

“Call for Tender October 2020: Branding Campaign”

Dear Sir/Madam,

The Left group in the European Parliament will require the services of an agency to conduct a campaign to promote the group’s logo and name. These services include the conception, production and placement of paid advertising across several international left-leaning media.

If you have the capacity and are interested in providing these services, please make a proposal on the basis of the specifications and budget outlined below.

Budget: The total amount of the services in euros may reach, but not exceed, **€100,000**.

The offer price must be expressed in euros, excluding VAT (VAT exempt).

Payment of the invoice(s) will be done after completion of each service and receipt of the original invoice together with the necessary documents by the accounting office of the Group in Brussels, Belgium.

Goal: establishing recognition of a new brand for the Left in the European Parliament. Awareness among the target audience of the group’s new identity.

Target audience: NGOs, trade unions, civil society, journalists, and influencers at the EU as well as national levels in the following countries:

France, Germany, Spain, Portugal, Greece, Denmark, Czech Republic, Netherlands, Sweden, Finland, Ireland, Italy, Belgium & Cyprus.

Channels: Online national (at least one per country e.g. l’Humanité, El Diario) and international left-leaning media (e.g. Jacobin), social media.

Timing (flexible): Ideally Mid/End November – December 13th

The campaign should last 2 weeks.

The contract runs until December 30, 2020 from the date of acceptance.

Required services/Deliverables (in all languages, to be finalised with communications unit of the group)

1. Slogans
2. Artwork for online ads in all the necessary formats
3. Video and other visual content for social media ads
4. Ad placement across different media
5. Monitoring report

Please note that the terms are given indicatively, and companies may suggest other formats close to the ones described.

The expression of interest should include:

- Portfolio of similar works
- Description of the company/team
- Designated Contact Person/Project Manager
- Financial Proposal (Quote)
- Proposed timeline

Application

The deadline for receipt of tenders is **29/10/2020 at 10.00**. Please send your offers by e-mail to GUEtenders@ep.europa.eu cc: guengl.communications@ep.europa.eu with the mention “*Call for Tender October 2020: Branding Campaign*” in the subject line.

The awarding will be based on the most economically advantageous offer, the quality of the services, the company's ability to deliver on time and the ability and experience to express the political message in line with the group's values.

In examining the proposals received, will be taken into account the comprehensiveness of the proposal; prices indicated by the tenderer for each of the services listed above; the professional capacity of the tenderer to provide the services described in this invitation to tender (please attach a CV and examples of previous work carried-out); the ability to complete the works contracted within the time allowed, including short deadlines.

The tender's proposals can be submitted in English or French. Therefore, successful applicants must be able to communicate with the Group staff responsible through English and/or French.

All questions relating to this call for tenders should be sent by e-mail to GUEtenders@ep.europa.eu cc: guengl.communications@ep.europa.eu with the mention “*Call for Tender October 2020: Branding Campaign*” in the subject line.

The deadline for submission of questions is 22/10/2020 at 12.00. All candidates will receive a reply at the same time by 23/10/2020, in order to provide all participants with the same information and in the interest of equal treatment.

Following the evaluation of the tenders, a reply will be sent to participants during the month of November.

Data protection

The GUE/NGL Group ensures that personal data are processed in line with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, particularly as regards their confidentiality and security and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.