



The Croatian National Tourist Board, Iblerov Trg 10/IV, 10000 Zagreb, VAT no.: 72501368180

announces

**CALL FOR EXPRESSION OF INTEREST
IN THE IMPLEMENTATION OF PROMOTIONAL
CAMPAIGNS
WITH STRATEGIC PARTNERS
IN INTERNATIONAL MARKETS IN 2021**

Zagreb, October 2020

The Croatian National Tourist Board (CNTB), as the national tourist organization, wants to use promotional activities to raise awareness of Croatia as an attractive year-round tourist destination, simultaneously increasing demand for Croatian tourist products, improving tourist turnover and consumption in general.

Accordingly, the CNTB plans to establish cooperation with partners from the tourist industry and actively promote the Croatian tourist offer for the express purpose of attracting a greater number of visitors at a given destination, based on the principle of the general benefit for all tourist operators.

➤ **Subject of cooperation**

A promotional campaign with strategic partners in international markets (Austria, Belgium Czech Republic, France, Italy, Hungary, Netherlands, Germany, Poland, Russia, Scandinavia, Slovakia, Slovenia, Switzerland, UK) in 2021.

➤ **Eligible strategic partners**

Travel organisers (tour operators and carriers) with all forms of organised programs for Croatia (transport by plane, train, bus or ship) who introduce/broaden their programs or expand their operations period in the next year.

The goal of cooperation with selected strategic partner is to increase awareness of the Croatia tourist brand in selected strategic market by targeting potential guests with joint campaigns that relate to partners' programs for Croatia, and to use the promotional channels, tools and experience of these partners in the organized tourist travel segment.

➤ **Terms of cooperation**

The co-branded campaign within media buying (online, social media, press, billboards, TV/radio etc.) will be conducted by strategic partners with the support of the tourist boards on all levels (CNTB, regional and local tourist boards) that will participate in the campaign.

If required and possible, the tourist boards will put at the disposal of the strategic partner all the necessary materials to realize the agreed activities (logotypes, photos/video materials etc.) which may be used in these campaigns with the prior approval of the tourist boards. Brands of all campaign partners have to be equally represented. All promotional activities require the obligatory use of the logotype of Croatian tourism.

All selected activities must be compatible with CNTB communication campaigns in international markets. The tourist boards may accept only a part of offered activities and request necessary modifications according to their marketing goals, plans and funds approved.

After activity plans have been approved, the strategic partner is required to submit its proposals for all creative solutions to the tourist boards for approval as soon as possible, at the latest 5 days prior to publication. It is necessary to enable monitoring and recording of the outcomes of all the activities.

In all cases it must always be clear the activities refer to a joint promotional campaign.

➤ **Campaign financing**

Funding for joint promotional campaigns is provided from the joint funds of all project partners, in such a way that the maximum possible share of tourist boards in the joint campaign within media buying is up to 50% of the costs.

➤ **Organized programs for Croatia**

The strategic partner is required to submit in his application comparative data pertaining to the realization of programs for Croatia (realization in 2019, projected final realization in 2020 and a plan for 2021).

When selecting strategic partner, the compatibility of a partner's program with the general strategic goals of the CNTB will be taken into consideration, as well as its market placement, openness to cooperation, the likelihood of establishing a correct partner relationship and submitted proposal.

Campaign co-financing is related to a strategic partner's nominated program for Croatia to which the content of joint advertising refers as well. The strategic partner is required to notify the tourist boards of any modifications to the program or the marketing plan that might affect their decision to continue cooperation.

➤ **Disbursement of funds**

The requirement for the disbursement of funds by the tourist boards is the submission of complete and appropriate evidentiary documentation relating to realized advertising (photographic documentation on advertising, suppliers' invoices/proofs of related cost payment and alike), reports on campaign outcomes and the report on outcomes of the strategic partner's program for Croatia.

A final report on implemented advertising must be submitted no later than 30 days after the completion of the campaign and a report on program outcomes no later than 30 days after the completion of the program for Croatia that was the subject matter of cooperation.

The CNTB reserves the right to supervise the implementation of advertising/program and the mutual relations will be regulated by an individual agreement with strategic partner.

➤ **Application and proposal submission**

Interested strategic partners may submit their proposals for cooperation with the accompanying documentation to the CNTB representative office in the respective market and the office of the CNTB for other markets depending on the programs and headquarters of the strategic partner. All data shall be considered confidential and shall be used when evaluating applications and cooperation.

Interested strategic partners shall submit their **proposals for the joint campaign within media buying** in international markets together with all **data relating to their programs for Croatia**.

The submitted cooperation proposal shall include:

- **completed media plan and the program** for Croatia according to the attached form;
- **cooperation proposal presentation** (mutual shares, strategy, campaign goals, target markets, target groups, selection of the media/formats/timings of the advertising, example of the advertisement/visual, deadline for the confirmation of the proposed activity - at the earliest in January 2021, deadline for the creative solution to be prepared by the partner or material to be delivered by the tourist boards etc.);
- if a strategic partner plans to implement the targeted campaign relating to the program in respect to a specific Croatian region/destination (or only partially as part of the plan for advertising the offer for entire Croatia), the strategic partner shall specify this in particular when stating the amount and description of activities (deliver the media plan/ specify in the media plan activities relating to the promotion relating to the program for that specific Croatian region/destination) so that other tourist boards might express their interest and possibilities accordingly and so that plans for campaign contents could be made;
- any other piece of information relevant for the understanding, evaluation and selection of the cooperation proposal.

Together with the proposal for the campaign within the media buying strategic partners may also submit an offer for destination advertising in their own channels or in the inhouse media with the same data and specifications for advertising selection and preparation (presentation) which the tourist boards will further consider.

The applications can be submitted exclusively in Croatian or English language.

A specially appointed committee will evaluate all received applications/proposals. The evaluation will take into account the quality of media plans, type of strategic partner (carrier, tour operator), type of strategic partner programs including special interest programs, period/season and volume of planned programs for Croatia (number of rotations, seat capacity) etc.

➤ **Decision on strategic partner selection**

After the evaluation of all received applications, a specially appointed committee will, based on the previously mentioned elements, propose to the Tourist council of the CNTB a decision on strategic partner selection in response to this Call. The Tourist council of the CNTB will make the decision on selection of the strategic partners after which the CNTB will enter into a business cooperation agreement with the selected strategic partners.

➤ **Other provisions**

The CNTB will not cooperate with strategic partners who do not satisfy their obligations to the system of tourist boards or other Croatian entities, or with whom they are in a dispute, or who, in the opinion of the CNTB, have unfounded claims from previous years. The outcomes of the previous campaign/program will be taken into account as well. Should the strategic partner fail to fulfil its obligations under the contracts for the previous periods prior to and/or after this decision has been announced, the CNTB reserves the right to reduce or not to disburse the funds allocated pursuant to the decision for 2021 until the fulfilment of the already assumed obligations.

Strategic partner guarantees the exactness and validity of all data delivered in its application documentation and also confirms that has no outstanding financial obligations to Croatian entities on the basis of any court decisions.

The tourist boards are under no obligation to accept a strategic partner's offer. Submission of a proposal in response to this Call neither implies nor prejudices, in any way, the manner or the form of the final decision on strategic partner selection in keeping with the strategic goals and available budget for these types of activities in each market.

The CNTB and other tourist boards may conduct promotional activities with third parties.

Partners who are approved funds within the framework of this Call may not participate in other calls for advertising in cooperation with the CNTB and other tourist boards if relating to the same program.