



**Madhya Pradesh State Tourism Development
Corporation (MPSTDC), Bhopal**

Expression of Interest (EOI)
for Empanelment of
National Level Advertising Agency

No. 1417/MPSTDC/Mkt/2015

Bhopal, Dated: 09 /02/2015

M.P. State Tourism Development Corporation Ltd. invites **Expression of Interest (EOI) for Empanelment of National Level Agency** for conceptualizing and designing creatives for publicity and promotion on National and other mainline Media and providing 360° solutions to Madhya Pradesh Tourism through well thought about strategy, innovative creatives, astute media planning and cost effective media buying across all media.

EOI should be submitted by interested parties in sealed cover addressed to the General Manager (Marketing), M.P. State Tourism Development Corporation Ltd., Paryatan Bhavan, Bhadbhada Road, Bhopal – 462003, on or before **20th February, 2015** up to **03:00 p.m.** The guidelines for selection of EOI may be downloaded from www.mpstdc.com

General Manager (Marketing)
MPSTDC

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M.P. State Tourism Development Corporation Ltd.
Expression of Interest (EOI) for
Empanelment of National level Advertising Agency

GUIDELINES FOR SUBMISSION OF EOI

No. 1417 /MPSTDC/Mkt/2015

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INTRODUCTION

M.P. State Tourism Development Corporation Ltd. invites **Expression of Interest (EOI) for Empanelment of a National Level Agency** for conceptualizing and designing creatives for publicity and promotion on National Media from reputed advertising companies / agencies with at least 10 years experience with a proven track record with large business houses on major national / international campaigns, especially for products in the Tourism / Hospitality Industry for complete seamless 360° solutions through well thought about strategy, innovative creatives, astute media planning, cost effective media buying across all media.

EOI should be submitted by interested parties to the General Manager (Marketing) MP State Tourism Development Corporation Ltd., Paryatan Bhavan, Bhadbhada Road, Bhopal – 462003, on or before **20th February, 2015** up to **03:00 p.m.**

MPSTDC reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.

B. QUALIFYING CRITERIA FOR AGENCIES

The Agencies meeting the following minimum qualifying criteria are eligible to apply.

1. The Agency turnover for last 3 years shall be minimum Rs.100.00 Crore for each year (Audited Balance Sheet should be submitted).
2. The Agency shall have a pan-India presence with the required infrastructure for handling such assignment.
3. The agency should have handled tourism campaigns for the ministry of tourism, Govt of India or state tourism bodies in the past.
4. The Agency should have experience of at least Ten (10) years in Advertising field. Further, the Agency shall have minimum staff strength of 50 with suitable experience in advertising.
5. The Agency shall have an independent creative and media planning team in Mumbai / Delhi or / and facilities to plan & execute campaigns in all type of media viz. TV, Radio, Print etc.
6. The Agency should have the resources to handle multi-lingual publicity campaigns, with proficiency and proof reading facilities in all major Indian languages.
7. The Agency shall not have been blacklisted by any Central/ State Government/ Public Sector Undertakings.
8. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

All necessary documents in support of qualification claim shall be attached with the application.

C. SCOPE OF WORK

The scope of work for the assignment shall include one or more of but not limited to, the following:

1. Conceptualization and designing of creative campaigns for brand reinforcement, extension, enhancement and promotion of Madhya Pradesh Tourism.
2. Making of Tourism Films/ TV spots/ Visuals/Radio Jingles Etc.
3. Developing creatives for release of advertisements in various media.
4. Developing/Designing promotion material(leaflets, brochures, standees, backdrops etc).
5. Photography and Tourism Film CDs.
6. Planning a cost effective Media Campaigns for Madhya Pradesh Tourism.
7. Release of advertisements in Media especially TV, Radio & Print.
8. Any other marketing and publicity activities and media campaigns conceived by MPSTDC.

D. DETAILS OF EOI

The EOI submitted by interested parties should consist of the following :

1. Details of the company
2. Statement with documentary proof as applicable against each item mentioned in B above.
3. Credentials regarding major work done so far
4. Remarks against each item of C above duly mentioning about the capability and credentials against each.
5. Sample creatives of various kinds should be included.

E. PROCEDURE FOR SELECTION

1. The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.
2. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
3. Agencies fulfilling the eligibility criteria shall be requested to make a presentation on some of their recent creatives done by their team, for media. Also they will have to present their ideas on promotion of Madhya Pradesh Tourism.

The final selection will be based on a presentation, where evaluation shall be based on the following:-

1. Its creative capability supported by recent credentials.
2. The agency's understanding of the Tourism Industry and tourism potential of the State of Madhya Pradesh.
3. Quality of personnel, in terms of experience, exposure to different products, length of service in industry.
4. Availability of infrastructure facilities.
5. Media buying capabilities, etc.

The duration of engagement of the agency shall be for a period of two years, extendable for a further period of up to two years on the same terms and conditions.

Application form, complete in all respects, shall be submitted in a sealed envelope superscribed "Expression of Interest (EOI) for Empanelment of National Level Advertising Agency" addressed to the General Manager (Marketing), MP State Tourism Development Corporation Ltd., Paryatan Bhavan, Bhadbhada Road, Bhopal-462003, Tel: 0755-2771094, Fax : 0755-2779476.

APPLICATION FORMAT FOR SELECTION OF ADVERTISING AGENCY

1.	Name of the Agency / Firm	
2.	Address	
3.	Name of the Proprietor / Partners / Directors	
4.	Date of Establishment	
5.	No. of years in advertising business	
6.	No. of branches/offices (if any) & their addresses	
7.	Infrastructure: (_____)	
	a) Creative Artists (Number)	
	b) Client Servicing (Number)	
	c) Other Staff (Number)	
	d) Other (Number)	
9.	Details of key personnel if assigned who will work on the Madhya Pradesh Tourism project with age, qualification, experience (in years), notable skills and achievements	
10	Financial Position: 2011 – 12, 2012 – 13, 2013 – 2014 (I) Turnover (Rs. in Crore)	
	(II) Profit (Rs. in Crore) (Copies of Audited Balance Sheet and Profit & Loss Accounts to be enclosed)	

11. List of Major Corporate Clients serviced:

Sl.N	Name of the Client	Billing for 2011-12	Billing for 2012-13	Billing for 2013-14

12. List of enclosures :

Place/Date

Name:
Designation:
Company Seal

(Authorized Signatory)