

EOI for Empanelment of Advertising agency Assam Tourism

The Director of Tourism, Govt. of Assam, invites Expression of Interest (EOI) from INS and IBF accredited advertising companies/ agencies of national and international repute with at least 10 years experience with a proven track record with medium and large business houses on major national/ international campaigns, especially for niche products in the Tourism/ Hospitality Industry for seamless solutions through astute media planning, cost effective media buying and execution of a TVC campaign through the various TV channels.

The EOI contains the application format, qualifying criteria, solution criteria which may be obtained from the office of the undersigned or downloaded from www.assamtourism.org

EOI should be submitted by interested parties to the Director of Tourism, Govt. of Assam, Station Road, Guwahati-781001 by 2nd February 2011 up to 3.00 pm.

The Director of Tourism, Govt. of Assam reserves the right to reject any or all the proposals without assigning any reason thereof. Any form of canvassing, shall invite immediate disqualification

Director of Tourism
Govt. of Assam

Expression of Interest from
Advertising Agencies

Department of Tourism, Government of Assam invites Expression of Interest/Request for Proposal from Advertising Agencies, who can handle TVC campaign and give complete solutions through excellent media planning, media buying and execution.

Last date for receipt of application forms: 02.02.2011

APPLICATION FORMAT

1. Name of the Agency:
2. Address:
3. Name of the Proprietor/Directors:
4. Authorized Person to be contacted:
Tel No.
Mobile No.
Email ID:
5. Date of Establishment:

6. No. of Years in Advertising business:
7. Financial Turnover: 2007-2008, 2008-2009, 2009-2010
(Rs. In Crores)
8. Whether accredited to
 - a) INS:
 - b) IBF:
9. Organizational Set up (Manpower):
 - a) Creative (Number)
 - b) Media Planning (Number)
 - c) Media Buying (Number):
10. Number of clients with annual billing above Rs.1.00 crore:
11. Number of tourism clients with annual billing:
12. Number of national campaigns:
13. List of documents:

Date:
Place:

(Authorised Signatory)
Name:
Designation:
Seal:

QUALIFYING CRITERIA FOR AGENCIES:

The Advertising Agencies (referred as the Agency hereinafter) meeting the following minimum qualifying criteria are eligible to apply. Agencies which do not meet the following qualifying criteria will be rejected at the first stage.

1. The annual turnover of the agency should not be less than Rs.20 crores for the last 3 financial years (Attach Chartered Accountant's Certificate/ copies of Audited Balance Sheet, P&L Accounts and IT Return Statement of each year).
2. The Agency should be an empanelled advertising agency currently for at least 5 major national clients and one state tourism department/corporation in India. (Attach proof)
3. The Agency should have Indian Newspaper Society (INS) and Indian Broadcasting Foundation (IBF) accreditation.
4. The Agency should have a representative/registered office at Guwahati.

5. The Agency should have experience of at least TEN (10) years of working on Advertising.
6. It should have an independent media planning and media buying team. (Provide details of manpower- total staff strength, strength of planning team and buying team)
7. The Agency should not have been be blacklisted by any Central /State Government / Public sector Undertaking, Govt. of India.
8. The Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this expression of interest and in the execution of this contract.

SCOPE OF WORK

The scope of work for the empanelled agency shall be, but not limited to, the following:

1. Develop excellent cost effective, innovative and strategic media plans, handle media buying and execute the campaign to maximize mileage within the set budget for promotion of Assam Tourism.

SELECTION CRITERIA:

1. All the proposals received will be scrutinized to assess the eligibility based on the qualifying criteria on the scores mentioned below:
2. The shortlisted agencies based on the above criteria for 70 marks would be called for presentation at Guwahati at their own cost with a notice of about 1 week and evaluated for another 30 marks.
They will be required to make a presentation of some of their recent campaigns on tourism handled by their Team, both for print, digital and electronic media.
They will submit a financial bid with a suggestive media plan, rates for TV channels and budget for the same.

Solution criteria:

The highest scoring agency of the above 2 phases and quoting lowest rates for the TV channels would be empanelled by Department of Tourism, Government of Assam.

The duration of the empanelment shall be initially for a period of one year which can be extended for a further period of one year based on the performance on mutually agreed terms and conditions.