

**BIDDING DOCUMENT**  
**PROCUREMENT OF NON-CONSULTANCY SERVICES**

**SELECTION OF AN AGENCY TO EXECUTE A DIGITAL MARKETING  
CAMPAIGN IN THE  
GERMAN MARKET  
2024**

**Contract No: SLTPB/PROC /NCB/131**

Sri Lanka Tourism Promotion Bureau  
# 80, Galle Road,  
Colombo 03

February 2024

**Democratic Socialist Republic of Sri Lanka  
Ministry of Tourism  
Sri Lanka Tourism Promotion Bureau**

## Invitation for Bids

### SELECTION OF SELECTION OF AN AGENCY TO EXECUTE A DIGITAL MARKETING CAMPAIGN IN THE GERMAN MARKET

#### THE GERMAN MARKET 2024 Bid No: SLTPB/PROC/NCB/131

The Chairman, Departmental Procurement Committee of Sri Lanka Tourism, invites sealed bids from reputed and experienced agencies for selection of a Digital Marketing Agency to Execute a Digital Marketing Campaign for Germany for a period of 2024, in coordination with Sri Lanka Tourism Promotion Bureau (SLTPB).

1. The purpose of the proposed Digital Marketing Campaign is to develop a country-specific Digital Advertising strategy for the German Market, based on content and channel strategy to optimize the digital presence of the destination.
2. The maximum total contract value over the period of six months will be LKR 200 million for the proposed activation in Germany and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
3. Prospective bidders shall comply with the following Eligibility Criteria;
  - a. Agency duly registered in Sri Lanka as a legal entity
  - b. Minimum of 03 years of experience in Digital Marketing (Completed Campaigns).
  - c. Proven track records in handling minimum of three (03) International Brands from 2013 to 2023 (Completed Campaigns).
  - d. The Agency shall have office /agent /representative /sub agent in Germany
4. Bidding will be conducted adopting National Competitive Bidding (NCB) Method under the National Procurement Guidelines 2006.
5. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau after sending a request to [procurement@srilanka.travel](mailto:procurement@srilanka.travel) with a copy to [nithinip@srilanka.travel](mailto:nithinip@srilanka.travel).
6. A complete set of bidding documents in the English language may be obtained by interested bidders on submission of a written application to the e-mail address below, and upon depositing/online transfer of **Rs.25,000 /=(Twenty Five thousand only)** being nonrefundable fee in-favor of Sri Lanka Tourism Promotion Bureau on or before **07<sup>th</sup> March 2024** credit of account number 007119985 maintained at Bank of Ceylon, Corporate Branch and email the proof of payment to [nithinip@srilanka.travel](mailto:nithinip@srilanka.travel) furnishing the under-mentioned information;
  - Name of the Agency
  - Name of the contact person and the contact details
  - Email address of the contact person.
7. The Bidding document could be viewed online for free of charge by logging in to the web site: <https://www.srilanka.travel/tender-documents> by the interested bidders.

8. A Pre-Bid Meeting in this regard will be held at **10:30 AM** Sri Lanka Time (GMT + 5.5) on **27<sup>th</sup> February 2024** at the Board Room, Sri Lanka Institute of Tourism and Hotel Management (Hotel School) No 78, Galle Road, Colombo 03.
9. All bids shall be accompanied by an Unconditional and On Demand Bid Security, which shall be in the form included in the bidding document, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 for an amount of Sri Lanka Rupees Two Million (Rs. 2,000,000) valid up to **09<sup>th</sup> June 2024** issued by an A class Commercial Bank registered in Sri Lanka.
10. Bid submission address is Chairperson, Department Procurement Committee, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03. Bids must be delivered to the Procurement Division (Basement), Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 **at 12.00 noon on or before 07<sup>th</sup> March 2024** Bids will be opened immediately after the bid closing time at the Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 in presence of the bidder's representatives who choose to attend in person.
11. Late bids will be rejected.
12. Further information on the assignment could be obtained from the Head of Procurement [nithinip@srilanka.travel](mailto:nithinip@srilanka.travel) during office hours.
13. Calling for bids or cancellation of calling for bids for this procurement, is carried out at the discretion of the Department Procurement Committee.

Chairman  
Department Procurement Committee  
Sri Lanka Tourism Promotion Bureau  
No. 80, Galle Road  
Colombo 03

### **Section I – Instruction to Bidders (ITB)**

ITB shall be read in conjunction with the section III, Bidding Data Sheet (BDS), which shall take precedence over ITB.

<b>A. General</b>		
1. Scope of Bid	1.1	The Employer, as defined in the Bidding Data, invites bids for the Services, as described in the Section III of the Contract. The name and identification number of the Contract is provided in the Bidding Data
	1.2	The successful Bidder will be expected to complete the performance of the Services by the Intended Completion Date provided in the Bidding Data.
2. Qualification and Experience of the Bidder	2.1	All bidders shall provide in Section III, Forms of Bid and Qualification and Experience Information, a preliminary description of the proposed work method and schedule, including drawings and charts, as necessary.
	2.2	<p>If stated in the Bidding Data, all bidders shall include the following information and documents with their bids in Section III:</p> <ul style="list-style-type: none"><li>a. Agency duly registered in Sri Lanka as a legal entity</li><li>b. Minimum of 03 years of experience in Digital Marketing (Completed Campaigns).</li><li>c. Proven track records in handling minimum of three (03) International Brands from 2013 to 2023 (Completed Campaigns).</li><li>d. The Agency shall have office /agent /representative /sub agent in Germany</li><li>e. Work plan and methodology</li><li>f. List of major items proposed to carry out in the Contract.</li><li>g. Qualifications and experience of key staff proposed for the Contract.</li><li>h. Any other if listed in the Bidding Data.</li></ul>
3. Cost of Bidding	3.1	The Bidder shall bear all costs associated with the preparation and submission of his Bid, and the Employer will in no case be responsible or liable for those costs.
4. Site Visit	4.1	---Not Relevant to this Campaign---

<b>B. Bidding Documents</b>		
5. Content of the Bidding Document	5.1	<p>The set of bidding documents comprises the documents listed below;</p> <p><b>Volume I</b></p> <p>Section I – Instructions to Bidders</p> <p>Section IV – Conditions of Contract</p> <p>Section VII – Forms of Securities</p> <p><b>Volume II</b></p> <p>Invitation for bid</p> <p>Section II – Bidding data</p> <p>Section III – Forms of Bid and Qualification Information</p> <p>Section V – Contract Data</p> <p>Section VI – Employers Requirements</p> <p>Section VIII – Activity Schedule</p>
6. Clarification of Bidding Documents	6.1	A prospective Bidder requiring any clarification of the bidding documents may notify the Employer in writing at the Employer's address indicated in the invitation to bid.
<b>C. Preparation of Bids</b>		
7. Language of Bid	7.1	The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Employer shall be written in the English Language.
8. Documents Comprising the Bid	8.1	<p>The Bidder shall submit the Bid under two separately sealed envelopes as follows:</p> <p>(a) The first envelope shall be clearly marked "ENVELOPE 1 – QUALIFICATION AND EXPERIENCE INFORMATION"; and shall enclose the original Document and the Copy in separately sealed envelopes, duly marking envelopes as "Original" and "Copy". These envelopes containing the "Original" and "Copy" then be enclosed in one single envelop.</p>

		(b) The second envelope shall be clearly marked “ENVELOPE 2 – “FINANCIAL BID” and warning “DO NOT OPEN, EXCEPT IN THE PRESENCE OF THE BIDDERS”. and shall enclose the “Original” financial bid and the “Copy” in separate sealed envelopes, duly marking envelopes as “Original” and “Copy”. These envelopes containing the “Original” and “Copy” then be enclosed in one single envelop.
	8.2	The Envelope 1, marked as “QUALIFICATION AND EXPERIENCE INFORMATION” shall include the originals of the following:  (i) Volume 1 of the Bidding Document (ii) Bid security if requested; (iii) Duly filled Schedule A - “Qualification and Experience Information”; (iv) Other information listed in Bidding Data; and (v) Any other information, bidder may wish to include
	8.3	The Envelope 2, marked a “ORIGINAL OF FINANCIAL BID” shall include the originals of the following:  (i) Duly filled and signed Price Bid Submission Form ; (ii) Duly filled Financial Bid
	8.4	The two covers shall then be sealed in an outer Envelope All inner and outer envelopes/covers shall:  (a) be addressed to the Employer at the address provided in the Bidding Data; (b) bear the name and identification number of the Contract as defined in Bidding Data; and
9. Bid Prices	9.1	The Contract shall be for the Services, as described in the Employer’s Requirements, Section VI, based on the Financial Bid submitted by the Bidder.
	9.2	The Bidder shall fill in rates and prices for all items of the Services described in the in-Employer’s Requirements, Section VI and listed in the Financial Bid, Section VII. Items for which no rate or price is entered by the Bidder will not be paid for by the Employer when executed and shall be deemed covered by the other rates and prices in the Financial Bid.
	9.3	All duties, taxes, and other levies payable by the Service Provider under the Contract, or for any other cause, as of the date 28 days prior to the deadline for submission of bids, shall

		be included in the total Bid price submitted by the Bidder. However, all taxes shall be included separately.
10. Currency of Bid and Payment	10.1	The price shall be quoted by the Bidder shall be in Sri Lankan Rupees.
11. Bid Validity	11.1	Bids shall remain valid for the period specified in the Bidding Data.
	11.2	In exceptional circumstances, the Employer may request that the bidders extend the period of validity for a specified additional period. The request and the bidders' responses shall be made in writing. A Bidder may refuse the request without forfeiting the Bid Security (if submitted). A Bidder agreeing to the request will not be required or permitted to otherwise modify the Bid, but will be required to extend the validity of Bid Security (if submitted) for the period of the extension, and in compliance with Clause 12 in all respects.
12. Bid Security	12.1	If indicated in the Bidding Data, the Bidder shall furnish, as part of the Bid, a Bid Security, in the amount specified in the Bidding Data and valid till the date specified in the Bidding Data.
	12.2	If a Bid Security is requested under sub-clause 12.1 above, any bid not accompanied by an acceptable Bid Security shall be rejected by the Employer.
	12.3	The Bid Security of unsuccessful bidders will be returned within 28 days of the end of the Bid validity period specified in Sub-Clause 12.1.
	12.4	The Bid Security of the successful Bidder will be discharged when the Bidder has signed the Agreement and furnished the required Performance Security (if required).
	12.5	<p>The Bid Security may be forfeited:</p> <ul style="list-style-type: none"> <li>(a) if the Bidder withdraws the Bid after Bid opening during the period of Bid validity;</li> <li>(b) if the Bidder does not accept the correction of the Bid price, pursuant to Clause 22; or</li> <li>(c) in the case of a successful Bidder, if the Bidder fails within the specified time limit to: <ul style="list-style-type: none"> <li>i. sign the Contract; or</li> <li>ii. furnish the required Performance Security (if required).</li> </ul> </li> </ul>

13. Format and Signing of Bid	13.1	The Bidder shall prepare one original of the documents comprising the Bid as described in Clause 8 of these Instructions to Bidders.
	13.2	The original of the Bid shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized to sign on behalf of the Bidder, All pages of the Bid where entries or amendments have been made shall be initialed by the person or persons signing the Bid.
	13.3	The Bid shall contain no alterations or additions, except those to comply with instructions issued by the Employer, or as necessary to correct errors made by the Bidder, in which case such corrections shall be initialed by the person or persons signing the Bid.
<b>D. Submission of Bids</b>		
14. Sealing and Marking of Bids	14.1	<p>The outer envelope prepared in accordance with sub-clause 8.4 shall: and</p> <ul style="list-style-type: none"> <li>(a) be addressed to the Employer at the address provided in the Bidding Data;</li> <li>(b) bear the name and identification number of the Contract as defined in the Bidding Data; and</li> <li>(c) provide a warning not to open before the specified time and date for Bid opening as defined in the Bidding Data.</li> </ul>
	14.2	In addition to the identification required in Sub-Clause 14.1, the envelopes shall indicate the name and address of the Bidder to enable the Bid to be returned unopened if required.
	14.3	If the envelope is not sealed and marked as above, the Employer will assume no responsibility for the misplacement or premature opening of the Bid.
15. Deadline for Submission of Bids	15.1	Bids shall be delivered to the Employer at the address specified above no later than the time and date specified in the Bidding Data.
	15.2	Employer may extend the deadline for submission of bids by issuing an amendment, in which case all rights and obligations of the Parties previously subject to the original deadline will then be subject to the new deadline.
16. Late Bids	16.1	Any Bid received by the Employer after the deadline prescribed in Clause 15 will be returned unopened to the Bidder.



<b>E. Bid Opening and Evaluation</b>		
17. Bid Opening	17.1	The Employer will open the envelope marked, ‘Envelope 1 – Qualification and Experience Information’, in the presence of Bidders’ designated representatives who choose to attend, at the time, date, and location stipulated in the Invitation to Bid. The Bidders’ representatives who are present shall confirm their attendance by signing the attendance sheet.
	17.2	The Bidders’ names, the presence (or absence) of Bid security, the presence (or absence) of the Financial Bid and any such other details as the Employer may consider appropriate, will be announced by the Employer at the opening.
	17.3	The envelopes marked ‘Envelope 2 – Financial Bid’ will be opened after completing the evaluation of envelope marked ‘Envelope 1 – Qualification and Experience Information’, in the manner described in Sub-Clause 21.2.
18. Clarification of Bids	18.1	To assist in the examination, evaluation, and comparison of bids, the Employer may, at the Employer’s discretion, request any Bidder for clarification of the Bidder’s Bid, including breakdowns of the prices in the Financial Bid, and other information that the Employer may require. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by the Employer in the evaluation of the bids in accordance with Clause 22
19. Examination of Bids and Determination of Responsiveness	19.1	<p>Prior to the detailed evaluation of bids, using the information provided in Envelope 1, the Employer will determine whether each Bid</p> <p>(a) is accompanied by the required securities (if requested); and</p> <p>(b) is substantially responsive to the requirements of the bidding documents.</p>
	19.2	<p>A substantially responsive Bid is one which conforms to all the terms, conditions, and Employer’s Requirements of the bidding documents, without material deviation or reservation. A material deviation or reservation is one</p> <p>(a) which affects in any substantial way the scope, quality, or performance of the Services;</p>

		<p>(b) which limits in any substantial way, inconsistent with the bidding documents, the Employer's rights or the Bidder's obligations under the Contract; or</p> <p>(a) (c) whose rectification would affect unfairly the competitive position of other bidders presenting substantially responsive bids.</p>
	19.3	If a Bid is not substantially responsive, it will be rejected by the Employer, and may not subsequently be made responsive by correction or withdrawal of the nonconforming deviation or reservation.
20. Evaluation of Qualification and Experience	20.1	The Employer will evaluate and compare only the Bids determined to be substantially responsive in accordance with Clause 19.
	20.2	A two-stage procedure will be adopted in the detailed evaluation of substantial responsive Bids. The evaluation of qualifications and experience will be completed prior to any financial bid being opened. The Employer evaluates the Envelope 1 – Qualification and Experience Information' on the basis of their responsiveness to the Employer's Requirements, applying the evaluation criteria, and point system specified in Sub-Clause 20.3.
	20.3	During the evaluation of Envelope 1 for Qualification and Experience Information', the Employer will determine whether the Bidders are qualified and whether work plan and methodology are substantially responsive to the requirements set forth in the Bidding Document. In order to reach such a determination, the Employer will examine the information supplied by the Bidders, and other requirements in the Bidding Document, taking into account the factors and point system outlined in the Bidding Data sheet.
	20.4	Each substantial responsive bid will be given a score as described under sub-clause 20.3. A Bid shall be rejected at this stage if it does not respond to important aspects of the Employer's Requirements or if it fails to achieve an overall minimum of 60 points together with the minimum given against each criterion.
21 Evaluation of Financial Bid	21.1	After the evaluation of Envelope 1 is completed, the Employer shall notify those Bidders whose qualification and experience did not meet the minimum qualifying marks or were considered nonresponsive to the Employer's Requirements, indicating that their envelope marked 'Envelope 2 – Financial Bid' will be

		returned unopened after completing the selection process. The Employer shall simultaneously notify the Bidders that have secured the minimum qualifying marks, indicating the date and time set for opening the envelope marked 'Envelope 2 - Financial Bid'. The notification may be sent by registered letter, or facsimile.
	21.2	The Envelope 2 shall be opened publicly in the presence of the Bidders' representatives who choose to attend. The name of the bidder, the Bid prices together with any discounts offered shall be read aloud and recorded when the envelopes marked 'Envelope 2 – Financial Bid' are opened
	21.3	Before evaluating the Financial Bid, the Employer will determine whether the Bid is signed properly. If the Bid is not signed properly it will be rejected at this stage.
	21.4	In evaluating the Financial Bid, the Employer will determine for each Bid the Evaluated Bid Price by adjusting the Bid Price as follows: <ul style="list-style-type: none"> <li>a) excluding Provisional Sums and the provision, if any;</li> <li>b) correcting the arithmetical errors in-pursuant to Clause 22.</li> <li>c) making an appropriate adjustment on sound technical and/or financial grounds for any other quantifiable acceptable variations, deviations or alternative offers.</li> <li>d) applying any discounts offered by the Bidder.</li> </ul>
	21.5	The Employer reserves the right to accept or reject any variation, deviation, or alternative offer. Variations, deviations, alternative offers, and other factors that are in excess of the requirements of the Bidding document shall not be taken into account in Bid evaluation.
22. Correction of Errors	22.1	Bids determined to be substantially responsive will be checked by the Employer for any arithmetic errors. Arithmetical errors will be rectified by the Employer on the following basis: if there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected; if there is a discrepancy between the amounts in figures and in words, the amount in words will prevail.
	22.2	The amount stated in the Bid will be adjusted by the Employer in accordance with the above procedure for the correction of errors and, with the concurrence of the Bidder, shall be considered as binding upon the Bidder. If the Bidder does not

		accept the corrected amount, the Bid will be rejected, and the Bid Security may be forfeited in accordance with Sub-Clause 12.5.
<b>F. Award of Contract</b>		
23. Award Criteria	23.1	Subject to Clause 24, the Employer will award the Contract to the Bidder whose Bid has been determined to be substantially responsive to the bidding documents and who has offered the lowest evaluated Bid price
24. Employer's Right to Accept any Bid and to Reject any or all Bids	24.1	Notwithstanding Clause 23, the Employer reserves the right to accept or reject any Bid, and to cancel the bidding process and reject all bids, at any time prior to the award of Contract, without thereby incurring any liability to the affected Bidder or bidders or any obligation to inform the affected Bidder or bidders of the grounds for the Employer's action.
25. Notification of Award and Signing of Agreement	25.1	The Bidder whose Bid has been accepted will be notified in writing, of the award by the Employer prior to expiration of the Bid validity period. This letter (hereinafter and in the Conditions of Contract called the "Letter of Acceptance") will state the sum that the Employer will pay the Service Provider in consideration of the Services provided by the Service provider as prescribed by the Contract (hereinafter and in the Contract called the "Contract Price").
	25.2	The notification of award will constitute the formation of the Contract.
	25.3	The Contract, in the form provided in the bidding documents, will incorporate all agreements between the Employer and the successful Bidder.
26. Performance Security	26.1	If requested in the Bidding Data, within 14 days after receipt of the Letter of Acceptance, the successful Bidder shall deliver to the Employer a Performance Security in the amount and in the form (Bank Guarantee and/or Performance Bond) stipulated in the Bidding Data, denominated in the type and proportions of currencies in the Letter of Acceptance and in accordance with the Conditions of Contract.

27. Advance Payment and Security	27.1	The Employer will provide an Advance Payment not exceeding 20% of the Contract Price subject to the Service Provider submitting a guarantee acceptable to the Employer.
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## Section II- Bidding Data

The following specific data for the services to be procured shall complement, supplement, or amend the provisions in the Instructions To Bidders (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

Instructions to Bidders (ITB) Clause Reference		
1.1	Name and Address of the Employer	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03.
	Name of the Contract	Selection of an agency to execute a digital marketing campaign in the German market for a period of six months in 2024
	Identification No of the Contract	SLTPB/PROC/NCB/131
	Number of Bids	Any bidder shall submit only one bid
1.2	The Intended Completion date	06 months period from the date of the Letter of Acceptance
2.2	The information required from bidders in Sub-Clause 2.2	<p>In addition to information and documents requested under ITB Sub-clause 2.2, The bidder shall submit the following documents along with the bid.</p> <ul style="list-style-type: none"> <li>a. Agency duly registered in Sri Lanka as a legal entity</li> <li>b. Minimum of 03 years of experience in Digital Marketing (Completed Campaigns).</li> <li>c. Proven track records in handling minimum of three (03) International Brands from 2013 to 2023 (Completed Campaigns).</li> <li>d. The Agency shall have office /agent /representative /sub agent in Germany</li> <li>e. Work plan and methodology</li> <li>f. List of major items proposed to carry out in the Contract.</li> <li>g. Qualifications and experience of key staff proposed for the Contract.</li> </ul> <p>Any other if listed in the Bidding Data.</p> <p>Note: The bidder shall be able to prove the experience of handling of international Brands with the copies of Client References (Employers certificates) in the Schedule D</p>

5. Content of Bidding Documents	5.1	<p>The set of bidding documents comprises the documents listed below</p> <p>Section I Instructions to Bidders (ITB)</p> <p>Section II Bidding Data</p> <p>Section III (Appendix A) Schedule of Requirements (SOR)</p> <p>Section IV (Appendix D) Price Schedule</p> <p>Section V Rate Card</p> <p>Section VI a. Submission Form -Technical proposal b. Quotation submission form</p> <p>Section VII Letter of Acceptance</p> <p>Section VIII Bid Security</p> <p>Section IX General Conditions of the Contract</p> <p>Section X Contract Data &amp; Form of Contract</p> <p>Schedule A Experience in Similar Assignments</p> <p>Schedule B Work Plan and Methodology</p> <p>Schedule C (Appendix C) Key Staff</p> <p>Schedule D Client's References and Case Studies</p> <p>Schedule E Financial Information</p> <p>Schedule F Checklist for Bid Submission</p> <p>Annex A Performance Bank Guarantee</p> <p>Annex B Bank Guarantee for Advance Payment</p> <p>Annex C Copy Right Assignment Agreement (Photos/images)</p> <p>Annex D Copy Right Assignment Agreement (Videos)</p> <p>Annex E SLTPB New Branding Strategy -Brief</p> <p>Annex F Creative Concepts &amp; Productions offered by SLTPB Creative Agency</p> <p>Appendix B: Schedule of Payments and Reporting Requirements</p> <p>Appendix E: Services and Facilities Provided by the Employer</p>
6.1	Clarification of Bidding Documents	Pre-bid meeting will be held at <b>10:30 AM</b> on <b>27<sup>th</sup> February 2024</b> at the Board Room, Sri Lanka Institute of Tourism and Hotel Management (Hotel School) No 78, Galle Road, Colombo 03.
8.0	Documents Comprising the Bid	<p>Bid Submission Method : <b>Two Envelope System</b></p> <p>All documents listed in (Schedule F) should be submitted by the bidder separately in Envelope 1 &amp; Envelope 2 .</p>
11.1	The period of Bid validity	09 <sup>th</sup> June 2024
12.0	The amount of Bid Security	<p>The amount of Bid Security shall be LKR 2 Million</p> <p>The Bid Security shall be valid up to 09<sup>th</sup> June 2024.</p> <p>Type of Bid Security: Unconditional and On Demand Bank Guarantee issued by an A class Commercial Bank registered in Sri Lanka, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau.</p>

14.1 (b)	For identification of the bid the envelopes should indicate:	Selection of an agency to execute a Digital Marketing campaign in the German market for a period of six months-2024																															
	Bid / Contract Number	SLTPB/PROC/NCB/131																															
14.1 (a)	The Employer’s address for the purpose of Bid submission	Bids shall be submitted by mail or by hand or deposited in the Tender Box at the Finance Division of the Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03.																															
15.0	The deadline for submission of bids	Date – <b>07<sup>th</sup> March 2024</b> Time – <b>12.00 noon</b> Documents Comprising the Bid: Please see the ITB 8.1																															
	Bid opening time	Immediate after Bid Closing at <b>12.00 noon on 07<sup>th</sup> March 2024</b>																															
	Bid opening Address	Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03																															
20.3	Criteria for Evaluation of Qualification and Experience	<table><tr><th>S/ N</th><th>Evaluation Criteria</th><th>Maximum Points</th><th>Minimum Points</th></tr><tr><td>1</td><td>Experience of local agency in similar assignments (Refer Schedule A)</td><td>10</td><td>06</td></tr><tr><td>2</td><td>Work Plan and Methodology (Refer Schedule B)</td><td>55</td><td>34</td></tr><tr><td>3</td><td>Key Staff (Refer Schedule C)</td><td>10</td><td>06</td></tr><tr><td>4</td><td>Financial Capability (Refer Schedule E, E1)</td><td>10</td><td>06</td></tr><tr><td>5</td><td>Partnering company</td><td>15</td><td>08</td></tr><tr><td></td><td>Total</td><td>100</td><td>60</td></tr></table>				S/ N	Evaluation Criteria	Maximum Points	Minimum Points	1	Experience of local agency in similar assignments (Refer Schedule A)	10	06	2	Work Plan and Methodology (Refer Schedule B)	55	34	3	Key Staff (Refer Schedule C)	10	06	4	Financial Capability (Refer Schedule E, E1)	10	06	5	Partnering company	15	08		Total	100	60
S/ N	Evaluation Criteria	Maximum Points	Minimum Points																														
1	Experience of local agency in similar assignments (Refer Schedule A)	10	06																														
2	Work Plan and Methodology (Refer Schedule B)	55	34																														
3	Key Staff (Refer Schedule C)	10	06																														
4	Financial Capability (Refer Schedule E, E1)	10	06																														
5	Partnering company	15	08																														
	Total	100	60																														



		<table><tr><td></td><td>*Technical weightage will be calculated to 80%</td></tr></table>		*Technical weightage will be calculated to 80%
	*Technical weightage will be calculated to 80%			
20.4	Criteria for Evaluation of Qualification and Experience	The bids that do not secure a minimum of 60 points, together with the minimum given against each criterion shall be rejected. The weightage that shall be given in the combined evaluation for the Technical proposal and Financial bid shall be 80: 20 respectively.		
26.1	Performance Security	The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the Annex A 1. Performance Bank Guarantee (Unconditional and on demand) issued by an A class Commercial bank operating in Sri Lanka		
27.1	Advance Payment and Security	20% of the Contract Price on submission of an unconditional and irrevocable Advance Payment Guarantee as per Annex B form Bank Guarantee for advance payment by an A Class Commercial bank operating in Sri Lanka;		

### **SECTION III - (Appendix A)**

## **SELECTION OF AN AGENCY TO EXECUTE A DIGITAL MARKETING CAMPAIGN IN THE GERMAN MARKET 2024**

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### **1. Background**

The Sri Lanka Tourism Promotion Bureau (SLTPB) is the statutory body responsible for the promotion and marketing of Sri Lanka tourism in the global context. The institution was established in 2008 after the enactment of the Tourism Act no. 38 of 2005 under the portfolio of the Ministry responsible for Tourism. SLTPB carries out marketing campaigns targeting both trade and consumer segments to support reaching the Government of Sri Lanka's tourism arrival and revenue targets.

Sri Lanka Tourism Promotion Bureau intends to execute a comprehensive digital marketing campaign in the German market for a period of six months, in order to effectively deploy next-generation digital platforms to attract potential travelers. Germany's online travel market is the largest in Europe, and the country's online travel penetration is among the highest in the world. Germany consumers have increasingly embraced digital platforms for travel planning and booking. The proposed digital marketing aims to address the long-standing need to promote the destination on digital platforms, to create a high level of user engagement and complement the public relations campaign by ensuring high standing digital presence in Germany. Popular social media networks, digital platforms related to travel industry will be the key focus.

### **2. Rationale for the Campaign**

During the year 2018 Sri Lanka received the highest yield through tourism with a footfall of 2.3 million tourists who contributed US\$ 4.3 Billion to the national economy. Sri Lanka Tourism has set an ambitious target of achieving 5mn tourist arrivals a year to make tourism the primary income source to contribute to the National Economy in the upcoming years. The Global pandemic severely affected the industry followed by the economic and political instability prevailed in the country during the year 2022.

Repositioning brand Sri Lanka and its unique selling propositions in the minds of potential travelers from Germany will be the key to increase arrivals and ensure repeat visitors in the upcoming years.

Sri Lanka is in need of implementing a well-devised integrated marketing communications campaign to reposition the country's image and in the digital age. While there are many efforts put forward to reinstate the tourism industry after the pandemic, an initiative such as digital

advertising can yield immense benefits considering the unique approaches it adopts to influence travelers.

The destination's digital footprint in the German market is highly important for both the promotion of the destination and to ensure the availability of Sri Lankan products to online distribution channels or to new generation of travelers who are sourcing products from digital aggregators.

It is imperative to develop an attractive, content-driven digital strategy to ensure continuous traveler engagement with destination brand and products. Adopting new media channels and mediums to tell exciting stories and use content marketing principles to increase online purchases will be the key to attracting more travelers to Sri Lanka through the digital-based market strategy.

- **Budget Allocation** : 200 million Sri Lankan rupees allocated for the Digital Marketing Campaign.
- **Campaign Period** : 06 (six) months period (2024)
- **Termination** : Refer to Section IX – clause 2.5

## 2.1 Eligibility Criteria

The execution methodology has been developed to incur the majority of the expenses in Sri Lankan currency rather than making payments in foreign exchange. Hence the agency appointed for this campaign will be a Sri Lankan agency that is having partnerships/franchises with its German counterparts.

- a. Agency duly registered in Sri Lanka as a legal entity
- b. Minimum of 03 years of experience in Digital Advertising (Completed Campaigns).
- c. Proven track records in handling minimum of three (03) International Brands from 2013 to 2023 (Completed Campaigns).
- d. The Agency shall have office /agent /representative /sub agent in Germany

## 3. Marketing Objectives, Strategy & Branding

### 3.1 Marketing Objectives

Sri Lanka Tourism Promotion Bureau intends to execute the proposed Digital Marketing Campaign as a key marketing initiative in the German market with the aim of achieving the following objectives;

- Develop a fully-fledged Digital Marketing Strategy for the German market for six months period.
- Develop Creatives and Digital assets for the campaign targeting German travelers.
- Carry out targeted digital media buying through the selected agency.
- Develop an attractive, segmented content plan of the campaign together with the creatives based on the Content Strategy and required content plan to be obtained by the Digital Marketing Agency.

- To challenge competitor destinations by strong digital and social media presence.
- Create a strong urge to visit Sri Lanka through top-of-the-mind brand recall.
- The gradual buildup of the Sri Lanka brand to be included in the frequent traveler ‘wish list’
- Develop brand equity for Sri Lanka Tourism and its strategic products portfolio.
- Enhance the user experience through strategic user engagements.
- To provide significant exposure, awareness, and presence for new Sri Lanka Tourism branding in all digital platforms.
- Real-time monitoring of the Sri Lanka Tourism campaigns executed in the German market and the trends and topics (favorable/unfavorable) circulated around Digital Media and responding accordingly.

In achieving above objectives, SLTPB will also look at the following operational goals out of the campaign;

- Source a reputed Digital Marketing Agency to carry out the proposed campaign in Germany for Sri Lanka Tourism.
- To develop a country-specific Digital Marketing strategy for German market based on content and channel strategy to optimize the digital presence of the destination.
- To provide significant exposure, awareness, and presence for new Sri Lanka Tourism branding in all digital platforms.
- Carry out a digital audit to benchmark the pre-campaign scenario with the post and conduct a situational analysis taking into account internal and external factors (Provide data-led consumer, competitive and industry insights, cross-industry best practices and relevant global trends) .
- Real-time monitoring and development of the Sri Lanka Tourism campaign executed in the German market and the trends and topics (favorable/unfavorable) circulated around Digital Media and responding accordingly.

### **3.2 Marketing strategy**

A key marketing strategy identified in addressing the above marketing objectives and the recovery growth-phase activation is the launch of a strategic Digital Marketing campaign in the German market and it has to cover the key marketing objectives for Sri Lanka Tourism which will be centrally coordinated and locally delivered with a strategy driven by research and insights and aiming to build a strong Digital footprint for Sri Lanka in the German market.

Thereby this document outlines the scope of work and the approach that Sri Lanka Tourism expects in achieving these objectives of enhancing the tourism image for Sri Lanka in Germany and overseeing the execution of the related Digital strategy, ultimately supporting sustainable economic growth ensuring high-value and volume in tourism sector.

### **3.3 Brand Identity**

Till around the year 2000, the brand focus for Sri Lanka was on its sun, sea and sand (beach focus). However, gradually this was shifted to other offerings such as ‘nature, culture and

adventure’. During this time the promotional theme for the destination was ‘a land like no other’ which was then shifted in 2012 to ‘Sri Lanka – Wonder of Asia’. This tagline was adopted on the pillars of Diversity (seeing and being), Compactness & Authenticity. In 2018 Sri Lanka Tourism unveiled the new branding “So Sri Lanka”.

This was introduced mainly considering the diversity of the product range that Sri Lanka has to offer and the adaptability (especially the digital adaptability) of the Brand. Even though a new branding was introduced, no Integrated Communication Campaign was rolled out to build the brand focus.

A new Sri Lanka Tourism Branding has been introduced this year **“Sri Lanka -You’ll come back for More”** and it will be incorporated to the intended Digital Campaign for the German market. The bidder is requested to work closely with the creative agency to incorporate new tourism branding into the campaign plan. The bidder should align with the new Sri Lanka Tourism branding strategy for the overall Digital campaign and a brief will be provided to the prospective bidder in this regard. (Annex : E)

Sri Lanka’ generic brand identity for different segments can be seen as below ;

Consumer	“Sri Lanka is an Island – Sri Lanka has a wide variety of places/ sights to visit and experience (Diversity), it is convenient to visit all locations in a shorter period of time (Compactness)” In this context, Sri Lanka Could be considered as an all-in-one capsule for tourists seeking a variety of experiences
Travel Agents	“A great destination to recommend for our clients”
Tour operator	“A destination which can easily be sold “
Journalists/influencer	“discover the unexplored sites and experiences before every one goes there”

### 3.3.1 New Sri Lanka Tourism Branding Strategy

A new Sri Lanka Tourism Branding has been introduced this year, with the tag-line **“Sri Lanka -You’ll Come Back for More”** and it should be adopted to the intended Digital Campaign for the German market. This new positioning strategy for the destination will form a platform for an integrated marketing communication campaigns across all brand touchpoints.

The bidder is requested to work closely with the creative agency of SLTPB to incorporate new tourism branding into the campaign plan. The bidder should align with the new Sri Lanka Tourism branding strategy and rollout plan for the overall digital campaign plan. Please refer to the brief attached. (Refer Annex : E )

### 3.4 Product Segmentation

1.4.1 The key product offerings of destination Sri Lanka appealing to German audience can be identified in the following categories;

- (i) Golden Sandy Beaches
- (ii) Ayurveda
- (iii) Wild life & Nature
- (iv) Culture & Heritage sites
- (v) People & Lifestyle
- (vi) Year -round Festivals

3.4.2 Developing the niche segments/emerging segments is key in German Market ;

- (i) Eco/Sustainable Tourism
- (ii) Cruise & Marine Tourism
- (iii) Tea Culture & Trails
- (iv) Sports

#### 3.4.3 Other target market segments

- (i) **Stakeholders** - All people and groups who might directly or indirectly be involved in tourism. This may include local travel agents, hotels, guesthouses, related government departments, tourist shops, Sri Lanka Missions overseas, Sri Lankan Expatriates, Travel Associations, Media Associations, NGOs and community in the areas of tourism.
- (ii) **Secondary Customers** - Travel agents, Tour operators, OTA's, Airlines in the German market.

#### 3.4.4. Travel pattern/Seasonality from Germany to Sri Lanka :

Nov to April : Winter travel ( Jan to Mar - High season , Dec to Jan - Peak, Nov & April : Low season,)

May to Oct : Summer season

3.4.5 Key cities of the potential German travelers originate from : **Berlin, Hamburg, Munich, Cologne, Frankfurt, Stuttgart, Dusseldorf, Leipzig, Dortmund, Essen**

--The agency needs to revisit the above-mentioned segments and add possible other segments through research data and advise Sri Lanka Tourism on the development of visitor profiles of the luxury market and niche segments and other segments and target them accordingly.

Sri Lanka needs to be projected as a tourist destination which can offer all of the above attractions in one single experience as “Sri Lanka is all in one capsule as an Island Nation” projected beyond the traditional attractions.

### 3.5 Destination Positioning and Differentiation

Most visitors’ decision-making processes would be characterized by first deciding on Asia, to spend their next vacation. The word “Island” again is suggestive of “sun and sand” and a particular kind of experience that may well typically precede the decision to isolate a particular holiday destination. Hence, “Overseas Vacation in an Asian Island” is the typical Frame of Reference (FOR) for Sri Lanka Tourism.

The new Sri Lanka Tourism branding positions the destination as **“Sri Lanka -You’ll Come Back for More”** emphasizing that the travelers need to revisit the destination to explore more offerings the destination has to offer, which cannot be fully experienced in a one-time visit.

The new Sri Lanka Tourism differentiation strategy and the new positioning for the destination brand are based on the 3 key pillars identified as points of differentiation for Sri Lanka Tourism to stand-out from its competitors;

- Authenticity
- Compactness
- Diversity

### 3.6 Brand Positioning Statement

Instead of the common trend among other Asian destinations that use various adjectives to position the destination following an inside-out approach, the new Sri Lanka Tourism branding strategy take the point of view of the travelers, particularly the impact Sri Lanka has on travelers such as the fact that travelers are overwhelmed by the unmatched beauty & diversity of the place and the incredible warmth of its people. This has resulted in travelers desiring to revisit the destination to explore more offerings of the destination which cannot be fully experienced in a single visit.

The new Sri Lanka Tourism brand positioning statement **‘You’ll Come Back for More’** is a statement of confidence that invokes curiosity and implies ‘normalcy’, ‘safety’ and all the island’s riches - diversity, compactness, and authentic offerings. It highlights how Sri Lanka is so diverse in experiences that draws them back for more. It is an evocative statement that is not just tourist-centric but also extends to the limitless offerings of Sri Lanka. It is more than a slogan or tagline. It is a country positioning and nation branding.

### 3.7 Desired Consumer Perception

Sri Lanka and its hospitable, friendly people truly combine all these treasures so amazingly in this concentrated Small Island to provide the most pleasant, diverse and authentic holiday experience where no other Asian Destination could so conveniently offer.

### 3.8 Brand Values

Sri Lanka's destination brand values contains a reflection of culture and its people, history and heritage, traditional and authentic ways of living. It is wrapped by the totality of perceptions, feelings, and thoughts that the destination presents to the travelers.

Further a comprehensive and continuous monitoring support and a PR strategy will complement the overall campaign strategy to ensure the overall marketing objectives and thereby the strategic tourism mission is positively contributed towards the campaign. Thus, focusing on attracting a higher-yield visitor, increase dispersal of tourism and improve overall visitor seasonality.

The key perceived brand values Sri Lanka possesses as a destination can be mapped out in terms of rational and emotional benefits and brand personality as follows.

Position	Rational benefits	Emotional benefits	Personality
Asia's most treasured tourist island destination	Palm fringed sandy beaches, warm waters, diverse landscape nature, flora, and fauna, culture, arts, world heritage sites, pageantry, friendly people	I feel relaxed by the blue warm waters and palm fringed beaches. I am amazed at the diversity the small island offers – diverse attractions to meet my individual needs. The ancient culture and historical sites make me marvel at what Sri Lanka would have been in ancient times. The cool highlands take my mind back home. I am made to feel special by the warmth of its people.	Welcoming, vibrant, traditional but innovative, warm and friendly, rugged at times and reassuringly caring

### 4.0 Target Audience

Four main target groups have been identified in the **German market** as follows by SLTPB and could be considered in the strategic development of the campaign, but not limited. The bidder should propose target groups and segments on a scientific approach based on their own research data. The Campaign should aim towards these identified target groups considering their visitor profile, demographics, psychographics, media habits, socioeconomic standings etc. in the German market.



**The identified target traveler segments from the German Market are as follows;**

#			
A	<u>male/female – age 20-49</u>	<b><u>Social tourist</u></b>	
	opinion of others matters, willing to travel with in a group, connect to local people, share the stories on social media.. Social tourist focuses his attention on adventure, group and nature activities. Enjoy of travelling. Surfing, snorkeling, boat tours. Taking the train, bike trip to religious space ... challenging holiday with full of activities and natural attractions in national parks.		
B	<u>women/ men – age 30-59</u>	<b><u>Nature connected tourist</u></b>	
	find peace & to be connected to the nature. Gather knowledge about nature & animals. Eco-sustainability is focused, endemic animals, plants, trees, local plants and spirituality. Get in touch with local habits & culture. Whale watching, leopards, visit monuments, Ayurvedha, Meditation or Yoga. The possibility to enjoy holidays that have a green foot print, native birds, animals in their natural habitats.		
C	<u>women/men age 30-49</u>	<b><u>Family tourist</u></b>	
	All members have to be convinced of the travel plan / a compact & well prepared vacation is expected. Sun & Sea , Beach experience with the family, Would get connected to a German guide, on line travel guide, Comfortable transport is important, full of activities, entertainment for kinds, Safe situation of the country, out of health risks		
D	<u>women/men age 30-59</u>	<b><u>High educated tourist</u></b>	
	reports, documentaries /study in advance of the cultural events, keep track of news & trends on smart phone , quality calm accommodation, prefer to study historical details on cultural & heritage sights, It is important for this target segment to feel that holidays are not only an enjoyment but also to be educated in art , culture ect Extra knowledge like meditation, culture, good food, interested in plants, Buddhism, social life, art and politics, Prefer to study about historical value under such historical/cultural attractions , Links to high end hotels in Sri Lanka		
E	<u>age 40-60 over</u>	<b><u>High value segment</u></b>	
	Sun & nature plays the highest role, pristine beaches activities , adventurous/ sporty activities may not be preferred , Ayurvedha, eco-sustainability would be focused , cultural trends, service quality, good spenders, high end accommodation, calm , tranquility		

Each target audience segments' travel behavior can be further enhanced by obtaining information/data and insights. The agency should work on the below areas to obtain information through market research and development statistics. This analysis includes the following:

- Holiday and travel insights, including booking preferences and in-market behavior
- Purchasing triggers, such as motivations, habits and online behavior
- Environmental attitudes and lifestyle choices
- Potential to travel to Sri Lanka, time spent in the country market and duration of stay
- Social media penetration, engagement and frequency of use
- Media consumption insights, including channel preference, exposure and brand affinity

Agency should be able to tweak the main ideas of the new Sri Lanka Tourism branding campaign to match with the positioning of the destination in the German market giving attention to its nuances and appealing to the target audience.

#### **4.5 Key Areas to Consider in the proposed Digital Campaign Planning**

1. Economic challenges currently prevailing in the German market could impact travel budgets and travel decisions. The PR campaign should emphasize the affordability and value that Sri Lanka offers, showcasing the range of experiences available across different price points.
2. The perception of safety and security is crucial for German travelers. Given recent events, such addressing safety concerns and providing clear information about security measures will be essential to regain trust and attract **German** tourists.
3. Any negative media coverage of political, social, or environmental issues in Sri Lanka could impact the public's perception and willingness to visit. The PR campaign needs to address any concerns and present a well-rounded image of the country.

#### **5.0 Scope of Work /Description of Services ( Work Plan & Methodology)**

**This section refers to the detailed requirements of the Work Plan and Methodology (Schedule B) of this bid proposal. The bidder should submit a detailed proposal for point Nos: 5.1- 5.11 separately under each topic.**

All the requirements set in the Scope of Work should be achieved and fulfilled in an effective and efficient manner complying with the Sri Lanka Tourism branding guidelines, market strategy, consumer segmentation and by giving prominence to achieving the key campaign objectives set out in this document.

## **5.1 Overall Digital Advertising Strategy proposed for the German Market**

A Digital Marketing Strategy should be proposed for the Digital Marketing Campaign in **Germany** for the following;

1. Conducting a Digital Audit (contextual Research) of the **German** Market.
  - The Market research & Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, outbound projections from **German** market, Pre-& Post Covid market trends, competitor analysis, New travel trends and data sources etc.
2. Proposed Digital Advertising Strategy for **German** Market.
  - The overall research findings should be utilized for the development of the overall strategy. The proposal shall include the research findings and the overall analysis.
  - Proposed Target audiences and method of driving the target audiences and sub messages for the identified target audiences.
  - Proposed Digital Creatives for the campaign.
  - Digital Media strategies proposed (Owned/ Earned/Paid).
  - Call to action points for the campaign
  - Justification for the strategy.

## **5.2 Proposed Action plan for Digital Marketing Campaign in Germany**

In developing time bound action plan (Posting Plan) , projected actions, ROI for each activity and key performance indicators (KPI's) have to be included for the campaign implementation period for the key actions proposed below under the Description of Services .

### **5.2.1 Description of Services Required**

Agency shall submit the Technical Proposal by addressing following service required elements and agency shall align the cost of the action plan with the price schedule according to the scope of the work/services required and Schedule B of Work Plan & Methodology.

#### **5.2.2 Owned media Channel Management**

##### **5.2.2.1 Facebook, Twitter, YouTube, Tik Tok, Pinterest, Instagram,**

- Agency shall manage the said SLTPB owned media channels using owned media content placements and paid media campaigns.

##### **5.2.2.2 Linkdlin, Snapchat, Reddit**

- Agency shall create separate official accounts for Sri Lanka Tourism for Linkdlin, Pinterest, Snapchat, Reddit and plan owned media content placements on regular basis. Ownership of each channels shall transfer to the SLTPB & all accounts should be geo-tagged to **Germany**.

#### **5.2.2.3 Blog Site**

- Develop a Blog with a visibility across multiple devices, social media integrations and other third-party integrations. SEO friendly design will be one of the main components since the website design plays a major role in SEO. Listed below are the primary objectives of the website development project.
- Google Tag Manager and Google Analytics setup for accurate visitor and conversion tracking shall include by the agency.
- Agency shall manage cloud base website hosting services for 2 years with SSL and CDN services and ownership of each shall be transferred to the SLTPB.

#### **5.2.2.4 Campaign Microsite**

- Agency shall Design (User Interface), Develop and host a campaign microsite featuring Sri Lankan Travel Agents and Hotels. Microsite shall be used as a tool for re-targeting and re-marketing. Hosting and Domain will be provided by SLTPB. Suitable URL along with the campaign name for the Microsite has to be created by the selected Digital Advertising Agency. URL template is as follows: [www.srilanka.travel/....](http://www.srilanka.travel/...)(Agency has to propose a name for the space).
- At the completion of the Digital Campaign the Agency should transfer the Micro-site with all rights to the PR Agency in full who will take over the continuation of the site afterwards.

#### **5.2.2.5 Earned Media Strategy**

- The content strategy should include an Earned Media strategy for linking earned media generated through the PR campaign and user generated content into the Digital Campaign.

**5.3 Content Strategy** – Agency shall propose a methodology to be followed in channel and content strategy. Quality of preliminary research/insights presented in channel strategy for target segment in the German market. Identification of sector benchmarks, potential travelers and best practices to maximum achievements of campaign objectives.

The content strategy should be aligned with the overall new destination brand strategy “Sri Lanka You’ll come back for more” campaign. Digital Agency should closely consult the Creative agency and the production agency of SLTPB in this regard in order to maintain uniformity and consistency of the content distributed across all digital media platforms to the target audience.

**5.4 Planning** (06 Months) – Design a comprehensive, holistic digital media strategy that meets the overall marketing objectives for the tourism industry, deliverables and time frames of all activities and addresses the core needs of organizations’ target audiences. Bidder shall provide a post- scheduling plan. Planning strategy should be closely consulted with the Creative agency and the Production agency of SLTPB and it should be based on the new Sri Lanka Tourism Brand Strategy and planned Check-in Campaign & Thematic Campaigns. Please follow the guidelines and content provided by the Creative Agency Brief attached. (**Refer Annexure-E**)

**5.5 Media Buying Strategy** – The digital media buying strategy has to be formulated to reach the target market segments of the German market specified in this SOR.

#### **5.6 Production of Creatives**

**5.6.1** Creative Agency of SLTPB shall provide selected number of creatives concepts required for the campaign including, not limited to Images, Videos, Written content, web banners, graphics, on-the-ground live coverage of special events in Sri Lanka (When SLTPB requests) etc. The agency shall be able to develop creative concepts & creative productions as required for the proposed strategy, where it is not provided by the SLTPB. (**Refer Annexure F-** for the creative concepts & creative productions provided by SLTPB)

**5.6.2 Offline activities** – Turn social media activities into the target audience of international trade fairs and domestic events (where SLTPB takes part) to promote the brand and increase the visibility of the campaign via Internet branding, Digital signage, competition, events, and Mobile activities...etc.

#### **5.7 Digital Reputation Management and Crisis management**

- Agency shall continuously monitor the real-time trends of the Sri Lanka Tourism campaign executed in the German market and the topics surfacing (favorable/unfavorable) circulated around Digital Media.
- The Agency should promptly react and respond to the negative & positive online reviews, comments and respond to those/engage with the audience in all digital/social media platforms in a timely manner as part of the reputation management initiative. Agency shall respond to inquiries which will be generated through the digital media platforms in consultation with SLTPB.

- Agency shall present a detailed online reputation management monthly report on Sri Lanka Tourism using social listening tools and reputation management tools. Said reports shall clearly identify the actions to be taken by the agency and execute with the approval of the SLTPB.
- Agency shall provide in-depth social media monitoring, as well as proactive and reactive strategies and messaging in the event of an island wide crisis or emergency (including, but not limited to natural disasters, a major crime event or greater issues of public health and safety). Further in the event that crisis-specific initiatives may occur, agency shall present full detailed report which includes actions to be taken by the agency and execute with the approval of the SLTPB.

### **5.8 Campaign monitoring, Evaluation and Reporting Mechanism**

- Agency will deliver monthly reports to SLTPB to review campaign performance to date and easily export reports based on mutually determined KPIs. Agency will also provide monthly summary reports to SLTPB on all initiatives along with optimization recommendations via regular emails or in-person meetings as needed.
- Proposed methodology for the performance monitoring and reporting mechanism
- Periodicity of reports/reporting & Factors to be covered in the report
- Software used (submissions should include reports from Facebook Business Manager, Google Analytics, Instagram for business, and any 3rd party monitoring tool)
- Performance monitoring mechanism (can use analytical tools and social listening to monitor segment along with weekly reports to SLTPB). The proposed mechanism should be submitted with the bid.

### **5.9 Proposed Digital activations which will increase the Digital & Social media engagement of Sri Lanka Tourism Channels**

Data Aggregation- Gather the campaign data such as engagement data and handover the same in a usable manner for retargeting and reusing including all the cookies. Agency should maintain the user generated content as a digital asset and transfer them to SLTPB on completion of the campaign.

**5.10 Coordination and Staff allocation** – Agency will work closely with SLTPB and their industry partners to provide creative support in all social media efforts for branded partner programs. An Officer from the agency who has excellent communication skills in creative writing shall allocated to do daily updates on the channels. ( Refer Schedule C )

**5.11 Working with PR Agency** – Agency shall work with the SLTPB’s appointed PR Agency in Germany for the PR campaign which will be implemented parallel to the Digital Campaign. The PR initiatives, promotions executed by the PR Agency should

be given due publicity and promotion on all digital platforms to secure higher audience engagement and awareness. The Digital Agency should negotiate the rights with the PR Agency to use this earned content generated through PR activities and for transferring the Micro Site to PR Agency after 06 months completion of the campaign.

## **6 Social media channels**

Website: <http://www.srilanka.travel/>

Facebook - <https://www.facebook.com/tourismsrilanka.gov.lk>

Instagram – [https://www.instagram.com/destination\\_srilanka/](https://www.instagram.com/destination_srilanka/)

Youtube – <https://www.youtube.com/@srilankatravelvideo/videos>

Tiktok – <https://www.tiktok.com/@destinationsrilanka>

Pinterest – <https://www.pinterest.com/DestinationSriLankaOfficial/>

## **7 Campaign duration and Termination**

The employer shall terminate this contract by giving the service provider Thirty (30) days written notice of its intention to terminate this agreement.

## **8 Budget allocation and cost Distribution - Maximum Campaign Budget: LKR 200 Million**

- 80% of the budget to be allocated for media buying. Any social media ad placement will be on a net basis and no commission will be made. The agency shall submit documentation/communication for payments for ad purchases).
- 20% of the budget has to be allocated for and to achieve the scope of work mentioned in the section 5.0 of the SOR.
- A provisional sum of 10% will be allocated to obtain required services under the Rate Card items as a separate budget in addition to the campaign budget and this will be utilized for special requirements/ contingencies on need basis as per the conditions laid out in Section X , General conditions of the contract No: Sub section 6.5)

## **9 Proposal Evaluation**

### **Technical Evaluation – Total points allocated is 100**

- Bidders who are unable to meet the eligibility criteria, will be taken as nonresponsive for further evaluation. Bidders who secure a minimum 60 points in the Technical Evaluation will qualify for the financial bid evaluation . (Ref: Section III, Bidding Data Sheet No: 20.3)

S/N	Evaluation Criteria	Maximum Points	Minimum Points
<b>Technical Evaluation</b>			
01	<b>Experience in similar Assignments (Schedule A)</b> <ol style="list-style-type: none"> <li>1. Agency duly registered in Sri Lanka as a legal entity</li> <li>2. Minimum of 03 years of experience in Digital Marketing</li> <li>3. Proven track records in handling minimum of Three (03) International Brands from 2013 to 2023 (Completed Campaigns)</li> <li>4. The Agency shall have conducted at least 3 digital media marketing campaigns specifically for international brands/ destination marketing or tourism-related products from 2013 to 2023 (Completed Campaigns).</li> <li>5. Experience in other sectors related to Digital Media Advertising from 2013 to 2023 (Completed Campaigns)</li> <li>6. International Network of the Agency</li> <li>7. Partnering Agency in Germany (Experience with National Tourism Organizations from 2013 to 2023)</li> <li>8. Experience in Travel and Tourism Sector Digital Advertising Contracts from 2013 to 2023 (Completed Campaigns) (Partnering Agency in Germany )</li> </ol>	10	06
02	<b>Work Plan and Methodology ( Schedule B/ SOR 5.0-5.8)</b> <ol style="list-style-type: none"> <li>1. Conducting a Digital Audit of the Market. -5mks</li> <li>2. Proposed Digital Advertising Strategy for German market- 20mks</li> <li>3. Proposed Action plan for Digital Marketing Campaign- 5mks</li> <li>4. Digital Media Buying German -30 mks</li> </ol>	55	34
03	<b>Key Staff (Refer Schedule C)</b> <ol style="list-style-type: none"> <li>1. Composition of the Proposed Team Members (Form C1)</li> <li>2. CV's of the Members of the Team</li> </ol>	10	06
04	<b>Financial Information ( Schedule E, E1)</b> <ol style="list-style-type: none"> <li>1. Financial Information (Assets, Liabilities, Turnover etc.)</li> <li>2. Credit Facilities and Overdrafts</li> </ol>	10	06
05	<b>Partnering agency</b>	15	08



		<b>Total</b>	<b>100</b>	<b>60</b>
<b>Financial Bid Evaluation</b>			20	
05	Price Schedule & Master Price Schedule ( Section IV)			
		<b>Total</b>	<b>20</b>	

- The weightage to be given in the combined evaluation for the Technical Proposal and financial proposal shall be 80:20 respectively.

## 10 Schedule of Payments (Appendix B)

S/N	Activity	Payment Structure	Time Period
B.1	Advance Payment	20%	<ul style="list-style-type: none"> <li>- Mobilization advance of 20% of the contract amount will be paid after signing the agreement based on the submission of an on-demand and /unconditional advance payment guarantee issued by an A class Commercial Bank in Sri Lanka with a validity period of 28 days beyond the contractual period.</li> <li>- The amortization of the Advance payment will be prorated on the actual work completion and will be recovered in full once the cumulative payment reached 75% of the total contract value.</li> </ul>
B.2	Payments on progress	80%	<ul style="list-style-type: none"> <li>- Payments will be made in accordance with above subject to certification by the Employer, that the services have been rented satisfactorily, pursuant to the performance indicators based on the actual delivery of the pre-agreed deliverables accordance with the price schedule. (Section IV , V)</li> <li>- Proportionately payment deductions will be applied for the non-performed campaign deliverables.</li> </ul>

### 1. Payment Schedule for Advance Payments

Advance of 20% of the total Contract Price to be paid upon awarding of the contract against the submission of an on demand / unconditional advance payment guarantee issued by an A

class Commercial Bank in Sri Lanka.

## **2. Payments for the Work Completed**

Payments will be made for the completed activities within the approved Action plan in accordance with the price schedule (Section IV,V) upon submission of the original invoice addressed to Managing Director, Sri Lanka Tourism Promotion Bureau, along with the supporting documents.

Payment will not be processed for any ongoing activity.

## **3. Submission of Invoice**

1. Original Invoice to be addressed to Managing Director (MD) SLTPB giving breakdown of expenses as per the price schedule.
2. Payment will be made on actual basis on submission of invoices along with a supporting document on monthly basis

Invoice should be original, manually signed by authorized person addressed to Sri Lanka Tourism Promotion Bureau. If the invoices are system generated with no signatures, it should be clearly stated in the invoice and a letter should be issued by the agency , signed by the authorized signatory for confirmation.

## **11. Services and Facilities Provided by the Employer (SLTPB)**

The following services and facilities will be provided by SLPTB during the Campaign, hereinafter referred to as (Appendix E) ;

1. Monitoring & Supervision of the overall campaign to ensure the effective delivery of the campaign objectives.
2. The SLTPB will provide assistance in the areas of coordinating, monitoring, directing the project activities, liaising and as a mediator with Public Relation Agency, Creative Agency, and Digital Agency and Production Agency. ( Ref: Campaign Implementation Structure No: 13.0)
3. SLTPB will liaise with the Digital Agency for the following purposes;
  - II. overall facilitation to perform in terms of the agreement effectively;
  - III. Recommending the Campaign Action plan of Digital Marketing Campaign
  - IV. Recommend payment invoices of Digital Marketing Campaign and facilitate the payment process;
  - V. Evaluate and monitor the performance of Digital Marketing Campaigns periodically and recommend corrective measures for smooth implementation of strategy and Action Plan.
4. Creatives and productions required for the campaign. Trends and insights of Sri Lanka in time to time.

5. Ensure the delivery of creative concepts and productions offered to the Digital Agency by the Creative Agency as mentioned in the Annex F.

## 12. Key Personnel

**Key Personnel** -Profiles required for the Staff Placement for handling the Sri Lanka Tourism Account are as follows :

TOR Reference	Staff Category	General Profile
	Digital Marketing Specialist	3 years of digital marketing and campaign experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.
	Account Manager	3 years of digital marketing, client servicing and project management experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.
	Digital Media Buying Manager	3 years of digital marketing, digital media planning and digital media buying experience preferably for global brands/campaigns and travel & tourism industry.
	Content /Digital creative Specialist	3 years of digital marketing and content creation experience, preferably for global brands/campaigns and travel & tourism industry with proven evidence to make content viral with strategies and techniques.

## 13. Campaign Implementation Structure

The implementation structure of the Digital Campaign in the German Market will be interlinked among the key agencies as follows ;

- **Overall Management and Supervision – Sri Lanka Tourism Promotion Bureau (SLTPB)**
- **Local Creative agency with global network**

to develop the Overall Communication strategy, Creative strategy, Digital Strategy and to develop the required Campaigns, Concepts and Creatives in line with the overall communication strategy. Will report to SLTPB .

- **Local Production Agency (House)**

For the production of Television Commercials, Video Clips, Documentaries, Video Stories under the guidelines of the Creative Agency. Will report to SLTPB.

- **Local Digital Agency with global network**

To support SLTPB with the development of the digital strategy and to ensure the efficient and effective deployment of global digital foot print. Will report to SLTPB.

- **Local Research Agency with global network**

To generate insights for strategy making, perform market audits, validate strategies and monitor the effectiveness of the campaigns. Will work with SLTPB and report to the Chairman/MD of SLTPB.

- **Public Relations Agency**

To implement the PR strategy in the German market. Will report to SLTPB.

## SECTION IV – Appendix D

### PRICE SCHEDULE

#### 4.1 Carryout a Digital Audit to benchmark pre-campaign scenario and conduct a situational analysis

SOR	Item	Cost (LKR)
5.1.1	Conducting a Digital Audit (contextual Research) of the German Market.	
	Total	

#### 4.2 Develop the Digital Marketing Strategy for German Campaign

SOR	Item	Cost (LKR)
5.1.2	Develop the country specific Digital Marketing Strategy for Germany	
	Total	

#### 4.3 Develop action plan for digital activations in the German Market

##### 4.3.1 Owned Media Channel Management (SOR 5.2.2)

##### 4.3.2. Content Placement & Development for Owned Media- Estimated cost per month (LKR)

( Bidder to Submit the content plan for 06 months )

SOR	Item	Cost (LKR)
5.2.2	Proposed Action plan for Digital Marketing Campaign in Germany	
	Total	

#### 4.4 Develop Creatives (According to the Action Plan) – (SOR 5.6)

Media platform	1 <sup>st</sup> Month	2 <sup>nd</sup> Month	3 <sup>rd</sup> Month	4 <sup>th</sup> Month	5 <sup>th</sup> Month	6 <sup>th</sup> Month	Total 06 Months
Facebook							
Instagram							
Twitter							
YouTube							
Blog site							
Micro Site							
<b>Monthly Total</b>							

	Item	Sub Item	Nos	Rate	Cost (LKR)
	Blog Site design, development & hosting	Concept			
		Copy Writing -50K words			
		Home Page + 5 Pages			
	Microsite Design, development & Hosting	Home Page +5 pages Landing Page			
		Copy Writing -50K words			
	E-Mail Signature				
	WhatsApp Icon				
	Emojis				
	Sticker Design				

	EDM	A4			
	GIF's				
	Cinemograph				
	E-Newsletter	A4 – Design			
	Web Banners – Static				
	Animated Digital Posts (basic 2D) 10 sec				
	Animated Digital Posts (2D) 20sec				
	Google	Google Ads			
		Google Display ads			
		Google Display Banner			
	Facebook	FB Cover			
		FB Posts			
		FB Stories			
		Facebook Ads			
		Facebook Instant Article			
		Facebook Carousel Ad			
		Facebook Lead Generation Ads			
		Facebook Videos			
	Instagram content	Image ad / Display ad			
		Insta Posts			
		Video ad			
		Carousel ad			
		Slideshow ad			
		Edited Photos with caption			
		Insta Stories			

		Animation with music			
		cover photo			
	YouTube	Non/ Skippable in-stream ads, Bumper ads			
		Display ads			
		YouTube cover photo			
		Video Thumbnails			
		6 seconds			
		15 Seconds			
		30 Seconds			
		60 Seconds			
		Tube Headers			
	Twitter	Image ad			
		Video ad			
		Edited Photos with content & captions			
		Cover photo/ Banner			
	Tik Tok	General Ads			
		Display ad			
		Display Banner			
		6 seconds			
		15 Seconds			
		30 Seconds			
		60 seconds			
	Snap Chat	Account creation			
		Image Ad			
		Dynamic ads			
		Video ads			



		Sponsored content			
		Edited Photos/ videos with captions & content			

**4.5 Digital Media Buying Germany (SOR 5.5)** – Bidder should submit Monthly advertising plan separately.

S/N	Media Channel	KPI	Unit	KPI Target	Cost (LKR)
	Google Search Ads	Estimated Impressions	Impressions		
		Estimated Clicks	Clicks		
	Google Display Network (GDN)	Estimated Impressions	Impressions		
		Estimated Clicks	Clicks		
	Meta Platform (Facebook & Instagram)	Estimated reach	Reach		
		Estimate Impressions	Impressions		
		Estimated Clicks	Clicks		
		Estimated Engagement	Engagement		
		Estimated Video Views	Video Views		
		Estimated Impressions	Impressions		
	YouTube	Estimated Impressions	Impressions		
		Estimated Video	Video views		
	Newsletter	Estimated Newsletter dispatch	Sending		
		Estimated Recipients	Subscribers		
		Estimated Opening rates	Openings		

		Estimated Click rates	Openings		
	Facebook - Videos	Estimated Video Views	Video Views		
		Estimated Impressions	Impressions		
	Twitter	Estimated Impressions	Impressions		
		Estimated Clicks	Clicks		
	TikTok	Estimated reach	Reach		
		Estimate Impressions	Impressions		
		Estimate Clicks	Clicks		
	Snapchat	Engagement Metrics	Swipes		
		Estimate Impressions	Impressions		
		Estimate Clicks	Clicks		
	Display ads on Booking Engines	Impressions	Impressions Estimated		
		Estimated Clicks	Clicks		
	Display Ads on Review sites (eg: Trip Advisor)	Estimated Impressions	Impressions		
		Estimated clicks	Clicks		
	Advertise on Premium Content Sites - Quality Content Travel Sites (TA's & TO's sites, airlines)	Estimated Impressions	Impressions		
		Estimated clicks	Clicks		

	Re-targeting & Re-marketing to Sri Lanka Engagers	Estimated Impressions	Impressions	
		Estimated clicks	Clicks	

#### 4.6 Digital Reputation Management /Crisis Management

SOR	Item	Cost (LKR)
5.7	Providing Digital Reputation Management/Crisis Management	
	Total	

#### 4.7 Digital media monitoring & Reporting

SOR	Item	Cost (LKR)
5.8	Digital media monitoring & Reporting	
	Total	

#### 4.8 Master Price Schedule

SO R	Sub Schedule	Total Cost (LKR)
5.1.1	Conducting a Digital Audit (contextual Research) of German Market.	
5.1.2	Develop the country specific Digital Marketing Strategy for Germany	
5.2.0	Proposed Action plan for Digital Advertising Campaign in Germany	
5.2.2	Develop Own Media Channel Management	
5.6.0	Develop Creatives (According to the Action Plan)	
5.5.0	Digital Media Buying in German	
5.7.0	Digital Reputation Management & Crisis Management	
5.8.0	Digital media monitoring & Reporting	
	<b>Total in LKR</b>	

	<b>Sub Total in LKR</b>	
	<b>Applicable Taxes</b>	
	<b>Grand Total</b>	

## SECTION V

### Rate Card

#### Rate Card for Creatives & Productions (Additional Requirements Only)

##### 5.1 Creatives for the Digital Campaign (Please provide the rate per item)

(Payment will be allocated from the 10% provisional budget.)

No	Platform	Description	Cost Per Unit (LKR)
1	Display ad on Search engines		
2	Facebook post		
	Facebook Ads		
	Facebook story		
	Facebook – Videos		
	6 sec		
	15 sec		
	30 sec		
	45 sec		
	60 sec		
	120 sec		
	180 sec		
3	Instagram Stories		
	Instagram Ads		
	Instagram Posts		
	Instagram Videos		
	6 sec		
	15 sec		
	30 sec		
	45 sec		

	60 sec		
	120 sec		
	180 sec		
4	Twitter		
	Twitter Ads		
	Image Tweet		
	Video Tweet		
	6 sec		
	15 sec		
	30 sec		
	45 sec		
	60 sec		
5	YouTube		
	YouTube Shorts		
	Display Ads		
	Video Ads		
	6 sec		
	15 sec		
	30 sec		
	45 sec		
	60 sec		
	120 sec		
	180 sec		
	240 sec		
	300 sec		

6	Google and other Booking Engine advertisement		
	Image Ads		
	Video Ads		
	Animation Ads		
7	Trip Advisor advertisement		
11	Advertisement on Premium Content Sites		
12	Advertisements VOD (Video on Demand) Activity		
13	Advertisements OTA		
14	TikTok Videos		
	Video Ads		
	6 sec		
	15 sec		
	30 sec		
	45 sec		
	60 sec		
	120 sec		
	180 sec		
15	Animated Videos		
	6 sec		
	15 sec		
	30 sec		
	45 sec		
	60 sec		
	120 sec		

	180 sec		
	240 sec		
	300 sec		
16	webinars		
	100 to 500 participants		
	500 to 1000 participants		
	Unlimited participants		
17	Indoor Live Casting		
	One Cameras lighting and quality sound input		
	Two Cameras lighting and quality sound input		
	Three Cameras lighting and quality sound input		
18	Outdoor Live Casting		
	One Cameras lighting and quality sound input		
	Two Cameras lighting and quality sound input		
	Three Cameras lighting and quality sound input		
19	Composing Music Tracks (cost per 5 seconds)		
20	Sub titling of Videos (cost per 5 seconds)		
21	Electronic Direct Mailer (EDM)		
22	Digital Press Release		
23	e-flyers		
24	e-Banners		



25	Zoom Meetings (01 hr Session)	25-50 participants	
		100-200 participants	

## SECTION VI

### A) Financial Proposal Submission Form

#### QUOTATION SUBMISSION FORM

[The Vendor shall fill in this Form in accordance with the instructions indicated.

No alterations to its format shall be permitted and no substitutions will be accepted.]

***[The Vendor shall fill in this Form and it is compulsory to submit with signature.]***

[date]

Chairman

Department Procurement Committee

Sri Lanka Tourism Promotion Bureau

No. 80, Galle Road,

Colombo 03

Having examined the bidding documents, we offer to provide the Services for “**Selection of an agency to**

**execute a digital marketing campaign in the German market 2024”** bearing Bid Number: SLTPB/PROC/NCB/133 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of **Sri Lankan Rupees .....** **(words)**

**(LKR.....) (figure) or** any other sum derived in accordance with the said documents.

This Bid and your written acceptance of it shall constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Bid you receive.

We hereby confirm that this Bid complies with the Bid validity required by the bidding documents and specified in the Bidding Data.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Bidder	
	Address of the Bidder	

## A) Technical Proposal Submission Form

### SECTION VII

#### LETTER OF ACCEPTANCE

[Letterhead of the Employer]

*[This is applicable for the selected supplier.]*

#### Notes on Standard Form of Letter of Acceptance

The Letter of Acceptance will be the basis for formation of the Contract as described in Clauses 25 of the Instructions to Bidders.

This Standard Format of Letter of Acceptance will be filled in and sent to the selected Bidder by SLTPB only after evaluation of bids has been completed.

[date]

To: [name and address of the Service provider]

This is to notify you that your Bid dated [date] for providing services [name of the Contract and

identification number] for the Contract Price of [amount in numbers and words], as corrected and modified in accordance with the Instructions to Bidders is hereby accepted by us.

You are hereby instructed to proceed with the execution of the said contract for the provision of Services in accordance with the Contract documents.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Agency	

## **Schedule A –Experience in Similar Assignments- Local Agent**

(Qualification and Experience Information of the Bidder)

### **Submission Form A1 – Agency Profile**

Name of the Agency	
Head office address of the Agency	
Name of the contact person	
Contact Numbers of the Agency	Office : Mobile :
E-mail address of the Agency	
Number of years in Business	
Authorized Representative of the Agency ( Full name and Designation)	
Business Registration Number (Copy of the certificate to be attached)	

### **Submission Form A2- Minimum 03 Years of Experience in handling Digital & Social Media Advertising Campaigns**

Period	Client	Description of Works	Value of the Project	Client References

Total				

**Submission Form A3 - Handling of Minimum 03 International Brands from 2013 to 2023 (Completed Campaigns -Submit Client Reference Proof )**

Period	Employer	Description of Works	Client References

If the agency wishes to provide more details of the International Brands handled (eg: portfolio of work) they are free to submit them as appendices

**Submission Form A4 - Proof of Conducting at least 03 digital campaigns specifically for international brands/ destination marketing or tourism-related products from 2013 to 2023 (List Completed Campaigns - submit client references as proof)**

Period	Employer	Description of Works	Value of the Project	Client References
n				

Total		
-------	--	--

**Submission Form A5 - Experience in other sectors related to Digital Media Marketing from 2013 to 2023 ( ex: Communication/Advertising strategy Development/Creative Development etc.) - Completed Campaigns**

Period	Employer	Description of Works	Value of the Project	Contractor's Responsibility %
Total				

**Submission Form A6 - International Network of the Agency (Bidder)**

	Country	Name of the Agency and the Address	Contact Person and Designation	Contact Number	Email Address	URL of the Website
	Germany					

**Declarations issued by the connected agencies from Germany shall be submitted by the bidder**

## Submission Form A7– Experience of Partnering Agency in Germany

### A7.1 Experience with National Tourism Organizations from 2013 to 2023

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %
Total				

### Submission Form A 7.2 - Experience in Travel and Tourism Sector Digital Advertising Contracts from 2013 to 2023 (Partnering Agency in Germany) – List of Completed Campaigns

Period	Client	Description of Works	Value of the Project	Agency's Responsibility %

Total				

### **Schedule B -Work Plan and Methodology**

Detailed requirements of the Work Plan and Methodology is provided under SOR 5.0 (Scope of Work) of this bid proposal. The bidder should submit a detail proposal for point Nos: 5.1-5.11 for the scope of work under each topic, separately.

The scope of the Digital Marketing Agency is to assist Sri Lanka Tourism over a period of Six months, for the effective execution of the proposed Digital Advertising Campaign in Germany, by developing the Digital Strategy and successful implementation of digital media activities with the overarching focus of enhancing Sri Lanka's positive digital foot print.

#### **B1 Proposed Digital Advertising Strategy for the German Market 2024**

Digital Marketing Strategy proposed for Digital Advertising Campaign in Germany include the following;

1. Conducting a Digital Audit (contextual Research) of the German Market.
  - The Market research & Surveys, ground level studies, Projections, Air Connectivity studies, consumer behaviors, outbound projections from German market, Pre-& Post Covid market trends, competitor analysis, New travel trends and data sources etc.
2. Proposed Digital Advertising Strategy for German Market.
  - The overall research findings should be utilized for the development of the overall strategy. The proposal shall include the research findings and the overall analysis.
  - Proposed Target audiences and method of driving the target audiences and sub messages for the identified target audiences.
  - Proposed Digital Creatives for the campaign.
  - Digital Media strategies proposed (Owned/ Earned/Paid).
  - Call to action points for the campaign
  - Justification for the strategy.

#### **B.2 Proposed Action plan for Digital Advertising Campaign in Germany**

In developing time bound action plan (Posting Plan) , projected actions, ROI for each activity and key performance indicators (KPIs) have to be included for the campaign implementation period for the key actions proposed under Description of Services .



- Proposed Owned Media & Earned Media Plan
- Proposed Paid Media Plan
- Production of Creatives
- Digital Reputation Management

### **B.3 Proposed mechanism for real-time monitoring, evaluations and reporting of the progress of the digital marketing campaign**

- Proposed methodology for the performance monitoring and reporting mechanism
- Periodicity of reports/reporting & Factors to be covered in the report
- Software used (submissions should include reports from Facebook Business Manager, Google Analytics, Instagram for business, and any 3rd party monitoring tool)
- Performance monitoring mechanism (can use analytical tools and social listening to monitor segment along with weekly reports to SLTPB). The proposed mechanism should be submitted with the bid.

### **B. 4 Proposed Digital activations which will increase the Digital & Social media engagement of Sri Lanka Tourism Channels**

#### **B5. Following Digital Campaign objectives are to be achieved by the bidders ;**

- Identifying key digital channels that can influence potential travelers to Sri Lanka and develop the identified digital channels for the Campaign
- Increase online awareness of Sri Lanka Tourism covering aspects of key words, SEOs monitoring, channel management, etc. and thereby the digital share of voice.
- Increase online engagement in terms of activities online following, conversion and real time response.
- Create a sense of urgency across digital platforms to visit the island increasing the conversion rate.
- Monitor, evaluate and analyze digital media and to provide real time analytics and data for campaign designing .
- Enhance the effectiveness of digital strategy with emphasis to the geographical channel segmentation across the target market.

#### **B6. Summary of overall Digital Campaigns Deliverables are as follows ;**

- Carryout a digital audit to benchmark the pre-campaign scenario and conduct a situational analysis taking into account internal and external factors (Provide data-led consumer, competitive and industry insights, cross-industry best practices and relevant global trends) in digital marketing
- Develop the Digital Marketing Strategy Digital Advertising Campaign in Germany for six months period.
- Develop Country specific action plans for digital activations in Germany.
- Develop Creatives and Digital assets for the campaign in accordance with action plan.

- Resizing of creatives developed by the “Creative Agency” already appointed by SLTPB to meet the specifications of the Digital channels.
- Real-time monitoring of the Sri Lanka Tourism campaigns executed in the German market and the trends and topics (favorable/unfavorable) circulated around Digital Media and responding accordingly while reporting the progress to the SLTPB. (This will include the digital media monitoring & social listening)
- Providing a commercial grade custom developed Digital Asset Management Tool.
- Carryout Digital media buying in accordance with the media schedule agreed with SLTPB.
- Data Aggregation- Gather the campaign data such as engagement data and handover the same in a usable manner for retargeting and reusing including all the cookies. Agency should maintain the consumer generated content as a digital asset and transfer them to SLTPB on completion of the campaign.

#### B7 – Digital Media Buying Germany

S/N	Media Channel	KPI	Unit	KPI Target	Cost (LKR)
	Google Search Ads	Estimated Impressions	Impressions		
		Estimated Clicks	Clicks		
	Google Display Network (GDN)	Estimated Impressions	Impressions		
		Estimated Clicks	Clicks		
	Meta Platform (Facebook & Instagram)	Estimated reach	Reach		
		Estimate Impressions	Impressions		
		Estimated Clicks	Clicks		
		Estimated Engagement	Engagement		
		Estimated Video Views	Video Views		
		Estimated Impressions	Impressions		
	YouTube	Estimated Impressions	Impressions		
		Estimated Video	Video views		

	Newsletter	Estimated Newsletter dispatch	Sending		
		Estimated Recipients	Subscribers		
		Estimated Opening rates	Openings		
		Estimated Click rates	Openings		
	Facebook - Videos	Estimated Video Views	Video Views		
		Estimated Impressions	Impressions		
	Twitter	Estimated Impressions	Impressions		
		Estimated Clicks	Clicks		
	TikTok	Estimated reach	Reach		
		Estimate Impressions	Impressions		
		Estimate Clicks	Clicks		
	Snapchat	Engagement Metrics	Swipes		
		Estimate Impressions	Impressions		
		Estimate Clicks	Clicks		
	Display ads on Booking Engines	Impressions	Impressions Estimated		
		Estimated Clicks	Clicks		
	Display Ads on Review sites (eg: Trip Advisor)	Estimated Impressions	Impressions		
		Estimated clicks	Clicks		
	Advertise on Premium Content	Estimated Impressions	Impressions		

	Sites - Quality Content Travel Sites (TA's & TO's sites, airlines)	Estimated clicks	Clicks		
	Re-targeting & Re-marketing to Sri Lanka Engagers	Estimated Impressions	Impressions		
		Estimated clicks	Clicks		

Other Digital Media Buying Activities Proposed by the Bidder

	Media Channel	KPI	Unit Measurement	KPI Target	Cost (LKR)

## **Schedule C - (Appendix C)**

### **Key Staff**

(Qualification and Experience Information of Local Bidders Staff & Staff of the Partnering Agent in Germany should be submitted separately in the forms hereunder)

#### **Submission Form C1 - Composition of the proposed team for handling the Sri Lanka Tourism Account. – local agent**

S/ N	Position in the team	Full name of the member	Whether operating full-time or not	Tasks to be performed in the team
1	Digital Marketing Specialist			
2	Account Manager			
3	Digital Media Buying Manager			
4	Content / Digital creative Specialist			

#### **Submission Form C2 - CV of the members of the team**

This form is to be filled for each member of the team . In addition, bidders are free to attach CVs covering aspects not covered in the following tables as appendices.

#### **General Information about the members of the team**

Proposed position in the team	
Agency in which the member of the team is employed	
Name and Surname of the member of the team	
Professional qualifications/ occupation of the members of the team	
Date of birth	
Nationality	
Total years of service of the relevant sector	
Years of service as a member of the team	

Membership in professional Associations	
Role/Tasks in the team	

### **Education of the member of the team**

(state college and other specialized education, including names of educational establishments, dates of attendance and degrees/diplomas acquired; fill for all applicable degrees).

Institution of Higher Education	
Period of attendance: from (month/year) – to (month/year)	
Achieved level of education / diploma/ degree	

### **Relevant work experience of the member of the team**

(State former work experience, beginning with the present. State dates of employment, names of agencies/ businesses/ establishment and a short list of assignments)

Date: from (month/year) to (month/year)	
Agency/business/establishment	
Address of the agency / business/ establishment	
Position in the agency / business/ establishment	
Top projects/assignments done while in that agency/business/establishment (will be elaborated in a table further below)	

### **List of the most important projects and assignments of the members of the team in previous employments**

Name of the project	Name of the employer	Contractor/ Client of the project	List of tasks in the project	Period of work in the project: from (month/ year) to (month/ year)


I certify that the information given in this Form is a true description of my qualification and work experience.

Signature of the authorized representative of the Head of the Organization	
Name and CV holder of the member of the team	
Signature of the CV holder of the Team	

**Note: Signature of the CV holder is compulsory**

#### **Schedule D – Clients References & Case Studies**

(Qualification and Experience Information of the Bidder )

Please attach the certificates given by the clients, making references on the services executed by the bidder and case studies (one successful case study which has the best performance of the agency) of the projects undertaken of similar nature by the Agency in the Past.

#### **Schedule E– Financial Information**

Item	2022	2021	2020	2019	2018	2017	2016
<b>Information from Balance sheet</b>							
Total Assets							
Total Liabilities							
Current Assets							
Current Liabilities							
<b>Information from Income Statement</b>							
Turnover							
Profit After Tax							

Note : Provide Audited Annual Accounts in Digital Format (PDF) in a Flash drive

**Schedule E1 – Financial Information Credit Facilities/Overdrafts**

As an alternative to the Working capital, Credit facilities will be considered and the bidder shall disclose the facilities in the given format.

Name of Bank/Financial Institution	Credit Facilities/Overdrafts	Credit Period given	Credit Amount

Note: Documentary evidence to be attached

**Schedule F- Checklist for submission of Bid**

All the bidders are kindly requested to follow the undermentioned checklist and ensure that all the documents required to make the bid complete are enclosed and submitted in the respective envelopes (Envelope 01 & Envelope 02) as prescribed in the bidding Document . Please include the below filled checked-list into the bid document.

**Submission Documents for Envelope 01 - Qualification and Experience Information**

Form Number	Item	Submission Status	
Schedule A1	Agency Profile	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A2	Minimum 03 years of experience in Digital & Social media Marketing experience	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A3	Proven track records in handling a minimum of Three (03) International Brands from 2013 to 2023 (Submit Client Reference Proof)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A4	Proof of Conducting at least 03 Digital campaigns specifically for international brands/ destination marketing or tourism-related products. from 2016 to 2023 (submit client references as proof)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A5	International Network of the Agency	Yes <input type="checkbox"/>	No <input type="checkbox"/>



Schedule A 6.1	Experience of Partnering Agency in Germany : Experience with National Tourism Organizations from 2016 to 2023	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule A 6.2	Experience in Travel and Tourism Sector Digital Marketing Contracts from 2016 to 2023 (Partnering Agency in Germany)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule B- (SOR 5.0)	Work Plan and Methodology	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form C1	Composition of the proposed team for handling the Sri Lanka Tourism Account ( Local Bidder's and Partnering Agency in Germany)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Submission Form C2	CV of the members of the team	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule D	Client's References & Case Studies	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule F	Bid Submission Check List	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VI	b) Technical proposal Submission Form	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VIII	Bid Security Guarantee	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Schedule E, E1	Annual Turn-over (Financial Information)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Audited Annual Accounts in Digital Format (PDF) in a Flash drive	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Documented evidence for Credit Facilities/Overdrafts	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**Submission Documents for Envelope 02 – Financial Information**

Form Number	Item	Submission Status	
Section IV	Price Schedule & Master Price Schedule	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section V	Rate Card for Additional Requirements	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Section VI	a) Financial Quotation submission form	Yes <input type="checkbox"/>	No <input type="checkbox"/>

## Section VIII

### **Form: Bid Security Format for the Bid Security Guarantee**

*[this Bank Guarantee form shall be filled in accordance with the instructions indicated in brackets]*

----- [insert issuing agency's name, and address of issuing branch or office] -----

Beneficiary: ----- [ name and address of Purchaser]

Date: ----- [insert (by issuing agency) date]

BID GUARANTEE No.: ----- [insert (by issuing agency) number]

We have been informed that ----- [insert (by issuing agency) name of the Bidder; if a joint venture, list complete legal names of partners] (hereinafter called "the Bidder") has submitted to you its bid dated ----- [insert (by issuing agency) date](hereinafter called" the Bid") for the supply of [insert name of Supplier] under Invitation for Bids No. SLTPB /PROC/NCB/133

Furthermore, we understand that, according to your conditions, Bids must be supported by a Bid Guarantee.

At the request of the Bidder, we ----- [insert name of issuing agency] hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of ----- [insert amount in figures] ----- [insert amount in words]) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

- (a) has withdrawn its Bid during the period of bid validity specified; or
- (b) does not accept the correction of errors in accordance with the Instructions to Bidders (hereinafter "the ITB"); or
- (c) having been notified of the acceptance of its Bid by the Purchaser during the period of bid validity, (i) fails or refuses to execute the Contract Form, if required, or (ii) fails or refuses to furnish the Performance Security, in accordance with the ITB.

This Guarantee shall expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the Contract signed by the Bidder and of the Performance Security issued to you by the Bidder; or (b) if the Bidder is not the successful bidder, upon the earlier of (i) our receipt of a copy of your notification to the Bidder that the Bidder was unsuccessful, otherwise it will remain in force up to ----- (insert date)

Consequently, any demand for payment under this Guarantee must be received by us at the office on or before that date. \_\_\_\_\_

*Signed [insert signature(s) of authorized representative] in the Capacity of [insert title]*

*Name [insert printed or typed name]*

*Duly authorized to sign the bid for and on behalf of [insert authorizing entity]*

*Dated on [insert day] day of [insert month], [insert year]*

## Section IX

### General Conditions of the Contract

1. General Provisions	
1.1 Definitions	Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:
	(a) “Price List ” is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid;
	(d) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer
	(c) “Contract” means the Contract signed by the Parties, to which these General Conditions of Contract (CC) are attached, together with all the documents listed in Clause 1 of such signed Contract;
	(d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6;
	(e) “Employer” means the party who employs the Service Provider
	(f) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them;
	(g) “Personnel” means persons hired by the Service Provider as employees and assigned to the performance of the Services or any part thereof;
	(h) “Service Provider” is a person or corporate body whose Bid to provide the Services has been accepted by the Employer;
	(i) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer
	(j) “Employer’s Requirements” means the Employer’s Requirements of the service included in the bidding document (Section III) submitted by the Service Provider to the Employer
	(k) “Services” means the work to be performed by the Service Provider pursuant to this Contract, as described in Section III in the SOR and Schedule of Activities included in the Service Provider’s Bid.
	(l) “Provisional Sum” means a sum which is specified as an additional sum for the execution of any part of the contract as specified under sub Clause 6.5

1.2 Applicable Law	The Contract shall be interpreted in accordance with the laws of the Democratic Socialist Republic of Sri Lanka
1.3 Language	This Contract shall be executed in English Language
1.4 Notices	Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, to such Party at the address specified in the Contract Data.
1.5 Location	The Services shall be performed at such locations as are specified in Section IV , in the Schedule of Requirements and, where the location of a particular task is not so specified, at such locations, as the Employer may approve.
1.6 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials specified in the Contract Data.
<b>2. Commencement, Completion, Modification, and Termination of Contract</b>	
2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by either parties or such other later date as may be stated in the Contract Data.
2.2 Starting Date	The Service Provider shall start carrying out the Services within seven (07) days of the date effective of the Contract becomes effective, or at such other date as may be specified in the Contract Data.
2.3 Intended Completion Date	Unless terminated earlier pursuant to Clause 2.6, the Service Provider shall complete the activities by the Intended Completion Date, as is specified in the Contract Data. If the Service Provider does not complete the activities by the Intended Completion Date, it shall be liable to pay liquidated damage as per Sub-Clause 3.8. In this case, the Completion Date will be the date of completion of all activities.
2.4. Force Majeure	
2.4.1 Definition	For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party and which makes a Party’s performance of its obligations under the Contract

	impossible or so impractical as to be considered impossible under the circumstances.
2.4.2 No Breach of Contract	The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.
2.4.3 Extension of Time	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure
2.4.4 Payments	During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.
2.5 Termination	
2.5.1 By the Employer	The Employer may terminate this Contract, by not less than Fourteen (14) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause 2.6.1 and twenty eight (28) days' in the case of the event referred to in (f):
	(a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;
	(b) if the Service Provider become insolvent or bankrupt;
	(c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or
	(d) if the Service Provider's Performance Security is not in compliance with Clause 3.9

	(e) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with Sub-Clause 3.8.1 and the Contract Data.;
	(f) if the Employer, in its sole discretion, decides to terminate this Contract.
2.5.2 By the Service Provider	The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2:
	(a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-two (42) days after receiving written notice from the Service Provider that such payment is overdue; or
	(b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than fifty-six (56) days.
2.5.3 Payment upon Termination	Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider:
	(a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;
	(b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.
<b>3. Obligations of the Service Provider</b>	
3.1 General	The Service Providers shall perform the Services in accordance with the Employer's Requirements and the Financial Bid, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the

	Employer's legitimate interests in any dealings with Subcontractors or third parties.
3.2 Confidentiality	The Service Providers, their Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer's business or operations without the prior written consent of the Employer
3.3 Service Providers' Actions Requiring Employer's Prior Approval	<p>The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions:</p> <p>(a) entering into a subcontract for the performance of any part of the Services,</p> <p>(b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"),</p> <p>(c) changing the Program of activities; and</p> <p>(d) any other action that may be specified in the Contract Data</p>
3.4 Reporting Obligations	The Service Providers shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.
3.5 Documents Prepared by the Service Providers to Be the Property of the Employer	All plans, drawings, Employer's Requirements, designs, reports, and other documents and software submitted by the Service Providers in accordance with Clause 3.6 shall become and remain the property of the Employer, and the Service Providers shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the Contract Data
<b>3.6 Liquidated Damages</b>	
3.6.1 Payments of Liquidated Damages	The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the Contract Data for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the Contract Data. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider's liabilities.

3.6.2 Correction for Overpayment	If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall pay interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.7 Performance Security	The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of acceptance. The Performance Security shall be issued in an amount and form and by a bank or surety acceptable to the Employer. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract.
<b>4. Service Provider's Personnel</b>	
4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix C. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer
4.2 Removal and/or Replacement of Personnel	(a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
	(b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
	(c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.
<b>5. Obligations of the Employer</b>	



5.1 Assistance and Exemptions	The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the Contract Data.
5.2 Change in the Applicable Law	If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses 6.2 (a) or (b), as the case may be.
5.3 Services and Facilities	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.
<b>6. Payments to the Service Provider</b>	
6.1 Lump-Sum Remuneration	The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clauses 2.4 and 6.3
6.2 Contract Price	The Contract Price is set forth in the Contract Data breakdown of which is provided in Appendix D.
6.3 Payment for Additional Services, and Performance Incentive Compensation	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.
6.3.1	For the purpose of determining the remuneration due for additional services.
6.4 Terms and Conditions of Payment	Payments will be made to the Service Provider and according to the payment schedule stated in the Contract Data. Unless otherwise stated in, the Contract Data, first payment shall be made against the provision by the Service Provider of a bank guarantee for the same amount, and shall be valid for the period stated in the Contract Data. Any other payment shall be made after the conditions listed in the SCC for such payment have been met, and the Service Provider have submitted an invoice to the Employer specifying the amount due.

6.5 Provisional Sum	<p>Each Provisional Sum shall only be used, in whole or in part, in accordance with the instructions of SLTPB, and the Contract Price shall be adjusted accordingly. The total sum paid to the Contractor shall include only such amounts, for the work, supplies or services to which the Provisional Sum relates, as the SLTPB shall have instructed. For each Provisional Sum, the SLTPB may instruct:</p> <ul style="list-style-type: none"> <li>(a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor.</li> <li>(b) Plant, Materials or services to be purchased by the Contractor, from a nominated Subcontractor or otherwise; and for which there shall be included in the Contract Price: <ul style="list-style-type: none"> <li>(i) the actual amounts paid (or due to be paid) by the Contractor, and</li> <li>(ii) a sum for overhead charges and profit, calculated as a percentage of these actual amounts by applying the relevant percentage rate (if any) stated in the appropriate Schedule. If there is no such rate, the percentage rate stated in the Contract Data shall be applied.</li> </ul> </li> </ul> <p>The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, quotations, invoices, vouchers and accounts or receipts in substantiation.</p>
<b>7. Quality Control</b>	
7.1 Identifying Defects	The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.
7.2 Correction of Defects, and Lack of Performance Penalty	<ul style="list-style-type: none"> <li>(a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected.</li> <li>(b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.</li> <li>(c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8</li> </ul>
<b>8. Settlement of Disputes</b>	
8.1 Amicable Settlement	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.

8.2.1	Any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, which was not settled amicably in as with sub clause 8.1 above, shall be finally settled by arbitration in accordance with Arbitration Act No 11 of 1995.
8.2.2	The arbitral tribunal shall consist of a sole arbitrator, who shall be appointed in the manner provided under sub clause 8.2.3.
8.2.3	The Party desiring arbitration shall nominate three arbitrators out of which one to be selected by the other Party within 21 Days of the receipt of such nomination. If the other Party does not select one to serve as Arbitrator within the stipulated period, then the Arbitrator shall be appointed in accordance with Arbitration Act No 11 of 1995, or any other amendments thereof.

**Section X****CONTRACT DATA**

Clauses in brackets are optional; all notes should be deleted in final text.

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	<p>The addresses are: Employer: Sri Lanka Tourism Promotion Bureau Attention (Contact Person): Managing Director Tel:0112426800</p> <p>e-mail: <a href="mailto:md@srilanka.travel">md@srilanka.travel</a> Service Provider: Attention (Contact Person): Tel: Mobile: e-mail:</p>
1.6	<p>The Authorized Representatives are: For the Employer: For the Service Provider:</p>
2.1	<p>The date on which this Contract shall come into effect is [date]. [ Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]</p>
2.2	<p>The Starting Date for the commencement of Services is [date] (14 days after the Letter of Acceptance issued)</p>
2.3	<p>The Intended Completion Date is 196 days (06 Months + 14 days ) from the date of the Letter of Acceptance .In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective</p>
3.3(d)	<p>The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise to be made with the Sri Lanka Mission in the respective country in an emergency situation.</p>
3.4	<p>Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements .</p>

3.5	<ul style="list-style-type: none"> <li>• Apart from the provisions in 3.7 the service provider is liable to handover all equipment's or any other assets acquired under the contract to SLTPB</li> <li>• Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright transfer note. If the agency purchased images or video clips from third parties the copyrights transfer note shall submitted by original owner of the content</li> <li>• All copyrights of the aggregated data of the campaign shall be vested with SLTPB. The agency has no right to handover or sell any database, content to another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB.</li> <li>• Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract</li> </ul>
	<p>Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright Assignment provided as follows:.</p> <p>1. If the agency purchased images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB to a minimum period of 2 years.</p> <p>2.SLTPB shall be deemed to be the sole owner (Exclusive rights) of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.".</p>
3.6.1	<p>The liquidated damages rate is 0.1% per day</p> <p>The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.</p>
3.7	Performance security should be submitted within 14 days after receipt of the Letter of Acceptance
4.1	Appendix C- Key Personnel - Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.
5.1	Note Applicable

5.3	Point 11.0 Services and facilities provided by the Employer - applicable
6.1	Appendix A - Description of the Services (Schedule of Requirements (SOR))
6.2	The amount is [insert amount]. (Appendix D)
6.3	Appendix E – Services and Facilities Provided by the Employer
6.3.1	Remuneration due for additional services shall be in accordance with the rate card (Section V)
6.4	<p>Payments shall be made according to the following schedule: [ Note: (a) the following installments are indicative only; (b) “commencement date” may be replaced with “date of effectiveness;” and (c) if applicable, detail further the nature of the report evidencing performance, as may be required] .</p> <ul style="list-style-type: none"> <li>a. Advance of 20% of the total Contract Price be paid upon awarding of the contract against the submission of an on demand / unconditional advance payment guarantee issued by an A class Commercial Bank in Sri Lanka with a validity period of 28 days beyond the contractual period.</li> <li>b. Payments will be made in accordance with above subject to certification by the Employer, that the services have been rented satisfactorily, pursuant to the performance indicators based on the actual delivery of the pre-agreed deliverables in accordance with the price schedule. (Section IV).</li> <li>c. Proportionately payment deductions will be applied for the non-performed campaign deliverables</li> <li>d. Payment will not be processed for the any on-going activities.</li> <li>e. Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright Assignment provided as follows:.</li> </ul> <p>1. If the agency purchased images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB to a minimum period of 2 years.</p> <p>2.SLTPB shall be deemed to be the sole owner (Exclusive rights) of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.".</p> <p>Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.</p>

6.5 Provisional Sum	A provisional sum of 10% will be allocated for creatives & production listed in the Rate card to obtain required services from a separate Budget, in addition to the creatives provided by the SLTPB's creative agency and within the PR Agency's campaign scope. This will be utilized for special requirements/ contingencies on need basis as per the conditions laid under General conditions of the contract No: 6.5)
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## FORM OF CONTRACT

This CONTRACT (hereinafter called the “Contract”) is made the [day] day of the month of [month], [year], between, on the one hand, [name of Employer] (hereinafter called the “Employer”) and, on the other hand, [name of Service Provider] (hereinafter called the “Service Provider”).

### WHEREAS

- a. the Employer has requested the Service Provider to provide certain Services as defined in the Conditions of Contract and Contract Data attached to this Contract (hereinafter called the “Services”);
- b. the Service Provider, having represented to the Employer that they have the required skills, and personnel and resources, have agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of.....;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:

- a. This Contract Agreement
- b. Letter of Acceptance
- c. The Conditions of Contract
- d. The Contract Data
- e. The Form of Bid
- f. Schedule A to F and the Financial Bid
- g. The Employer’s Requirements
- h. The following Appendices: [Note: If any of these Appendices are not used, the words “Not Used” should be inserted below next to the title of the Appendix and on the sheet attached hereto carrying the title of that Appendix.]  
Appendix A: Description of the Services (Schedule of Requirements (SOR))  
Appendix B: Schedule of Payments and Reporting Requirements  
Appendix C: Key Personnel  
Appendix D: Breakdown of Contract Price (Price Schedule )  
Appendix E: Services and Facilities Provided by the Employer

2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:

- a. The Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
- b. the Employer shall make payments to the Service Provider in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of [name of Employer]

[Authorized Representative]

For and on behalf of [name of Service Provider]

[Authorized Representative]



**Annex A Form: Performance Bank Guarantee (On-demand Unconditional)**

To: *[name and address of Employer]*

Whereas *[name and address of Service Provider]* (hereinafter called “the Service Provider”) has undertaken, in pursuance of Contract No. *[number]* dated *[date]* to execute *[name of Contract and brief description of Services]* (hereinafter called “the Contract”);

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of *[amount of Guarantee]* *[amount in words]*, such sum being payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of *[amount of Guarantee]* as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor

.....  
...

Name of Bank

.....

..... Address

.....

..... Date .....

**Annex B Form: Bank Guarantee for Advance Payment**

To: *[name and address of Employer]*

*[name of Contract]*

Gentlemen:

In accordance with the provisions of the Conditions of Contract, Clause 51 (“Advance Payment”) of the above-mentioned Contract, *[name and address of Service Provider]* (hereinafter called “the Service Provider”) shall deposit with *[name of Employer]* a Bank Guarantee to guarantee his proper and faithful performance under the said Clause of the Contract in an amount of *[amount of Guarantee]* *[amount in words]*

We, the *[Bank or Financial Institution]*, as instructed by the Service Provider, agree unconditionally and irrevocably to guarantee as primary obligator and not as Surety merely, the payment to *[name of Employer]* on his first demand without whatsoever right of objection on our part and without his first claim to the Service Provider, in the amount not exceeding *[amount of Guarantee]* *[amount in words]*

We further agree that no change or addition to or other modification of the terms of the Contract or of Services to be performed there under or of any of the Contract documents which may be made between *[name of Employer]* and the Service Provider, shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall remain valid and in full effect from the date of the advance payment under the Contract until *[name of Employer]* receives full repayment of the same amount from the Service Provider.

Yours truly,

Signature and seal:

.....  
.....

Name of Bank/Financial Institution:

.....

... Address:

.....

..... Date:

.....

.....

**Annex C : Copy Right Assignment Agreement (PHOTOGRAPHS / IMAGES).**

**THIS AGREEMENT** is made and entered on this .....day of..... 2023  
by and between;

**Alternative A** (*When the Assignor is a agency/legal person*)

..... (name of agency ) (Carrying Business  
Registration No. PV ..... ) a agency duly incorporated under the provisions of the  
agencies Act and having its registered office at No.  
..... (Registered address of the agency) (hereinafter  
called and referred to as "**THE ASSIGNOR**" which term shall where the context so requires  
or admits mean and include the said ..... (Name of  
agency) its successors and assigns)

**Alternative B** (*When the Assignor is a individual and independent person*)

..... (name of individual  
person/persons) (Holder of national Identity card No. .... ) of  
..... (Address or addresses of the  
person/persons) (hereinafter called and referred to as "**THE ASSIGNOR**" which term shall  
where the context so requires or admits mean and include the said  
..... (Name of person/persons) heirs, executors.  
Administrators, successors and assigns)

of the **ONE PART**

**AND**

**SRI LANKA TOURISM PROMTION BUREAU**, a body corporate established by and under  
the Tourism Act No 38 of 2005 and having its principal office at 80, Galle Road, Colombo 3,  
in the said Republic of Sri Lanka (hereinafter called and referred to as "**THE ASSIGNEE**"  
which term or expression shall where the contexts or requires or admits mean and include the  
said SRI LANKA TOURISM PROMOTION BUREAU (SLTPB) its successors and permitted  
assigns) of the **OTHER PART**, and on the other hand, hereinafter collectively referred to as  
the **Parties**, have concluded this Agreement as follows:

The assignor has/ have obliged the task to supply, provide and sell Photographs / Images related to the contract of **“Purchase High Resolution Images for SLTPB” bearing Contract No:** ..... connected to Sri Lanka Tourism Promotion Bureau and the Assignee carried out said venture in or around on .....

The Assignor hereby irrevocably represents and warrants to undertake with the Assignee that the Assignor has the capacity and power to enter into, exercise its rights and perform and comply with its obligations under this Agreement.

The assignor warrants and affirm that the Assignor is the sole owner and proprietor of the photographed images morefully described in Annexures attached hereof.

The assignor transfer and assign all exclusive copy rights, ownership rights, Model rights (If applicable) and such other rights of the said Photographs / Images to the assignee, and the assignee shall at its full discretion use wholly or partly the Photographs / Images described in Annexures attached hereof on any medium of communication as and when required and The assignor certify and confirm that the due consideration of Rupees ..... (Rs...../-) of lawful money of Sri Lanka was obtained as agreed upon for the sale of the said Photographs / Images morefully described in Annexures attached hereof.

The assignor hereby relinquish and renounce all author’s rights and such other rights the assignor possess with regard to the Photographs / Images sold described in Annexures attached hereof.

The assignor hereby keep the assignee freed and indemnified from any claim, demand, damage whatsoever arising from any 03<sup>rd</sup> party therefrom.

**PARTY OF THE 1<sup>ST</sup> PART.**  
**(SLTPB.**

**PARTY OF THE OTHER PART**

01. ....  
.....

*(Signature)*

01.

*(Signature)*

.....  
.....

(name)

(name)

02. .... (Signature)

..... (Name)

- Agency seal to be affixed.

If agency is party 2 directors have to sign the Agreement.

#### WITNESSES OF THE PARTY OF 1<sup>ST</sup> PART

NAME OF OTHER PARTY

Signature:.....

me: .....

☐ / NPV / Passport No: .....

dress: .....

.....

02. Signature:.....

me: .....

☐ / NPV / Passport No: .....

dress: .....

.....

#### WITNESSES OF THE

01. Signature: .....

me: .....

☐ / NPV / Passport No: .....

dress: .....

.....

02. Signature:.....

me: .....

☐ / NPV / Passport No: .....

dress: .....

.....

**Annex D : Copy Right Assignment Agreement (VIDEOS).**

**THIS AGREEMENT** is made and entered on this ..... day of .....  
2023 by and between;

**Alternative A** *(When the Assignor is a agency/legal person)*

..... (name of agency) (Carrying Business  
Registration No. PV ..... ) a agency duly incorporated under the provisions of the  
agencies Act and having its registered office at No.  
..... (Registered address of the agency ) (hereinafter  
called and referred to as "**THE ASSIGNOR**" which term shall where the context so requires  
or admits mean and include the said ..... (Name of  
agency) its successors and assigns)

**Alternative B** *(When the Assignor is a individual and independent person)*

..... (name of individual  
person/persons) (Holder of national Identity card No. .... ) of  
..... (Address or addresses of the  
person/persons) (hereinafter called and referred to as "**THE ASSIGNOR**" which term shall  
where the context so requires or admits mean and include the said  
..... (Name of person/persons) heirs, executors.  
Administrators, successors and assigns)

of the **ONE PART**

**AND**

**SRI LANKA TOURISM PROMTION BUREAU**, a body corporate established by and under  
the Tourism Act No 38 of 2005 and having its principal office at 80, Galle Road, Colombo 3,  
in the said Republic of Sri Lanka (hereinafter called and referred to as "**THE ASSIGNEE**"  
which term or expression shall where the contexts or requires or admits mean and include the  
said SRI LANKA TOURISM PROMOTION BUREAU (SLTPB) its successors and permitted  
assigns) of the **OTHER PART**, and on the other hand, hereinafter collectively referred to as  
the **Parties**, have concluded this Agreement as follows:

The assignor has/ have obliged the task to supply, provide and sell Videos related to the contract of **“Purchase High Resolution Images for SLTPB” bearing Contract No:** ..... connected to Sri Lanka Tourism Promotion Bureau and the Assignee carried out said venture in or around on .....

The Assignor hereby irrevocably represents and warrants to undertake with the Assignee that the Assignor has the capacity and power to enter into, exercise its rights and perform and comply with its obligations under this Agreement.

The assignor warrants and affirm that the Assignor is the sole owner and proprietor of the Video more fully described in Annexures attached hereof.

The assignor transfer and assign all exclusive copy rights, ownership rights, Model rights (If applicable) and such other rights of the said Videos to the assignee, and the assignee shall at its full discretion use wholly or partly the Videos described in Annexures attached hereof on any medium of communication as and when required and The assignor certify and confirm that the due consideration of Rupees ..... (Rs...../-) of lawful money of Sri Lanka was obtained as agreed upon for the sale of the said Videos morefully described in Annexure A attached hereof.

The assignor hereby relinquish and renounce all author’s rights and such other rights the assignor possess with regard to the Videos sold described in Annexures attached hereof.

The assignor hereby keep the assignee freed and indemnified from any claim, demand, damage whatsoever arising from any 03<sup>rd</sup> party therefrom.

**PARTY OF THE 1<sup>ST</sup> PART.**

**PARTY OF THE OTHER PART (SLTPB.**

01. ....

01.

.....  
(Signature)

.....  
(Signature)

.....  
.....

(name)

(name)

02. ....

(Signature)

.....

(Name)

- Agency seal to be affixed.

If agency is party 2 directors have to sign the Agreement.

**WITNESSES OF THE PARTY OF 1<sup>ST</sup> PART**

**WITNESSES OF THE PARTY OF**

01. Signature:.....

me: .....

☐ / NPV / Passport No: .....

dress: .....

.....

Signature:.....

...

me: .....

☐ / NPV / Passport No: .....

dress: .....

.....

Signature:.....

me: .....

☐ / NPV / Passport No: .....

dress: .....

.....

Signature:.....

me: .....

☐ / NPV / Passport No: .....

dress: .....

I

.....



## Annex E : SLTPB new branding strategy - Brief

### SLTPB MARKETING COMMUNICATION STRATEGY AND ROLLOUT PLAN:

In line with the promotional strategies of SLTPB the appointed creative agency for Sri Lanka Tourism has developed a new positioning strategy for the destination which will form the platform for all integrated marketing communication campaigns across all touchpoints. Accordingly, the new positioning for the destination is ‘Sri Lanka - You’ll Come Back for More’.

The new MARCOM strategy has taken into account the laps of an integrated communication campaign from 2008/09 and the absence of a differentiation strategy for the destination. Further, the new positioning for the destination brand has been developed on the 3 pillars of Sri Lanka Tourism brand:

- Compact
- Diverse
- Authentic

Instead of the common trend among other Asian destinations that use various adjectives to position the destination following an inside-out approach, the new strategy take the point of view of the travelers, particularly the impact Sri Lanka has on travelers such as the fact that travelers are overwhelmed by the unmatched beauty & diversity of the place and the incredible warmth of its people. This has resulted in travellers desiring to revisit the destination to explore more offerings of the destination which cannot be fully experienced in a single visit. Further, the SLTDA data and statistics indicate a high prevalence of repeat visitors to the destination due to the lasting impact the destination has on its visitors.

*‘You’ll Come Back for More’* is a statement of confidence that invokes curiosity and implies ‘normalcy’, ‘safety’ and all the island’s riches - diversity, compactness, and authentic offerings. It highlights how Sri Lanka is so diverse in experiences that draws them back for more. It is an evocative statement that is not just tourist-centric but also extends to the limitless offerings of Sri Lanka. It is more than a slogan or tagline. It is a country positioning and nation branding.

While all communication for SLTPB will be focused on creating awareness for Sri Lanka, with the new positioning strategy and positioning, the marketing communication for the destination will be rolled out in 2-phases, each addressing a specific objective to address the key challenges towards achieving the goals of tourist arrivals, revenue, and future growth of the industry. The new brand logo and tagline will be used across all phases of the campaign replacing ‘So Sri Lanka’ brand logo and tagline.

#### Phase 1: Priming Campaign

During the first 04 months (SLTPB to discuss internally and specify exact timelines), the greater “thrust” of messaging will be put on promoting Sri Lanka is Safe to Travel. This will be the **Priming** phase of the campaign that will start seeding in the idea of visiting Sri Lanka in the minds of the core target groups.

Since 2019, the world media has played out negative news about Sri Lanka that has resulted in waning tourist numbers to the island and loss of tourism revenue. Hence, this phase of

the campaign will primarily focus on changing this narrative and the misconceived perceptions that travelers across the world harbor about Sri Lanka while highlighting the diversity of unique experiences in Sri Lanka.

**The messaging: Everything is normal and safe in Sri Lanka. And we are ready to welcome you!**

‘Ready to Welcome You’ thus becomes a visual hook for the priming campaign and calls out Sri Lanka’s readiness to welcome travelers in an unforgettable manner.

## **Phase 2: Inspiring Campaign**

Soon on the heels of the Priming, the campaign will shift to **Inspiring** phase. During this phase, the message will focus on tempting target groups with glimpses of Sri Lankan experience & get them seriously consider visiting and revisiting the destination.

This will be a brand positioning campaign focused on the task of differentiating Sri Lanka from other destinations and give the travelers compelling reasons to visit and revisit Sri Lanka. In this phase the 3 pillars of the destination; Compact – Authentic – Diverse will be dialed up to make Sri Lanka unique and stand out from other destinations in Asia.

**The messaging: You’ll come back for more!**

This enchanting island is so diverse in experiences that it casts a spell on you, pulling you back for more, again and again.

**ANNEX F : CREATIVE CONCEPTS & PRODUCTIONS OFFERED BY SLTPB CREATIVE AGENCY FOR THE GERMAN MARKET**

**Sri Lanka Tourism Promotion Bureau**

**Creative Concept and Developments Provided for the Digital & PR Campaigns - German Market**

	Item	description	Nos
1	Main Film – Language version (Adaptation from Master English)	2- minute version	1
2	Film Edits Language version (Adaptation from Master English)	Cut down versions/edit (60 sec, 30 sec,15 sec, 10 sec, 5 sec)	4
3	Magazine Ads/Key Visuals – Adaptation of main campaign	Key visuals of the brand campaign (using existing images)	4
4	Digital Posts (Language Versions) Adaptation of main campaign	Posts, display Ads and banners developed from the brand campaign (using existing images)	18
5	Tactical – Sri Lanka Ready Film – Language Version	2- minute version (Using existing rushes)	1
6	Tactical – Sri Lanka Ready Film edits – Language Version	Cut down versions/edit (60 sec, 30 sec,15 sec, 10 sec, 5 sec) (Using existing rushes)	5
7	Tactical – Sri Lanka Ready Magazine ad ( Adaptation)	Key visuals of campaign (using existing images)	4
8	Tactical – Sri Lanka Ready digital Posts ( Adaptation )	Posts , displays Ads and banners developed from the Sri Lanka Ready campaign – ( Using existing images )	12

9	Composite e-Brochure (Adaptation )	Covering up to 10 pillars of the destination. 22 pages – (using existing images)	1
10	Topical e-brochures (Adaptation )	1 pillar * 1 page - (using existing images)	5
11	Posters – for Trade / Foreign mission (Adaptation )	( Main Campaign – Using existing images)	5