

THE JAMAICA TOURIST BOARD (JTB)

The Jamaica Tourist Board (JTB) is reviewing the assignment of its public relations and corporate communications business worldwide and is inviting expressions of interest from suitably qualified Public Relations (PR) firms with demonstrated capabilities in strategic communications and a proven record of success in developing and implementing fully integrated, dynamic public relations plans with government entities and the travel and tourism industry, to be considered for review.

The JTB directs the marketing of brand JAMAICA – one of the world's leading destinations, through all applicable channels including above the line mainstream media and new media channels. As such, we are seeking an innovative, tech and social media savvy, PR agency that will:

- Strategically and prominently position Destination JAMAICA and set it apart as the premier warm weather destination; elevate the profile of the destination in travel markets worldwide, and enhance the country's reputation to attract customers, visitors and residents; and encourage investment from business and other levels of industry and commerce.
- Create impactful, compelling creative and effective communications programs to highly targeted travel audiences that will attract, engage and drive results and accelerate visibility in the markets for maximum impact to support the JTB's business objectives.
- Have the ability for smart thinking and to produce big ideas that will help jolt the required perception of the Destination globally, while leveraging social/ digital platforms and technology, including artificial intelligence and predictive analytics to identify new opportunities to expand mind share, and share of wallet for brand JAMAICA.

The JTB is interested in securing a committed and reliable partner that will fulfil the above objectives and align with the core business of attracting more visitors to drive economic benefits for the destination.

Firms interested in being considered for this assignment are invited to submit an agency profile which meets the minimum eligibility criteria and provides the relevant information as outlined below:

- Demonstrable record of minimum 5 years' experience in tourism, destination marketing and communications and related activities, including leisure, MICE, group and travel trade related industries. Understanding of Jamaica's competitive tourism industry as a prerequisite for consideration.
- Agency principal should possess no less than ten (10) years' experience as an agency lead.
- Agency profile should outline background, service client list and geographic coverage which MUST include operating offices in the USA, Canada, UK, Germany and a South American territory.
- Within the last 5 years, have executed work for a similar tourism segment within a one-year period for a value no less than US\$1.5 million, including cost of creative, production and agency commission, providing a brief outline of work done.
- A proven track record of working with multiple segment audiences in the travel industry using traditional as well as digital and social media to reach campaign targets, evidenced with brief case histories of successful previous or current work in the tourism category, showing capabilities in research and analysis and media buying.
- Demonstrated capabilities in strategic media relations with a proven, results-oriented approach and proven methodology for measurement/ROI of communications.
- A dedicated, creative digital, content and media team and facilities to plan and execute all types of media communications. Key principals and personnel profiles should be included, demonstrating creativity, competence and experience in strategic journalism, creative writing, digital and social media, media buying and placement, crisis management and design, development and implementation, monitoring and reporting of communication programmes.

Proposal submissions should be no longer than 10 pages. The credentials presentation is the initial step in the review process. The information requested is a pre-requisite for qualification, after which the JTB will issue a formal Request for Proposal to the short-listed firms. Expressions of Interest should be received at the JTB headquarters in Kingston by **3:00 p.m. (local time) on January 20, 2020** and should be submitted in electronic format to:

Public Relations Firm 2020
The Jamaica Tourist Board
64 Knutsford Boulevard, Kingston 5, Jamaica, W.I.
Email: prfirm.review2020@visitjamaica.com

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