REBUCLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM
2013 ADVERTISING CAMPAIGN
TECHNICAL DETAILS

Article 1 – Content of the Work

1. Developing a campaign strategy in line with Target Markets and Budget Distribution Table included in Tender Documentation and Campaign Brief
2. Submitting slogans and creative works in line with the campaign strategy to be developed
3. Media planning

Regarding Turkey's advertising campaigns to be carried out abroad in 2013.

Article 2 – Campaign Strategy and Creative Work

2.1. Creative works should consider target markets, budget allocated for the markets, market reports outlined in tender documentation, tourism demands of the markets and perceptions of Turkey. Creative works should differentiate Turkey from the competitors by highlighting its special features. Varying features (local, cultural) of different target markets should also be taken into account.

2.2. 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".**

2.3. Interested parties could submit maximum **3 different campaign** proposals.

2.4. A slogan with global force which will not lose its meaning when translated into different languages and will be used in all disciplines is required. This requirement should by no means be seen as a search for only a slogan. It should be evaluated as a search for an integrated idea which could be used in multi-disciplinary campaigns.

2.5. A new slogan may be proposed or slogans used before may be reused for the campaign/campaigns.

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

2.7. Those who take part in the tender and submit campaign proposals to the Tender Commission shall unconditionally accept that their proposed slogans may be used in one target market group or in several ones.

2.8. A new logotype is not required in the creative works. The existing one used throughout the campaigns since 2000 will be continued.

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

2.10. 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.

2.11. Awarded agency/agencies may benefit from the dia-archive of the Ministry.

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

Article 3 – Media Planning

3.1 Media plans to be submitted for 2012 advertising campaign tender should also include digital and mobile media.

3.2 Media planning should contain printed media, audio-visual media, outdoor ads, interactive ads, different creative solutions in line with the new technological developments and trends.

3.3 Outdoor campaigns should offer diversity and different approaches.

3.4 Special advertising campaigns for important international organizations, sports, arts and cultural events as well as fairs should be developed in advance and be included in media plans.

Article 4 – Executing Process

Further revisions on strategies, slogans, texts, visuals etc. shall possibly be made in accordance with the insights and opinions of the related **overseas office**.

The agency which will execute the campaign will be responsible for manifesting high performance during the contract. Ministry has the right to appoint an independent media auditing company to perform an audit in order to measure the performance. In case of insufficiency, the contracts may be abolished by the Ministry unilaterally.

Article 5 – This specification hereby consists of 5 articles including this one.