State Building Public Awareness Campaign Tender

1. The OHR intends to conduct a public awareness campaign under the working title **“BiH IMA SMISLA”,** which will point out to BiH citizens the economic advantages that the state of BiH provides for. Examples could include:

1. As one state, BiH will eventually integrate in Europe and become a member of the EU.

2. BiH companies have more domestic consumers when they operate countrywide, and have access to the European and other international markets through state-level agreements.

3. There is countrywide freedom of movement.

4. State-level institutions provide for personal and commercial benefits, i.e. certification of goods for export, protection of borders, countrywide job opportunities, etc.

2. The elements of the campaign can include but are not limited to TV and Radio spots, billboards, posters, leaflets, printed materials and any other element the bidders wish to suggest. It may be necessary for one small element of the production to take place abroad. The budget for this campaign is in the region of 100,000 EURO.

3. The campaign will be developed in co-operation with OHR

Designated Project staff. OHR Designated Project staff shall have editorial control over the form and content of the various aspects of this project. OHR Designated Project staff shall be granted access and supplied with materials in any such manner deemed appropriate to fulfilment of this obligation.

4. Copyright of all designs, images, slogans, ideas and similar created by the successful bidder during the course of the contract shall vest in OHR.

5. All Proposals must contain the following information:

1. company profile and CV
2. list of permanent employees with their CV’s
3. examples of your previous work
4. your proposal as to how to best conduct the campaign i.e. your views on slogan, design, treatment
5. cost breakdown of all campaign elements
6. list of companies/persons which you are intending to sub-contract for purpose of this campaign with company profile and CV’s
7. copy of company registration documents

6. All completed proposals must be submitted in a sealed envelope clearly marked “State Building Public Awareness Campaign Tender”, addressed as follows:

Head of Procurement

Office of the High Representative

Emerika Bluma 1

71000 Sarajevo

Bosnia-Herzegovina

The deadline for submission of the offer is 01. November 2001.

7. All questions related to Tender need to be sent in writing to Head of Procurement on fax +387 33 283 501 or on e-mail tender@ohr.int.

8. Please note that communication by any other means or to any other officer or associate of the OHR may be considered as grounds for disqualification.

9. The OHR reserves the right to enter into unilateral negotiations with any vendor or conclude the Tender without award.