



Request for Expression of Interest

Procurement of Consulting Services – Advertising Agency for Global Marketing and Advertising for the Jamaica Tourist Board

DEADLINE: June 02, 2025, at 1:00 p.m. (GMT/UTC-5 Local Time)

The **Jamaica Tourist Board (JTB)** is reviewing the assignment of its Global Advertising Agency and is inviting expressions of interest from suitably qualified agencies. 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 to prominently position Destination JAMAICA in travel markets worldwide. We wish to partner with the most suitable creative Advertising Agency over the next three (3) to five (5) years to effectively position JAMAICA in the global market as the preferred tourist destination.

The scope of work will include the following:

1. Brand strategy and campaign development.
2. Creative assets design and production, and content development.
3. Strategic media planning; negotiation and buying; channel placement and monitoring.
4. Account and project management.
5. Monitoring, measurement, analyses and reporting of brand, campaign and media performance.
6. Management of traditional and digital advertising platforms and supporting activities.
7. Research and market intelligence.

The JTB invites eligible firms, joint ventures, or consortia (“Consultants”) to express interest in providing the services. Interested Consultants should provide information demonstrating that they have the requisite competencies, experience, and qualifications in relation to the assignment. **The duration of the assignment shall be 36 to 60 months.**

Firms interested in being considered for this assignment are invited to complete and submit the ***Expression of Interest Submission Document*** which calls for relevant eligibility and qualification information to include but not limited to:

1. Corporate Profile including background, geographic coverage, client list and similar assignments
2. Demonstrate technical competence and proven experience in tourism and destination marketing; campaign and content development; traditional, digital and social media advertising globally over the past seven (7) to ten (10) years.

Proposal submissions should be no longer than 15 pages.

The Expression of Interest is the initial step in the review process. The information requested is a prerequisite for qualification, after which the JTB will issue a formal Request for Proposal to the shortlisted firms. Consultants must attain a minimum of 70 out of 100 points to be shortlisted.

The Expression of Interest submission document will be made available for download via the e-GP Procurement System at <https://www.gojep.gov.jm> on **May 12, 2025**. **Interested bidders are required to register as a supplier on GOJEP at [ePPS - Register Supplier](#) in order to access the EOI submission document.** For assistance regarding registration, training on use of system, download of tender documents and upload of tender proposals, please contact the Ministry of Finance and the Public Service, Office of the Public Procurement Policy Unit Customer Care Desk at (876) 932-5220/932-5253 or email [oppccustomer@mof.gov.jm](mailto:oppccustomer@care@mof.gov.jm).

Expressions of Interest must be completed using the Expression of Interest Submission Document and submitted electronically in PDF Format via the GOJ’s e-GP Procurement system at <https://www.gojep.gov.jm> by **1:00 pm local time Monday, June 02, 2025**.

For further information, please contact JTB at: procurement@visitjamaica.com or [876-929-9200](tel:876-929-9200).

The JTB reserves the right to accept or reject any Expression of Interest (EOI) and to annul the bidding process and reject all EOIs, without thereby incurring any liability to bidders at any time prior to the completion of the shortlisting process.