

MARKETING RFP1 - ANNEX 1

Activity	Estimated Timeline	Language	Quantity	Brief Description
DIGITAL & PRINTED MARKETING TOOLS				
(1) Develop Brand and branding guidelines	Sep 2021		1	<ul style="list-style-type: none"> • Development of a logo for the “Mediterranean Adventures” brand, two colors and user-friendly branding • Develop clear CI guidelines, including color code and does and don’ts for brand use and application.
(2) Develop Brand positioning plan	Sep 2021		1	<ul style="list-style-type: none"> • The plan should have clear details of positioning tactics, proposed advertising, social media platforms, influencers, KPIs • Develop a monthly analysis tool that explores the results of all positioning tactics
(3) Create and Design Digital Promotion set:				The aim of the digital promotion set is to use various content by the project team, as well as other project partners as necessary:
3.1 Promotion Brief	Oct 2021	English, Italian, Spanish, Arabic, French, German	1 per language	<ul style="list-style-type: none"> • Development of a promotion brief content– half-pager. • Brief should use a short introduction to the “Mediterranean Treasures” and lead to MEDUSA various digital platforms.
3.2 Photos set	Oct-Nov 2021			<ul style="list-style-type: none"> • Set of 50 pictures from the pilot destination in each destination, reflecting the spirit of the “Mediterranean Treasures” standing for: <ul style="list-style-type: none"> - Authenticity /local, communities, local architecture - Soft adventure tourism activities hiking, trekking etc. • Photos would be done through local partners under the supervision of the main contractor



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3.3 Thematic Video Clips for 5 destinations	Nov 2021	<u>Audio</u> - English <u>Subtitles:</u> Italian, Spanish, French, German, Arabic	Min. 3 video clips per country 1,5- 2 minutes long	<ul style="list-style-type: none"> • Development of 3 thematic video clips for each of the 5 destinations around the Mediterranean Adventures • English Story board development for each • Video content shall be done through local partners under the supervision of the main contractor • Include audio in English and subtitles in one language (one or more of the other languages) • Duration 1,5-2 minutes • Example: https://www.facebook.com/watch/?v=172673061351234
3.4 Moving picture thematic video Clips for 5 destinations (Alternative to Video Clips in point 3.4)	Nov 2021 – Feb 2022	<u>Audio</u> - English <u>Subtitles:</u> Italian, Spanish, French, German, Arabic		<ul style="list-style-type: none"> • Development of 3 thematic moving picture video clips for each of the 5 destinations around the Mediterranean Adventures • English Story board development for each • Photos shall be done through local partners under the supervision of the main contractor (see 3.2 photo set) • Include audio in English and subtitles in one language (possibly in English or other language) • Duration 1,5-2 minutes • Example: Sustainable Innovative Practices of Adventure Tourism ENI CBC Med
3.5 The Mediterranean Adventures Final video	June-July 2022	English	1	<ul style="list-style-type: none"> • Development of one final video towards end of the project representing adventure tourism potential (view marketing strategy) of the 5 destinations. • Story board and content development • Use of new photo and video set not covered above. The new photo and video sets shall be provided through local contractors.

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				<ul style="list-style-type: none"> Duration up to 3 minutes Key messages audio and music Example: MEDUSA promotional video ENI CBC Med
(4) Design of Sales and Marketing Manual for TOs	Nov-Dec 2021	English	1 version	<ul style="list-style-type: none"> Design of the manual with the new branding guidelines - approx. 50 pages
(5) Create and Design of Printed Promotion Set				The aim of this set is to allow use of printed material for promotion at exhibitions and events. Printing shall be done through local partners and is not required by the main contractor under this RFP:
5.1 Flyer	Dec-Jan 2021	English, Italian, Spanish, French, German, Arabic	1 version – different languages	<ul style="list-style-type: none"> Content Development Development of an illustrated 4 color flyer based on the provided CI of the Mediterranean Adventures Please provide the costs for the following two options: 3 pages (double sided) folded. 1-page A4 (double sided) Digital and print version 6 languages
5.3 Hiking Guide - Design	Jan- May 2022	English / Possibility of other languages to be added later		<ul style="list-style-type: none"> Design and illustration of an illustrated hiking guide for 5 destinations (5 versions) Including the following specifications: <ul style="list-style-type: none"> 4 colors Illustrated (pictures and GPS Data provided by the project) Volume: around 50 pages Overview map of the hiking routes in the pilot destinations

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				<ul style="list-style-type: none"> ○ Presentation of around 10 hiking routes per country, including text, pictures, and overview map of the presented routes. • Digital and Print version

ONLINE MARKETING				
(6) Webpage promotion and positioning				<ul style="list-style-type: none"> • Search Engine Optimization (SEO) – Traffic generation • Search Engine Advertising (SEA) – Google adds
(7) Targeted Social Media campaign for web portal promotion as well as “Mediterranean Treasures”	Nov 2021 – Aug 2022			<ul style="list-style-type: none"> • Develop Campaign Concept for SMM • Develop necessary content with relevant calendar • Develop optimum sponsored ads / advertising mechanism with messages and targeted segmentation to be implemented through various social media platforms • Support weekly postings (3-5) through existing MEDUSA platforms on Facebook and Instagram, in cooperation with the MEDUSA communications team • Develop KPIs plan and monthly results analysis