

# **REQUEST FOR PROPOSALS: MEDIA PLAN**

## **for creating an advertising Media Plan and carrying out the activities confirmed in the Media Plan in the territory of Bosnia and Herzegovina**

The Office of the High Representative invites companies/agencies to submit proposals for creating an advertising Media Plan and carrying out the activities confirmed in the Media Plan in the territory of Bosnia and Herzegovina in period July-August 2023.

**BUDGET: 67,769.50 KM excluding VAT (34,650.00 EUR)**

Tender Procedure: Local Open Tender

The Tender information is given in the following order:

### **I) Background**

### **II) Statement of Work**

### **III) Proposal Submission Conditions**

### **IV) Selection and Award**

### **V) Proposal Submission and Deadline**

#### **I Background**

OHR is seeking a company/agency that will create and implement a media plan for a public information campaign at the level of Bosnia and Herzegovina to inform the public about the importance of solving the issue of state property so that the public can understand why these processes should be supported and what damage has already been caused by their non-implementation.

It is necessary to place three (3) TV animations, each lasting 30 seconds, and five (5) infographics. Animations and infographics have already been produced.

#### **II Scope of Work**

Scope of Work includes the following services and activities:

- Analysis and creation of an advertising strategy on assigned TV channels and social networks,
- Creating a Media Plan,
- Implementation of activities confirmed in the Media Plan (media buying).

**The successful bidder shall be responsible for the full implementation of the Media Plan.**

#### **1. Analysis and Implementation**

a) The media analysis must include information on the viewership of TV channels and their reach, as well as information on visits to online portals, on the basis of which the media plan will be created. The analysis should justify the relevance of the proposed terms in relation to the target group.

b) At the end of advertising, it is necessary to submit a detailed report with key indicators of the successful implementation of the campaign and the results achieved.

#### **Media Plan**

Media Plan should include:

##### **2.1 Advertising on TV:**

a) broadcast of three (3) TV animations, each lasting 30 seconds, in prime time on the following TV stations and according to the distribution of the total number of broadcasts:

- BHT1
- FTV
- RTRS
- TV BN
- TV NOVA BH

The OHR has already placed this material on some of these stations but is open to changing its choice of media if the agency offers sound alternative proposals.

b) broadcast of three (3) TV animations should be simultaneous and in approximately the same ratio of the number of broadcasts.

## **2.2 Advertising on social media**

Preferred channels: direct ad purchase on web portals based on an analysis of visits as well as demographic and territorial coverage of the target groups, **Google Ads, Facebook and Instagram** ads (tailored profiles on these two social networks already exist), and **YouTube** ads.

## **3. Geographic area to be covered:**

Bosnia and Herzegovina

## **4. Target group:**

Citizens of BiH 18+.

Media Plan should particularly focus on viewers who are less likely to regularly monitor online content using smartphones or personal computers and are therefore less likely to be directly targeted by social media ads.

## **5. Period of broadcast:**

1 July – 31 August 2023

## **6. Total Budget: 67,769.50 KM excluding VAT (34,650.00 EUR)**

Budget distribution recommendation: 75% for advertising on TV and 25% for advertising on social networks.

Note: Total budget amount includes agency fee and all agency costs.

## **III Proposal Submission Conditions**

The Proposal must be in Bosnian/Serbian/Croatian or English, and contain a printed original and an electronic copy on USB.

Proposals shall contain the following:

**1. Name and address of the company**, contact phone number, e-mail and the name of the contact person.

**2. References:** List and description of similar projects in the last three (3) years, with references and contacts. The value of at least one project should be a minimum of 50,000.00 KM.

**3. Analysis and implementation:** Information on the analysis, monitoring and indicators of successful campaign implementation and achieved results, as well as a list of tools that will be used. The bidder should also provide information on the form and content of the final report.

## **4. Media Plan should contain:**

- advertising schedule for each TV channel;

- information on the position of the TV animation in the proposed broadcast time (eg before, after or block cut of the proposed TV program);
- total number of advertisements per TV channel;
- total number of advertisements and expected reach per social network.

#### **5. Financial Offer:**

- **Detailed breakdown of costs per type of cost, TV channel and social network, with the condition that the total amount may not exceed the amount of the given budget.**
- **Price and terms of payment in KM (convertible marks), excluding VAT.**

Remark: OHR standard payment terms are 30 days by bank transfer upon project completion/delivery of final report and receipt of invoice. The bidder can propose other payment terms with certain guarantees for the orderly performance of obligations.

- The OHR shall pay VAT in accordance with the Law on VAT.
- The proposal must be valid for acceptance for 30 days.

#### **VI Selection and Award**

The OHR Board will review and evaluate the received offers. The bidder whose bid is rated the highest will be selected for a contract award. OHR may decide to talk to bidders.

The Contract will be awarded to the bidder with highest score in terms of:

1. Media Plan – quality and price for each media – 60 points
2. Analysis and Implementation – 30 points
3. References – previous experience – 10 points

#### **TOTAL: 100 points**

*Media Plan on the basis of which the most successful bidder will be selected is not binding and is subject to change for objective reasons (e.g. change of program scheme, special requests of OHR, etc.) and in agreement with representatives of OHR.*

The OHR reserves the right to end the Tender without awarding the contract.

OHR will not bear any costs of bidders related to the preparation of their proposals.

#### **V Proposal Submission and Deadline:**

Proposals should be delivered in sealed envelope with the name and contact information of the bidder, clearly marked “REQUEST FOR PROPOSALS – MEDIA PLAN” and delivered **NO LATER than 15 June 2023 by 12:00 hours to the following address:**

OHR  
Head of Logistics  
Emerika Bluma 1  
71000 Sarajevo  
Bosnia and Herzegovina

#### **Questions:**

We believe you have all the information necessary to prepare your proposal, but any questions or requirements for clarification, should be sent in writing only to the Head of Logistics at [tender@ohr.int](mailto:tender@ohr.int), and not to other officers of the OHR.