

**GUE/NGL - COMM UNIT**  
**Call for Tender**  
**Branding Campaign**  
***“We Are the voice of the streets  
in the European Parliament”***

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.

**BRIEFING**

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

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, as “The Voice of the Streets in the European Parliament”, (working title, can be changed or adapted).

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 outlets** (e.g. Jacobin.)  
We will provide a final list of media outlets that can be negotiated.  
If many of this media may use Google Adwords, some others may require specific formats and banner dimensions.

**Timing:** Mid/End December (from 15 to 30 December, approx.).  
The Campaign should last 2 weeks.

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

### **Required services/Deliverables**

1. Research, liaise and negotiate with the different online media outlets – at least 1 per country.
2. Copy & Slogans, in each of the relevant languages (English, French, German, Spanish, Portuguese, Greek, Danish, Czech, Dutch, Swedish, Finish, Italian, etc – with the support of the Comm Unit).
3. Production of all the Artworks for online ads in all the necessary formats, including design, purchase of images or other, as necessary, (all artworks will be property of The Left in the European Parliament, who may reuse them, when and if convenient).
4. Ad placement across different media outlets.
5. Monitoring report.

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

### **KPIs:**

- Increase website and social media platform visits by 20%
- An average of 10k impressions per country
- An average of 1k clicks per country

### **HOW TO PARTAKE**

The expression of interest should include:

- Portfolio of previous 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 the 16/11/2020 at 12:00 (GMT +1).**

Please send your offers by e-mail with the mention “*Call for Tender Branding Campaign - “We Are the voice of the streets in the European Parliament”*” in the subject line

to: [GUEtenders@ep.europa.eu](mailto:GUEtenders@ep.europa.eu)

cc: [guengl.communications@ep.europa.eu](mailto:guengl.communications@ep.europa.eu)

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](mailto:GUEtenders@ep.europa.eu) and cc: [guengl.communications@ep.europa.eu](mailto:guengl.communications@ep.europa.eu) with the mention "*Call for Tender Branding Campaign - 'We Are the voice of the streets in the European Parliament'*" in the subject line.

The deadline for submission of questions is 09/11/2020 at 12:00 (GMT +1).

All candidates will receive a reply at the same time by 11/11/2020, 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.

**Annex 1:**  
**Example of Left-leaning Media in some EU-Countries**

Country*	Media Outlet*	Website*	Language*
DE	taz - die Tageszeitung	<a href="https://taz.de/">https://taz.de/</a>	DE
DE	Der Freitag	<a href="https://www.freitag.de/de/c/index">https://www.freitag.de/de/c/index</a>	DE
FI	Kansan uutiset	<a href="https://www.kansanuutiset.fi">https://www.kansanuutiset.fi</a>	FI
FI	Voima	<a href="https://voima.fi">https://voima.fi</a>	FI
SP	El Salto	<a href="https://www.elsaltodiario.com/">https://www.elsaltodiario.com/</a>	ES
SP	Público	<a href="https://www.publico.es/">https://www.publico.es/</a>	ES
GR	Avgi	<a href="https://www.avgi.gr/">https://www.avgi.gr/</a>	GR
GR	Efimerida ton sintakton (efsyn)	<a href="https://www.efsyn.gr/">https://www.efsyn.gr/</a>	GR
CZ	Haló noviny	<a href="http://www.halonoviny.cz/">http://www.halonoviny.cz/</a>	cs
CZ	A2larm	<a href="a2larm.cz">a2larm.cz</a>	cs
BE	TBC		FR
BE	TBC		FR
CY	Politis		GR
CY	Gazedda Kibris		GR
Dk	Koncentrat		DK
DK	Danwatch		DK
SP	Argia		EUS
FR	Mediapart		FR
FR	Le Vent Se Leve		FR
NL	De Correspondent		NL
PT	Shifter	<a href="https://shifter.sapo.pt/#">https://shifter.sapo.pt/#</a>	PT
PT	Fumaça	<a href="http://fumaca.pt/">http://fumaca.pt/</a>	PT
IRL	an phoblacht		EN
SE	Blank Spot		SE