font of the inconvertible versions must be provided to the administration.

*Languages: Turkish, English, German, French, Russian, Italian, Spanish, Japanese, Greek, Czech-Slovak, Malay-Indonesian, Danish, Swedish, Dutch (Holland-Belgium), Arabic, Romanian, Lithuanian, Finnish, Hebrew, Polish, Latvian, Hungarian, Norwegian, Portuguese, Chinese, Estonian, Croatian, Korean, Slovenian, Thai, Taiwan's Chinese, Serbian

4. The contractor shall deliver the administration the creative works produced for various media. The creative works shall be submitted on digital media, in final form, ready to print and broadcast, at high resolution and in layers. The rights as described in Clause 12 of the Administrative Specifications shall also be delegated to the administration.

Developing the strategy of Turkey's promotion campaign and campaign proposal

1. The proposal regarding the development of Turkey's branding strategy and the creation of Turkey's brand identity shall be made in accordance with the Campaign Information File, which is provided within the tender documents.
2. The applicants are expected to draw up an advertising campaign intended for Turkey's promotion abroad, to develop applicable 360-degree idea proposals and to prepare a yearly promotion plan.
3. The branding strategy and brand identity of Turkey shall be offered as part of an integrated campaign proposal. This proposal shall ensure the image integrity of Turkey and also consolidate the positive perception of Turkey.

4. The campaign shall bring forth the features, which distinguish Turkey from its rivals, and shall contain an original idea and a solution offer. As promoting Turkey as a tourist destination, the contractor shall manage the communication strategy and its tools to reach high-quality visitors and thereby boost the Turkish tourism revenue.
5. Each applicant is expected to offer a script for “promoting Turkey’s museums” and “raising awareness of tourism” as being included in the scope of the task (Clause 3), to offer a strategy that will get the international tourists to perceive the same campaign starting from the airport they depart from to the destination they travel to.
6. Given the campaign proposals, each applicant is expected to develop a global-scale concept for Turkey and offer sub-campaigns that can be integrated into different languages and focused on different target groups in the target markets.
7. The concept must have a flexible structure to meet the expectations and needs of the target groups that differ depending on the target market. So, the messages that are intended to address and attract the target groups can become adaptable to each market.
8. **The global campaign proposal** of each applicant shall be **maximum two in number**. If more than one proposal is submitted, they shall be identified as **first** and **second proposal**. ***Any other proposal submitted shall not be taken into consideration.***

Scripts of TV commercials

1. The TV commercials shall conform to the contents of the Campaign Information Report. The TV commercials need to include creative and outstanding approaches, have an original plot and reflect an original script.
 - Two TV commercial scripts (one centring around Turkey’s sea-sun-sand and one concentrating on Turkey’s culture tourism)
 - One script to raise awareness of tourism
 - One script and strategy to promote Turkey’s museums
2. Each script shall be offered for a 90-sec long commercial film. These scripts should also be adaptable to 15, 30 and 60-sec long versions.
3. The applicants can also include the storyboards in the Envelope of Campaign as printed and in the sizes they prefer.
4. As part of the strategy of the global campaign, the TV commercials need to be in harmony with and complementary to each other.

Offering and developing a creative concept for Turkey

1. Each applicant shall submit creative works that will be matching the concept of the global campaign. These works will be used on various mediums like TV, radio, print media, digital media, cinema, ambient and outdoors.
2. The advertisement texts and slogans that will be used as part of the campaign will be translated and adapted.
3. Each applicant shall come up with short, easy-to-remember, lasting and distinctive jingles. These jingles shall match the campaign strategy. They will be made available for use at audio platforms.
4. Each applicant shall also submit creative works that focus on “promoting Turkey’s museums” and “raising awareness of tourism”. The works that promote Turkey’s museums need to be edited in a fashion that influences both domestic and foreign tourists from the airport they depart to the destination they visit.
5. The creative works shall be submitted in digital format (in a flash disk) in the Envelope of Campaign. The contractor may be asked to make the printed versions of these works available.
6. The applicants, as preparing the tender file, will be able to demand visuals from the administration’s visual archives on condition that they will use these visuals only in the tender documents. In the case that an applicant that uses different visuals whose copy rights were already obtained is awarded the tender, the administration can later seek and obtain the user rights of these visual(s).

The design- focused frame works at digital platforms

Within the scope of the concept aimed at creating a new brand for Turkey, design-focused frame works shall be carried out and conducted. These works shall be tailored to provide the image integrity of Turkey. They need to be in harmony with each other and will be used on the webpages and accounts opened for the Turkish Ministry of Culture and Tourism and the new brand of Turkey at digital platforms.

8.4. Envelope of Financial Bid

The envelope of campaign shall bear the name of the applicant and contain the following note:

REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM
GENERAL DIRECTORATE OF PROMOTION
ENVELOPE OF FINANCIAL BID FOR THE ADVERTISING TENDER - 2019

The flap of the envelope shall be closed, stamped and signed by the applicant.

The documents of the Envelope of Financial Bid shall include:

The costs belonging to all works and services listed in Clause 3 (*see the scope of task*) shall be based on Turkish Lira. The total cost shall be given in the currency of Turkish Lira, too. Exchange rates for the Turkish Lira must be obtain from [<https://www.tcmb.gov.tr/>]. The applicant, upon demand, can also include, together with the yearly financial bid, its statement to get paid on a monthly (12 months) basis. The financial bid will be excluding tax.

The bids shall be submitted in figures and letters. The bids written in letters will be taken into account in case of a discrepancy.

V- CONSIDERATION OF THE BIDS

Clause 9- Date of Consideration

The tender commission shall convene on 8-14 January 2019 in the tender address to consider the bid proposals.

The tender date can be extended to 17 January 2019 if the commission fails to conclude the consideration of the bids on the date specified above.

Clause 10- Method of Consideration

The tender commission shall work **in three steps**.

1st Step:

The tender bid files sent to the Counsellor's Office of Culture and Information in Berlin will be opened by the Tender Commission. The commission will check on the documents that are to be included in the Envelope of Compulsory Documents. Following the commission's consideration, the commission shall record the applicants whose compulsory documents are not in accordance with the Tender Specifications and exclude them from further evaluation.

2nd Step:

I.

A) The commission will open the Envelope of Campaign submitted by the applicants whose compulsory documents are found in compliance with the tender specifications.

B) The representatives will be invited by the commission to give a presentation on 10-12 January 2019 in the tender address.

C) The presentation of each applicant shall not exceed 1 [one] hour. The presentations shall be in either English or Turkish language. The commission may provide additional time for the presentations if it deems it necessary.

D) The commission members will take into account the elements of the task and grade each considering the criteria below.

- Developing brand identity and branding strategy (.../25 Points)
- Creativity, originality and integrated communication strategy (.../30 points)
- Competence of the agency (.../25 Points)
- The sufficiency of the scripts intended for the TV commercials (.../20 points)

II. After the evaluation, the commission will invite the applicant who receives the highest score out of 100 to conclude the third and last step.

The applicants shall take into account that the commission may fail to conclude the consideration of the bids on the date specified above and may extend the bids consideration to 17 January 2019.

3rd Step:

The Tender Commission will invite the applicant who scores the highest after the presentations, and open the Envelope of Financial Bid to start negotiations. The process and outcome of the negotiations will be kept in the meeting minutes. If the highest score is achieved by more than one applicant, the applicants will be invited for negotiations in an alphabetical order. The commission will note down the negotiations and their outcome and keep them in the meeting minutes.

If an agreement is not reached with the highest scoring applicant, the Envelope of Financial Bid belonging to the second highest scoring applicant will be opened, and negotiations will be restarted. If the negotiations fail, the third highest scoring applicant will be invited for negotiations.

The commission then concludes the tender process and keeps a written record of the meeting details.

Clause 11- Signing of Contract

11.1. The tender commission shall submit its final resolution to the authorized tender official for approval. Once approved, the resolution shall become valid. The tender official is free to approve the resolution. The tender-winning contractor and the representative office abroad, which is authorised by the administration, shall sign the contract that covers the scope of task.

11.2. The contract shall be signed within 30 [thirty] days from the approval of the resolution and from notifying the tender-winning contractor of the resolution. Due to the circumstances beyond control, this period can be extended for a further 30 [thirty] days with a written permission issued by the Ministry. The contractor shall accept and declare that it will pay a fine amounting to 0.5% of the total task budget in case the contractor declines to sign the contract within the time set above or decides to abandon the task.

VI- OTHER ISSUES

Clause 12

12.1. The applicant who is awarded the tender will provide the administration with the final versions of all the works that it submits during the tender process within 5 (five) days from the signing of the contract at the latest.

12.2. The creative works, which won't be used or/and whose copyrights are not held, shall not be submitted as part of the tender process or put to use under any circumstances. Otherwise, the financial, legal and penal obligations that arise from the matters of dispute shall belong to the applicant or/and contractor. The applicant/contractor will stand as defendant of any legal case. No liability in respect thereof will be assumed by the administration.

12.3. The project proposals of the applicants who fail to win the tender will be kept as tender documents, and will not be returned. No payments will be made for the works created as part of this tender process.

12.4. The applicant, who is awarded the tender (contractor), shall delegate the administration all the financial rights, permanently and without any cost, to the logo, TV commercial scripts and creative works which will be produced for various media. The rights shall include the use of these works in printed or visual media and in such other mediums. The rights shall also include the processing, duplication, propagating, representation, sign, audio and/or visual broadcasting. The administration reserves the right to make any change to the works (the works which are produced as part of the task) without receiving any prior consent.

12.5. The texts, creative works and other works may be subject to change based on the requests of the representative offices abroad.

12.6. The project proposals of the applicants who fail to win the tender will be kept as tender documents, and will not be returned. No payments will be made for the works created as part of this tender process.

Clause 13- Invoices and Payments

13.1. The contractor shall issue the invoices in the name of "Republic of Turkey Ministry of Culture and Tourism (İsmet İnönü Bulvarı, No: 5, Emek, Ankara)", and send them to the address of the relevant Counsellor's/Attaché's Office of Culture and Information of the Ministry (Representative Offices Abroad).

13.2. The administration shall make the payment, on a monthly basis, to the contractor through the relevant representative office abroad considering the local legislation of the market country.

13.3. The payments will be made in accordance with the Turkish financial legislation after the work is finished, the services are carried out and the contractor submits all relevant documents to the relevant representative office abroad.

Clause 14- Settlement of disputes

The Turkish Financial Legislation, “Law No. 5846 concerning Intellectual and Artistic Works”, Ankara Courts and Enforcement Offices shall have the jurisdiction in the settlement of any legal dispute.

Clause 15- These Specifications consist of 15 clauses.

Appendix 1: Corporate Info Form for Agency Structure

CORPORATE INFO ON AGENCY STRUCTURE

1. Agency name

.....

2. Agency address details

.....

3. Is the agency an affiliate? If yes, to which company is it affiliated?

.....

4. Does the agency have a representation office in Istanbul? If no, has the agency been operative in Istanbul for at least three years?

.....

5. Does the agency have international connections (such as membership of association, joint projects et cetera) If yes, please state.

.....

6. Please state the central office and branch offices of the agency.

.....

7. Please state the primary operation field of the agency

.....

8. Please state the name, frame and budget of the biggest campaign achieved.

.....

9. If available, please state the turnovers achieved in the last two years.

.....

10. Organizational structure

.....

11. Please state the partnership structure (Incorporated company/Joint stock company etc) If present, please state the partners.

.....

12. Please state the customer portfolio.

.....

13. Please state the portfolio that includes the advertising, marketing, public relations and communication activities carried out in the last ten years.

.....

14. Please state the customer-based services

.....

a) Clients for whom TV campaigns have been provided

.....

b) Clients for whom print services have been provided.

c) The current clients for whom internet services have been provided

d) Clients for whom animations, 2D-3D applications have been provided

.....

e) Clients for whom such other services have been provided on alternative media

.....

15. Number of employees:

- a) Number of creative directors:
- b) Number of ads authors:
- c) Number of customer representatives:
- d) Number of customer relations directors
- e) Number of arts directors:
- f) Number of graphic designers:
- g) The team structure and number of team members (employees who will work under this project) and hours to be spent in a week for the services (such as strategy, creativity, management etc.)

16. Credentials (customers and contact details)

.....

17. Competitions that the agency has joined (and received a prize/reward) in the last five years

.....

Important Note: The information you share herein will be kept confidential.