



Request for Expression of Interest

For Hire of Consulting Services for Advertising Agency
Review 2021 for Global Media Ref#: JTB/QBS/2021/001

DEADLINE: Monday, 5 July 2021 at 2:00 p.m. (GMT/UTC-5 Local Time)

The Jamaica Tourist Board (JTB) has allocated funds for the implementation of 0001/MA-JA – Media Advertising Project. 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 envision partnering with the best creative Advertising Agency over the next three (3) years to objectify and deliver on providing the creative strategic direction to position JAMAICA in the global market as the preferred tourist destination. 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 competence, experience, and qualification in relation to the assignment. The duration of the assignment is thirty-six (36) months.

The scope of work will include the following:

1. Management of all traditional and digital advertising activities.
2. Strategic development of brand marketing for consumer and business/MICE travel trade.
3. Support the development of creative assets.
4. Planning, buying, and deployment of global media plans.
5. Measurement, monitoring, and analyses of performance and competition.
6. Project and account management.
7. Brand assessment and market research.

The Shortlisting Criteria

Consultants will be selected in accordance with the procedures set out in the Government of Jamaica Handbook of Public Sector Procurement Procedures, updated in March 2014 (<http://www.mof.gov.jm>) and the Procurement Act 2015. A Consultant will be selected based on the Quality-Based Selection (QBS) method. Interested Consultants must meet the minimum Eligibility Criteria to participate in the expression of interest by providing:

- Proof that the Consultant has been in operation for no less than ten (10) financial years.
- Certificate of Incorporation, Partnership, or Business Registration.

Firms interested in being considered for this assignment are invited to submit an agency profile that meets the minimum eligibility criteria and will be evaluated based on the relevant information (criteria) as outlined below:

- Principal must have at least ten (10) years' experience as an agency lead as a prerequisite for consideration.
- Comprehensive agency profile should include client list with a network of affiliates and/or partners in the USA, Canada, UK, Continental Europe, and Latin America with Certificate of Incorporation, Partnership, or Business Registration.
- Demonstrate technical competency and proven experience in tourism and destination marketing, digital and social media advertising, content development, and media advertising globally over the past ten (10) years.
- Demonstrate relevant experience of at least three (3) similar assignments in traditional linear, digital, and social media advertising over the past five (5) years.
- Evidence of work for a single tourism client that includes the cost of creative development, creative production, media investment, and agency commission within a one-year valuing US\$14 million.
- Key Experts for the Services must demonstrate at least five (5) years' experience in digital and social media marketing management; with at least one (1) Key Expert on the team having experience in Jamaican Tourism marketing.
- Having a dedicated creative, digital, and media planning team and facilities to plan and execute campaigns in all types of media.

- Demonstrated advertising capabilities in dealing with government entities in the travel and tourism industry, with measurable success.
- Demonstration of strong financial capabilities outlining the financial management structure as indicated in the last two (2) years balance sheets, with annual earnings above US\$10M.

The Expression of Interest should not exceed fifteen (15) pages.

Expressions of Interest must be written in English Language and delivered in hardcopy form to the address indicated below by 5 July 2021 at 2:00 p.m. (GMT/UTC-5 Local Time). EOI will be opened same day at 2:15 p.m. (GMT/UTC-5 Local Time).

Evaluation Criteria	Points
Experience and Qualification	45
Technical Competence	35
Financial Capabilities	20
Total	100

Consultants attaining a minimum score of 70 points, shall be Short Listed. A Bidding Document shall in turn be made available, to bid on the assignment. To establish the shortlist, the nationality of a Consultant is that of the country in which it is legally incorporated or constituted and in the case of a Joint Venture or Consortium, the nationality of the firm appointed to represent it. **PLEASE VISIT OUR WEBSITE TO DOWNLOAD MORE INFORMATION**
<https://www.jtbonline.org/adagencyreview2021>

Advertising Agency Review 2021 for Global Media
 Expression of Interest JTB/QBS/2021/001
 JAMAICA Tourist Board
 64 Knutsford Boulevard, Kingston 5
 Jamaica, W.I.

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 short-listing process.