



Madhya Pradesh State Tourism Development Corporation, Bhopal

Expressions of Interest (EOI) for Empanelment of Advertising Agencies

No. 4746 /STDC/Mkg/2011

Bhopal, Dated : 25 / 04 /2011

M.P. State Tourism Development Corporation Ltd. invites Expressions of Interest (EOI) from reputed advertising companies / agencies 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 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 Managing Director, MP State Tourism Development Corporation Ltd., Paryatan Bhavan, Bhadbhada Road, Bhopal – 462 003 , on or before 30.05.2011 up to 03:00 p.m. The detail terms of EOI may be downloaded from www.mptourism.com

**Managing Director,
MPSTDC**

Paryatan Bhawan, Bhadbhada Road, Bhopal 462003,

Tel: +91 755 2774450, Fax: +91 755 2775434, e-mail:

md@mptourism.com

M.P. State Tourism Development Corporation Ltd.
EOI for Engagement of Advertising Agency

No. 4746 /STDC/Mkg/2011

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

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).
2. The Agency shall have a pan-India presence with the required infrastructure for handling such assignment.
3. 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.
4. 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.
5. The Agency should have the resources to handle multi-lingual publicity campaigns, with proficiency and proof reading facilities in all major Indian languages.
6. The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings.
7. 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.

SCOPE OF WORK

The scope of work for the assignment shall be, 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. Developing creatives for release of advertisements in various media.
3. Planning a cost effective Media Campaigns for Madhya Pradesh Tourism.
4. Release of advertisements in Media especially TV, Radio & Print.
5. Any other work related to media campaigns, etc.

PROCEDURE FOR SELECTION

1. 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.
2. 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.

Presentations will be evaluated based on the following:

1. The agency's understanding of the Tourism Industry and tourism potential of the State of Madhya Pradesh.
2. Quality of personnel, in terms of experience, exposure to different products, length of service in industry
3. Recent creative work done for various media
4. Availability of infrastructure facilities
5. Media buying capabilities, etc.

The duration of engagement shall be initially for a period of one year which can be extended for a further period of two years based on the performance, on the same terms and conditions.

Application forms, complete in all respects, shall be submitted in a sealed envelope superscribed "**Engagement of Advertising Agency**" addressed to the Managing Director, MP State Tourism Development Corporation Ltd., Paryatan Bhavan, Bhadbhada Road, Bhopal-462003, Tel: 0755-2774450, Fax : 0755-2775434.

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: 2007 – 08 , 2008 – 09 , 2009 – 2010 (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 2007-08	Billing for 2008-09	Billing for 2009-10

12. List of enclosures :

Place/Date

Name:
Designation:
Company Seal

(Authorized Signatory)