



**Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors". Axis VI - Environmental protection, promotion of natural and cultural resources.  
Action 6.8 - Measures for the competitive repositioning of tourism destinations.  
CUP-Unified Project Code B39I18000090009**

Registry n. 8344 on June 4, 2019

## **PUBLIC CALL FOR TENDERS**

**Expressions of interest for the procurement of proposals for advertising communication services on exclusive basis, pursuant to art. 63, paragraph 2, sub. b), n. 3, of D. Lgs. Legislative Decree n. 50/2016 for the**

### **International Communication Campaign of the Puglia Destination**

Within the framework of the Regional Operational Program ERDF-ESF 2014-2020, "Culture, nature and tourism attractors", Axis VI - Environmental protection, promotion of natural and cultural resources - Action 6.8 Measures for competitive repositioning of tourist destinations, and as an implementation of the project "Digital communication and Brand identity of the Puglia destination", it is hereby expounded the strategy and targets of the new international Communication campaign of the Puglia destination set forth by ARET Pugliapromozione.

Strengthening of the Puglia brand at a national, regional and international level is the main message to be enhanced and fostered, in line with the tourism strategic plan "Puglia365" (DGR of 14 February 2109, n. 197) and in the PIIL Culture (DGR of 19 March 2019, No. 543) strategic plan of the Puglia Region.

#### **COMMUNICATION CAMPAIGN "Puglia, Unexpected Italy": concept and target**

The international campaign is aimed at communicating the concept towards world-wide travelers. In this case, it is deemed appropriate to link Puglia to the Italy brand, as it is not yet well known throughout foreign markets. Therefore, the campaign target is to promote Puglia abroad as an authentic and contemporary land, alive and rich with events throughout the year. A new travel destination in Italy, far from usual Italian destinations and devoid of mass tourism flows and Italian stereotypes. Puglia as a region that characterizes Italy itself as an unexpected destination, a travel destination generating benefits.

The campaign core message is conveyed through the payoff "Puglia, Unexpected Italy", adjusted according to diverse markets, and to each target/market niche.



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## **1. Target**

Communication actions are primarily aimed at a public aged between 18 and 80 years, inclined to discovery journeys and accustomed to traveling, in groups or individually, during off-season periods of tourism flow peaks, who is a resident - not exhaustively - in the capitals, cities and related metropolitan areas. The Puglia destination is little known to this target public; therefore, communication actions must be oriented to inform and make the region well known under diverse perspectives, from its geolocation to particular product categories.

Moreover, it is also possible to identify further audience segments: a market niche that crosses geographical boundaries, driven by a strong motivation, is represented by the cultural citizen, a subject who is very well informed about the history and culture of the great civilizations, one who buys travel guides in bookstores and is accustomed to satisfying particular cultural interests by traveling long distances. Another important market segment is that of the young public, the so-called *millennials*, interested in events, musical and sports initiatives of international importance, a dynamic and active public in the approach of tourism experiences. To this kind of public, Puglia is only partially known as a travel destination, therefore communication actions must entail a particular impact on the knowledge of the tourism offer as delivered to these travelers.

With regard to Countries targeted by communication actions, and based on 2018 tourist flows data drawn up by the Regional Tourism Observatory, the target countries of the international communication strategy are: the USA, with particular reference to East Coast cities and metropolitan areas, the UK, France, Germany, Belgium, the Netherlands, Switzerland, Spain, Russia and China.

## **2. Expiration of the Public Call**

ARET Pugliapromozione shall terminate the programming and media negotiation activities for its communication campaign on December 31, 2019. Therefore, proposals may be submitted within the aforementioned deadline. Please note that between the date of offer submission and the start date of execution of contracted services there must be a minimum time span of seven working days.

ARET has the right to modify or supplement or extend this notice, in agreement with the Tourism Section of the Puglia Region, also before the set deadline, following the same publication methods.

## **3. Communication means**

Proposals must consist of communication services regarding ON- & OFF-line media, as defined by the



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approved Communication Plan. Likewise, integrated communication projects deployed as a “media mix” are also taken into consideration, in order to simultaneously convey the communication concept across several directions, and towards multiple targets according to each medium.

Any special and/or integrated project executed across different and more specific means will be evaluated, as these projects will identify a more restricted target, also by recurring to influencers.

Each communication action will be supported by the Pugliapromozione Press Office in order to strengthen the editorial phases, as well as to deploy the social media publishing plan.

Every action will be supported by the Pugliapromozione Press Office and includes appropriate publication on the following reference sites and channels:

The official tourism portal of Puglia [www.viaggiareinpuglia.it](http://www.viaggiareinpuglia.it) (Italy)

The official tourism portal of Puglia [www.weareinpuglia.it](http://www.weareinpuglia.it) (abroad)

Facebook WeareinPuglia [facebook.com/weareinpuglia](https://facebook.com/weareinpuglia)

Facebook PugliaEvents [facebook.com/pugliaevents](https://facebook.com/pugliaevents)

Instagram WeareinPuglia [instagram.com/weareinpuglia](https://instagram.com/weareinpuglia)

Instagram PugliaEvents [instagram.com/pugliaevents](https://instagram.com/pugliaevents)

Twitter WeareinPuglia [twitter.com/weareinpuglia](https://twitter.com/weareinpuglia)

Twitter ViaggiarePuglia [twitter.com/viaggiarepuglia](https://twitter.com/viaggiarepuglia)

You Tube ViaggiareinPuglia: [youtube.com/viaggiareinpuglia](https://youtube.com/viaggiareinpuglia)

#### **4. Eligibility and submission procedures**

Eligible subjects allowed to submit proposals are those possessing exclusive rights with regard to advertising spaces.

Sector brokers (intermediaries) are not allowed to submit proposals (i.e.: media centers).

Proposals shall be evaluated, and contracts shall be undersigned in order to commence activities, according to the planning of the communication campaign, in line with the set period of implementation and execution of events activities on the regional territory, except in case of a possible extension of this Call.

Bids/offers must be addressed to: Interim Director General Matteo Minchillo, Pugliapromozione, Regional Tourism Board, with registered headquarters in Bari, Piazza Aldo Moro 33/A, tax code 93402500727, must



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be signed with a handwritten signature and exclusively sent by email to the Communications Office of Pugliapromozione, at the following email address: [media@aret.regione.puglia.it](mailto:media@aret.regione.puglia.it).

Offers must be signed by the Company's Legal Representative or by a proxy, and must include:

1. A proposal description:

1.a) A short description of the project with updated presentation of proposed media (maximum 4 pages), including specific data related to the reference dissemination/audience;

1.b) Visibility period with a calendar/time schedule proposal (subject to possible changes);

1.c) A brief description of expected proposal results, with direct and indirect outcomes, consistent with the communication plan of the Puglia destination (please also show an estimate of the potential target data achievement in terms of share and/or audience);

1.d) Technical specs relating to proposed communication services;

2. Financial offer:

2.a) Total financial offer, including details on services and possible discount offers. It is also necessary to specify the VAT application regulations and whether the grand total is VAT exempt or not.

2.b) A detailed list of costs for each format/medium and a cost/contact figure for each proposed channel/medium.

3. Administrative documents:

3.a) Copy of a valid ID of the Legal representative or a proxy;

3.b) A declaration of exclusivity with regard to the management of advertising spaces, signed by the Legal representative or a proxy;

Please also note that the following documents are required in case the proposal is accepted:

a) Declaration of general requirements, pursuant to Art. 80 of D. Lgs. 50/2016 (as per the template provided in the negotiation phase);

b) A statement about registration at the following ANAC online portal:

<http://www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/RegistrazioneProfilazioneU>

For further assistance please call the ANAC Contact Center, toll free number: 800896936 (from Italy); + 39.02.4952.0512 (from abroad);

c) Traceability of financial flows, or a relevant self-declaration, including the communication of activation/existence of a dedicated bank account for public procurements/ contracts, pursuant to art. 3, paragraph 7 of law no. 136/2010 (as per the template provided in the negotiation phase);



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d) An anti-corruption self-declaration affidavit (as per the template provided in the negotiation phase).

### **3. Evaluation of proposals**

Proposals are evaluated by the Communication Office, subject to official assessment by the Sole Officer in Charge (RUP), with reference to the approved PUGLIA Communication Plan.

Without prejudice to the positive assessment of the proposed communication concept, the proposal may be subject to any request for changes both in terms of content and costs, in order to adapt it to the communication plan purposes.

In case of equal proposals, this Administration will assess the consistency with the purposes referred to in this document with regard to the type of media; relevance to the tourism, travel, cultural heritage, and events sectors; price.

In no case may meetings be agreed, unless with a written request by Pugliapromozione. Please note that the programming is directly carried out by Pugliapromozione, providing for the preliminary guidelines for the execution, in line with the destination's promotion strategies.

### **4. Assignment of services**

The assignment of services is carried out pursuant to art. 63, paragraph 2, letter B, No. 3 of Legislative Decree n.50 / 2016, having ascertained the proponent's ownership of exclusive rights.

The financial amount of the proposal is equal to the offered price as approved in the evaluation phase.

Payment must be authorized by the Sole Officer in Charge (RUP), and is processed after the evaluation of the services' compliance, pursuant to and for the purposes of art. 102, paragraph 2, of Legislative Decree n. 50/2016.

Invoices issued to PA must include:

- Agency name: Pugliapromozione – Regional Tourism Board
- Unified Office Code: 8ZH8VO
- Department: Communications Office
- The tender identification code (CIG), which will be issued and communicated upon acceptance of proposals;
- The Unified Project Code (CUP): B39I18000090009;
- The exact sentence "Accounting document funded under ERDF-ESF Puglia Operational Plan 2014-



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## **5. Disputes**

The Judicial Authority of the Court of Bari has jurisdiction over any dispute arising from this call.

## **6. Processing of privacy and personal data**

Pursuant to the European data protection legislation (EU Regulation 2016/679), please note that the Data Controller of data released during operations relevant to this tender is ARET Pugliapromozione, represented by the interim Director General Matteo Minchillo. Received personal and privacy data will be used for activities connected to the participation of this tender, in compliance with legal obligations and in execution of contractual or pre-contractual measures.

In particular, for the purpose of executing tender procedures, transmitted data (including any data relating to criminal convictions or crimes) will be submitted to the evaluation Commission in order to assess submitted offers' admissibility and relevant pre-requisites for participation; upon conclusion of procedures, data will be stored in ARET-Pugliapromozione archives, in its capacity of Contracting Station (according to the specific Italian legislation regulating the storage of administrative documents), and access will be permitted according to the provisions in force on these matters. Without prejudice to compliance with the legislation on the right of access, personal data will not be disclosed to third parties except on the basis of a legal obligation or in relation to assessing the truthfulness of statements and data as communicated during tender procedures. For more information on data processing, please refer to the specific attached document, circulated pursuant to art. 13 of the EU Regulation 2016/679.

Participating Suppliers are required to guarantee the confidentiality of exchanged information, as well as documents and administrative deeds as transmitted over the course of relevant procedures and, subsequently, during the execution of contracted services, thereby ensuring rigorous compliance with all principles related to the application of Regulation (EU) 2016/679 of the European Parliament and of the European Council, and of Italian provisions mandated by Legislative Decree D.Lgs. 196/2003, as applicable.

Bari, June 11, 2019

General director  
Mr. Matteo Minchillo



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