

**REPUBLIC OF TURKEY**  
**MINISTRY OF CULTURE AND TOURISM**  
**ADMINISTRATIVE SPECIFICATIONS RELATING TO 2013 ADVERTISING**  
**CAMPAIGN IN FOREIGN COUNTRIES**

**ADMINISTRATIVE DETAILS FOR THE TENDER**

**I – LEGAL BASIS**

This tender will take place within the framework of “Principles Relating to The Purchase of Goods, Services and Production by Representative Offices of Administrations in Foreign Countries” which came into force with official gazette number 25633 published on 4<sup>th</sup> of November 2004.

**II. DEFINITIONS AND ABBREVIATIONS**

**Ministry** refers to the the Ministry of Culture and Tourism of the Republic of Turkey

**Overseas Office** refers to Culture and Tourist Offices of the The Ministry of Culture and Tourism of the Republic of Turkey

**Tender Documentation** refers to Administrative Details for Tender, Technical Details for Tender, Target Markets and Budget Allocation, Campaign Brief, Market Reports and Agency Profile

**Interested Party** refers to natural or legal persons or their business partnership submitting proposals for this tender

**Package of project proposals** refers to the file which constitutes 3 different envelops put in an outer envelop which will be sent by the interested party to the venue where the tender will be held.

**Eight-digit code number** refers to the code constituted of numbers and/or letters, designated by the interested party and which will be written on the package of project proposals and the 3 envelops in it and all the related materials

### **III –DESCRIPTION, EXTEND OF THE WORK SUBJECTING TO TENDER, SUBJECTS RELATED TO TENDERING**

#### **Article 1 – Description of the Work:**

**1.1** The work is to prepare and carry out the advertisement campaigns of Turkey in target markets in line with Budget Distribution Table and Campaign Brief included in tender documentation specified by the Ministry.

Target market groups and the approximate budget amounts for these groups which should be taken into account by the interested parties in making their proposals can be found in Target Market Groups and Budget Allocation Table in the tender documentation. The interested parties could give a proposal for one, more than one or all of these market groups.

Target market groups are the following:

#### **I. GROUP: AMERICA**

USA (Canada, Mexico)

#### **II. GROUP: MIDDLE AND NORTHERN EUROPE**

Germany, the Netherlands, Poland, Switzerland, Austria (Czech Republic, Hungary, Slovakia), United Kingdom (Ireland, Iceland, South Africa), Sweden (Norway), Denmark, Finland (Estonia, Lithuania, Latvia)

#### **III. GROUP: SOUTHERN EUROPE AND THE BALKANS**

Italy (Malta), Spain (Portugal, Chile, Brazil, Argentina), France (Monaco, Morocco, Tunisia, Algeria), Belgium (Luxemburg), Bulgaria (Romania, Greece), Macedonia (Albania, Kosovo), Bosnia Herzegovina, Serbia (Croatia, Slovenia, Montenegro)

#### **IV. GROUP: EAST EUROPE AND TURKISH REPUBLICS**

Russia (Belarus), Ukraine (Moldova), Kazakhstan (Azerbaijan, Georgia, Uzbekistan, Kyrgyzstan, Turkmenistan, Tajikistan)

#### **V. GROUP: MIDDLE EAST - NORTH AFRICA**

United Arab Emirates (Bahrain, Kuwait, Qatar, Jordan, Lebanon,), Pakistan, Saudi Arabia (Oman, Yemen), Egypt, Iran, Syria (Iraq), Israel

## **VI. GROUP: FAR EAST - INDIA**

China, Japan, (South Korea), Malaysia (Singapore, Thailand, Indonesia, Brunei, Australia, New Zealand) and India

**1.2.** The contract will be signed in line with the budget amounts specified in the Budget Allocation Table by the overseas offices as employers indicated by a (\*) below.

### **D – CONTRACTING OFFICES**

Foreign representative offices are the following:

- \*1. Turkish Culture Office, Frankfurt
- \*2. Turkish Culture Office, Berlin
- \*3. Turkish Culture and Tourist Office, Moscow
- \*4. Turkish Culture and Tourist Office, London
- \*5. Turkish Culture and Tourist Office, Paris
- \*6. Turkish Culture and Tourist Office, New York
- \* 7. Turkish Culture and Tourist Office, Washington
- \* 8. Turkish Culture and Tourist Office, Los Angeles
- \*9. Turkish Culture and Tourist Office, The Hague
- \*10. Turkish Culture and Tourist Office, Warsaw
- \*11. Turkish Culture and Tourist Office, Zurich
- \*12. Turkish Culture and Tourist Office, Vienna
- \*13. Turkish Culture and Tourist Office, Kiev
- \*14. Turkish Culture and Tourist Office, Stockholm
- \*15. Turkish Culture and Tourist Office, Copenhagen
- \*16. Turkish Culture and Tourist Office, Helsinki
- \*17. Turkish Culture and Tourist Office, Brussels
- \*18. Turkish Culture and Tourist Office,
- \*19. Turkish Culture and Tourist Office, Madrid
- \*20. Turkish Culture and Tourist Office, Sarajevo
- \*21. Turkish Culture and Tourist Office, Skopje
- \*22. Turkish Culture and Tourist Office, Almati
- \*23. Turkish Culture and Tourist Office, Ashkhabad
- \*24. Turkish Culture and Tourist Office, Baku
- \*25. Turkish Culture and Tourist Office, Bishkek
- \*26. Turkish Culture and Tourist Office, Dushanbe
- \*27. Turkish Culture and Tourist Office, Cairo
- \*28. Turkish Culture and Tourist Office, Kuala Lumpur

- 29. Turkish Culture and Tourist Office, Damascus
- \*30. Turkish Culture and Tourist Office, Tashkent
- \*31. Turkish Culture and Tourist Office, Dubai
- \*32. Turkish Culture and Tourist Office, Beijing
- \*33. Turkish Culture and Tourist Office, Tehran
- 34. Turkish Culture and Tourist Office, Tel Aviv
- \*35. Turkish Culture and Tourist Office, Tokyo
- \*36. Turkish Culture and Tourist Office, Belgrade
- \*37. Turkish Culture and Tourist Office, Riyadh
- \*38. Turkish Culture and Tourist Office, Sophia
- \*39. Turkish Culture and Tourist Office, New Delhi
- 40. Turkish Culture and Tourist Office, Islamabad

1.3. In case there is a need for additional advertisement activities in 2013, services can be purchased within the supplementary budgets allocated to the offices abroad within the framework of “Principles relating to the purchase of goods, services and constructional activities by representative offices of administrations in foreign countries” which came into force with official gazette number 25633 published on 4<sup>th</sup> of November 2004.

## **Article 2- Scope of Work**

2.1. Creative works to be proposed in relation with “Campaign Brief” specified and presented by the Ministry in tender document should be based on target market group/groups outlined by the Ministry. Interested parties could make proposals encompassing one, more than one or all of these market groups.

2.2. Interested parties are expected to prepare creative works taking into account the conditions of the markets.

2.3. Interested parties are expected to prepare creative works emphasizing especially **“culture (UNESCO World Heritage List, ancient cities, current cultural activities, museums, etc.) city, health and thermal, faith, sports, golf, congress, winter, youth, shopping, gastronomy** together with “sea, sand, sun” in a way highlighting the high variety of tourism products. Creative works are expected to be applicable to this high diversity.

## **Article 3- Submitting Proposals**

### **3.1. Information about the tender, due date and time for the tender and submitting proposals**

**Proposals will be submitted to : Turkish Culture and Tourist Office in Madrid.**

The package of project proposals including three separate envelopes (articles 7 and 8) should be sent to Turkish Culture and Tourist Office in Madrid (Consejería de Información de Turismo de Turquía) C/ Antonio Maura nº 18 - 2 D 28014 Madrid/ESPANA **by hand or by special delivery by the end of office hours on September 6th, 2012 at the latest.**

Any proposals arriving at the Turkish Culture and Tourism Office in Madrid **later than the end of office hours on 6<sup>th</sup> of September, 2012** will not be taken into consideration.

### **Article 4- The content of the tender documentation and how to obtain it**

**4.1.** The tender document should include the following documents:

- 1) Administrative Details
- 2) Technical Details
- 3) Campaign Brief
- 4) Target Market Groups and Budget Allocation Table
- 5) Agency Profile
- 6) Market Reports

**4.2.** Tender documentation in Turkish and English can be obtained free of charge from [www.kultur.gov.tr](http://www.kultur.gov.tr) and overseas offices of the Ministry.

**4.3.** The contents of the tender document should be carefully examined by the interested parties. The responsibility of not fulfilling the conditions for the proposal is up to those who give the proposals. The proposals which do not comply with the criteria both in form and content will not be taken in to consideration.

## **IV- JOINING THE TENDER AND PREPARING THE PACKAGE OF PROJECT PROPOSALS**

### **Article 5- Required Documents**

5.1. Circular of signature valid on the date of the tender and the official document showing the partnership structure, trade center, trade register and taxpayer identification number of the applicant as of the date of application (together with their translations if they are in a foreign language)

5.2. In addition to the above mentioned documents which will be given by each of the partners, the contract of partnership and circular of signature belonging to the person or persons with the authority to represent the partnership when the proposal is given as a consortium/partnership (together with their translations if they are in a foreign language)

5.3. The above-mentioned documents **should only be in the 2. Envelop (The details are given in the Article 8.2 of the specifications)**

### **Article 6-Proficiency Criteria**

6.1. "The agencies based in foreign countries" or "agencies based in Turkey, provided that they establish partnerships or consortiums" may apply to the tender. (In case of establishing a partnership or consortium, a new legal entity can be created).

6.2. Whether an individual application of the agency or the application of a consortium; each and every applicant agency should have at least 5 years of proven ongoing experience in advertising sector.

6.3. Individual applicants which will apply for the tender should have an average of 12 million US Dollars of annual turnover per annum in the past three years (2009, 2010, 2011).

6.4. For the consortium applicants; the total annual turnovers of the consortiums should be at least 18 million US Dollars.

6.5. Interested parties which can not submit the document of their annual turnovers for 2011 shall notify their excuses in written. In the event that their excuses are accepted by the members of the commission, the average of their annual turnovers for the years 2008, 2009 and 2010 will be considered.

6.6. Interested parties that will submit proposals on an individual/global basis for the six target market groups are expected to have a global network and the capability to offer multi disciplinary - integrated services.

6.7. The information above **shall only** be included in **2<sup>nd</sup> Envelope: “Information about the Interested Party”** details of which are given in **Article 8.2.**

## **Article 7- Preparing the Package of Project Proposals**

7.1. The proposals should be prepared in accordance with the tender documentation.

7.2. **The proposals will be signed stating that the tender documentation has been carefully read and accepted.**

7.3. **Package of Project Proposals:** It should be constituted of 3 different envelopes in an outer envelop which will have been sent by the interested applicant in time to the address given in the specifications.

**7.3.1. Outer Envelop/Package: Only the eight-digit code number designated by the interested, group number or numbers indicating for which group or groups the the proposal is given and the phrase “Package of project proposals for the 2013 Advertisement Campaign Tender by the Ministry of Culture and Tourism of the Republic of Turkey” will be written on the outer envelope/package.**

There should not be any sign/phrase (logo, figure, connotation) related to the identity of the interested on the outer envelop / package and the three envelopes that will be put in it.

**“The Package of Project Proposals” should include the 3 different closed envelopes detailed below:**

- 1. 1<sup>st</sup> Envelope: “Campaign Strategy” and “Creative Works”**
- 2. 2<sup>nd</sup> Envelop: “Information on the Interested Party”**
- 3. 3<sup>rd</sup> Envelop: “Financial Proposal”**

## Article 8: Detailed Explanation on the Package of Project Proposals

### 8.1. 1<sup>st</sup> Envelope: "Campaign Strategy" and "Creative Works"

#### 1. The envelop should include

Campaign Strategy in a CD or DVD

Creative Works in another CD or DVD

Moreover, printed versions of campaign strategy and creative works

Only the eight-digit code number designated by the interested, group number/numbers indicating for which group/groups the the proposal is given and the phrase "Campaign Strategy" and/or "Creative Works" shall be written on the 1<sup>st</sup> envelop and all the included materials (on CD/DVD, on the cover of CD/DVD, on printed materials)

Any information, sign/phrase (logo, figure, connotation, etc.) cost, agency commission, media costs etc. pertaining to the identity of the interested party should not be displayed on the 1<sup>st</sup> envelop and all the included materials (on CD/DVD, on the cover of CD/DVD, on printed materials)

In case of the identification being displayed in the packages or envelopes, the interested party shall be eliminated from the tender.

All the materials should be presented to the tender commission in thoroughly functional PDF and/or PPT format recorded on CD or DVD and all CD or DVD should have the code number pertaining to the interested party and the contents written on them.

The Package of project proposals should be in English or Turkish. But the interested parties invited for presentation on the second phase will be able to make their presentations in English, German or Turkish.

#### 8.1.1 Campaign Strategy

Includes the following:

- a. Communication strategy proposed to be carried out in target market by the interested party in accordance with the approach specified by the Ministry,



- b. Creative strategy
- c. Media strategy

**A printed version of the Campaign Strategy should be included in the 1<sup>st</sup> envelop.**

### **8.1.2. Creative Works**

Creative works are expected to emphasize the varieties of tourism products of Turkey especially **“culture (UNESCO World Heritage List, ancient cities, current cultural activities, museums, etc.) city, health and thermal, faith, sports, golf, congress, winter, youth, shopping, gastronomy** together with **“sea, sand, sun”**

**The interested parties could make three different campaign proposals at most.**

**If the interested party makes 3 campaign proposals, the campaign proposals should be named as “1. Campaign”, “2. Campaign”, “3. Campaign”**

**If the interested party makes more than three proposals, only the first three proposals will be taken into consideration by the tender commission.**

A new slogan may be proposed or slogans used before may be reused.

**Should the commission considers necessary or appropriate, a slogan used by the awarded agency/ agencies may be applied to several or all target markets.**

Those who win the contract shall unconditionally accept upon submitting campaign proposals to the Tender Commission that their proposed slogans may be used in a target market group or in several ones.

Minimum 30x50 sized printed versions of creative works of near-original quality shall be included in the 1<sup>st</sup> envelope.

Creative work should be presented in an almost finished manner, the visual materials used in the art works should be up to date and truly reflect Turkey.

Visuals which will not be used later or which do not have copyright should not be used in creative works.

## 8.2. 2<sup>nd</sup> Envelop: "Information about the Interested Party"

2nd envelope should have the same 8 digit code number on the 1<sup>st</sup> envelope, the group number indicating for which group/s the proposal is given and "Information about the Interested Party" written on it.

Any information, sign/phrase (logo, figure, connotation, etc.) cost, agency commission, media costs etc. pertaining to the identity of the interested party should not be displayed on the envelop.

"Agency Profile" in the tender documentation should be filled out and included in the 2<sup>nd</sup> envelope.

The contact information of two persons who are responsible of the interested parties (his/her position-title within the agency, mobile phone number, fax number, e-mail address, office telephone number etc.) should definitely be placed in the 2. envelope, so as to be communicated immediately if required.

No information concerning costs, agency commission, media expenditure etc. will be given in this section.

## 8.3. 3<sup>rd</sup> Envelop: "Financial Proposal"

The 3<sup>rd</sup> envelop shall be delivered with the following items written on it: the same 8 digit code number as given in the 1st and 2nd envelope, the group number indicating for which group/s the proposal is given and the phrase "Financial Proposal". No information or sign related to interested parties identification will be given.

8.3.1. The document/documents related to the experience, expertise and the market position of the interested party should be included.

8.3.2. Two different percentages shall be given under the title of "Total Agency Commission" that the interested party would require for its services related to advertising activities, by taking into consideration the total net media buying;

- Agency Commission Percentage (the total sum of creative work and media buying commission) and
- Percentage of Production Cost (presented in percentage over the total net media buying and shall not be given in cash)

The 3rd envelopes of only interested parties who are accepted to the third phase of the tender will be opened by the Tender Commission.

None of the project proposals which fail to win the tender, shall be returned as they have to be kept in the archives as tender documentation and no payment will be made for works.

## **V- TENDER COMMISSION AND EVALUATION METHOD**

### **Article – 9 Formation of a Tender Commission:**

Members of the tender commission is appointed by the Minister's approval.

Furthermore, during the first and the second stage of the evaluation process the following professionals will **act as advisors** who will be entrusted with this task by the following institutions;

- 2 academicians from the Communication Faculties of leading Universities of Turkey
- Turkish Association of Advertising Agencies (one representative who will be assigned by the President or the Executive Board)
- Association of Turkish Travel Agencies (TÜRSAB) (President or one representative assigned by the President)
- Turkish Hotels Federation (TÜROFED) ( President or one representative assigned by the President)
- Turkish Hotels and Investors Association (TUROB) (President or one representative assigned by the President)
- Federation of Turkish Tourist Guide Association (TUREB)President or one representative assigned by the President
- Turkish Tourism Investors Association (TYD) (President or one representative assigned by the President)

The Tender Commission and advisors will meet in **Madrid** on **9-14 September 2012** to choose the advertisement agencies and to contract out the work. The proposals that are submitted to the **Turkish Culture and Tourist Office in Madrid** will be evaluated by the tender commission and then the tender process will begin.

### **Article -10 Evaluation Method:**

Tender Commission will work in **three stages**. During the first and the second stages of the evaluation process the abovementioned group of professionals will be present in addition to the Tender Commission Members.

#### **10.1. First stage:**

The package of project proposals that are sent to the **Turkish Culture and Tourist Office in Madrid** by the interested parties will be examined with respect to their compliance with the conditions **specified in Article- 7 and Article- 8**.

The interested parties whose package of project proposals are not in compliance with the Tender Specifications are **specified with an official report and left out of assessment**. Then rest of the proposals is taken into consideration in the first stage of the tender.

**In the first stage, proposals will be evaluated according to “Strategy and Creative Work Evaluation Form”. The agencies getting at least 70 points out of 100 will be invited for presentation.**

**The Evaluation is made in accordance with the following criteria in “Strategy and Creative Work Evaluation Form” Each item has 10 points;**

- Compliance with marketing goals specified in the specifications
- Compliance with the communication goals and strategies outlined in the specifications
- Reflecting the variety of Turkey’s tourism product
- Being different from the promotion campaigns of other countries, creating competitive advantage
- Having an understanding of integrated communication applicable to different disciplines
- Establishing an emotional bond with the consumer
- Effective and efficient use of the media
- Visual appeal and richness
- The meaning and the strength of the slogan
- Conformity with the market and the target group

Campaign proposals approved to make presentations (**the short list shall be composed of projects getting at least 70 points out of 100**) will be reported by the Tender Commission and the representatives for these projects will be invited to a make a presentation **between 9-14 September 2012**.

**For that reason, the representatives of the agencies participated in the tender should complete their visa formalities beforehand.**

## **10.2. Second stage:**

In the second stage, the representatives of the agencies, who are invited by the Commission, will make a presentation in Madrid on the set dates. The presentations of the representatives will be evaluated according to the criteria specified in **“Evaluation Form Regarding the Agencies Invited to Presentation”**.

The Evaluation is made in accordance with the following criteria in **“Evaluation Form Regarding the Agencies Invited to Presentation”**:

- Compliance with communication and marketing goals specified in the specifications (5 points)
- Campaign goals and strategies (15 points)
- Being different from the promotion campaigns of other countries, creating competitive advantage(15 points)
- Having an understanding of integrated communication applicable to different disciplines (10 points)
- Establishing an emotional bind with the consumer (10 points)
- Creativity/Visual appeal /the meaning and the strength of the slogan (25 points)
- Compliance with the target groups in market/markets (10 points)
- The experience and competence of the agency’ team (10 points)

**Agencies which get at least 75 points out of 100 points shall be invited for the third stage.**

**Brand advisors who do not work for the interested party shall not be allowed to make presentations and the number of persons who will make the representation shall not exceed 5.**

Presentations of each **interested party** shall not exceed 60 minutes and time allocation is as follows:

- **Information about the interested party (5 minutes)**
- **Presentation of Strategy and Creative Works (45 minutes)**
- **Questions& Answers (10 minutes)**

## **10.3. Third Stage:**

Interested parties which got 75 points or more at the second stage are officially reported and invited to the third stage. The Tender Commission invites the interested parties and opens **their 3. Envelops including “Financial Proposal”**. The interested parties are asked if they want to give new proposals. The interested parties who want to give a new proposal submit their final financial proposals to the commission in closed envelops. The commission decides by taking into consideration the cost/benefit criteria, with evaluation and negotiations with the agencies and finalize with an official report.

If the interested parties have given proposals for more than one group, they will present their proposals separately for each group.

The third stage will be executed by the Tender Commission and finalized by them.

## **VI- OTHER ISSUES**

### **Article - 11 The Signing of the Contracts**

Following the final selection, Commission decisions will be submitted to the Ministry for an Official Ministerial Approval and after the Official Ministerial Approval is issued validating the decision, the contracts will be signed by the Overseas Offices (Employer) of the Ministry.

The contracts must be signed within a 30 working day period following the approval of the tender decision by the Ministry and upon the notification of the selected agency. This period may be extended for an additional 30 working days at most with the written approval of the Ministry should unforeseeable circumstances arise. If the agency refrains from signing the contract within 30 working days of the extension, the tender will be cancelled and new services will be purchased within the framework of ‘Principles relating to the purchase of goods, services and constructional activities by representative offices of administration in foreign countries’ which came into force with official gazette number 25633 published on 4<sup>th</sup> of November 2004.

Within this framework, the period of the agreements signed between the selected agency or agencies, and the Turkish Culture and Tourist Offices designated by the Ministry (Employer) will be determined in accordance with campaign period and budget of the concerned country group/s.

### **Article – 12 Invoicing and Payment**

Invoices for the work specified in the “Scopes of Work” part, should be addressed to “T.C. Kùltür ve Turizm Bakanlıđı İsmet İnönü Bulvarı No: 5 Bahçelievler/Ankara TURKEY” in the name of the Employer, but should be delivered to the addresses of the related Turkish Culture and Tourist Offices (Contracting Offices).

The media buying is to be made by the Agency and is to be paid by the relevant Turkish Culture and Tourist Office (Contracting Offices) in accordance with the legislation/regulations of the relevant country and with the approval of the Employer (Ministry), either directly to the media company, to the media buying company or to the agency, after the delivery of the media invoices showing all the discounts provided by the agency and based on the net space/time media buying costs (without commission and VAT).

In accordance with Turkish Financial Legislation, all the payments will be made after the work or service has been completed/done and after the necessary complete and accurate documents been submitted by the Agency to the relevant Turkish Culture and Tourist Office.

#### **Article 13 Media Audit**

Those who take part in the tender and who submit campaign proposals to the Tender Committee, shall unconditionally accept an auditing for media expenditures by independent auditors in case of being awarded.

#### **Article - 14 The Settlement of Disputes**

In case of all types of legal disputes, the related articles of Turkish Law will be in force and will be applied and the Ankara Courts will be authorized to settle the legal disputes.

**Article-15** This specification hereby consists of 15 articles including this one.