



26th April 2024

REFERENCE NUMBER: SPD3/2024/032

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

Clarification No. 3

Clarification Request

Question 1: Will the 'Visit Gozo' Accounts be used for the campaign? Are these setup for all the platforms mentioned? Since Google was mentioned, is this for Google Display Ads and Google Search Ads in general? Will their engagement be considered as part of the monthly target as well? Will Twitter, Youtube and Pinterest engagement be considered as part of the monthly targets?

Answer 1: Yes, all official VisitGozo social media accounts will be utilised. Clause 4.2, activity 7 (Page 20) of the tender document outlines the engagement targets set by the Contracting Authority for the primary social media channels, namely Instagram, Facebook, and TikTok. There are no engagement targets for the other social media channels; rather, there is a commitment to post content on these channels and maintain Gozo's visibility on them. Google Ads can be utilised if Contractor believes that they can help overall performance of campaign.

Question 2: Re live videos, on which platform would you need the live videos to be streamed to? Does the 3 minute limit also apply to the major events mentioned?

Answer 2: Clause 4.2, Activity 3 (Page 18), specifically lists 'Live Videos' under the Facebook section, indicating that Live Videos are expected to be streamed on this social media platform. As stated in the same paragraph, the minimum duration of the live video should be 3 minutes, and this requirement applies to any live video streamed.

Question 3: Will the 8 events suggested by the authority be planned for in advance, to be part of the marketing plan?

Answer 3: As per Clause 4.2, Activity 3 (Page 18), the Contractor will be requested to attend these events with a 2-week notice.



Question 4: Can you clarify that an MQF7 Master of Science in Strategic Management and Marketing with credits focusing on Digital Marketing is eligible as a key expert ?

Answer 4: As per Clause 5c(ii) in Section 1 of the tender document, Key Expert 1 must possess a minimum of qualification at MQF Level 6 or equivalent, with Digital Marketing as the primary area of study.

Question 5: When would the guarantee be released?

Answer 5: The performance guarantee shall be released within 30 days following the end of the contract.

Question 6: Will the payment be affected every month (the final bid divided by 12) or at the end of the contract?

Answer 6: In Article 26.1 of Section 2 (Page 10) of the tender document, this is clearly laid out in the following text: "Payments will be made on a monthly basis within 30 days from the date on which an admissible payment request is registered by the competent department and upon confirmation that monthly targets have been reached."

Question 7: The platforms mentioned in 4.2.1 such as magazines, billboards etc.. should these be paid for by the winning contractor or as a separate budget, are these expected to be part of the digital campaign being proposed?

Answer 7: Clause 4.2.1 in Section 3 outlines the Contractor's responsibility to craft a compelling tagline tailored to audiences interested in discovering Gozo. This tagline will be integrated into various artworks, including those intended for social media, billboards, digital ads, and magazine adverts. However, any artworks beyond those specified in this document will not fall under the Contractor's responsibility.

Then Activity 5 (page 19) specifies that the Contractor will create up to eight unique artworks for diverse platforms like billboards and magazines. These artworks will feature original photography, providing a distinctive and authentic representation of the island of Gozo.

The Contractor will not be responsible for covering expenses related to the printing of billboard canvases, renting magazine space, and similar costs.

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

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