



16th April 2024

REFERENCE NUMBER: SPD3/2024/032

**ENDER FOR THE PROVISION OF DIGITAL MARKETING SERVICES TO PROMOTE GOZO
AS A HOLIDAY DESTINATION**

Clarification No. 1

Clarification Request

Question 1: Does the €85,000 contract value include the budget for boosting? Or will the contracting authority provide a separate budget for boosting?

Answer 1: As per Clause 4.2 of Section 3 in the tender document, 'any advertising costs incurred in pursuit of reaching these targets are the responsibility of the Contractor. Therefore, these expenses should be factored in when formulating a bid for this tender'. Hence, the contract value of €85,000 encompasses any expenses related to boosting or advertising.

Question 2: For the Digital Marketing Expert, would a B.Com (Hons) in Marketing be acceptable, with additional courses focused on Digital Marketing which are over and above the degree?

Answer 2: As per Clause 5c(ii) in Section 1 of the tender document, Key Expert 1 must possess a qualification at MQF Level 6 or equivalent, with Digital Marketing as the primary area of study.

All other tender documents, conditions and requirements, which are not superseded by this Clarification, remain in place.

*Sectoral Procurement Unit 3
Sectoral Procurement Directorate*
