

Cohesion Policy 2007 -2013
Operational Programme II PA 4
Empowering People for More Jobs and a Better Quality of Life

ESF 4.268 – Enriching Malta’s SME and Self-Employed Representation in Practice

REQUEST FOR QUOTATIONS – ref. GRTU 181115.3

Request for the Development of Promotional Audio-visuals

ISSUED ON: 11/11/2015

DEADLINE: 18/11/2015



Operational Programme II – Cohesion Policy 2007 – 2013
Empowering People for More Jobs and a Better Quality of Life
Project may be part-financed by the European Union
European Social Fund (ESF),
Co-financing rate: 85% EU Funds; 15% National Funds



Investing in your future

1. Objective

GRTU is requesting quotations for the development of 2 promotional TV spots and 2 promotional radio spots and their advertisement.

The cost of this initiative shall be part financed by the European Union European Social Fund Operational Programme II PA 4.

The selection of the successful bidder will take place on the basis of the most technically compliant, able to handle initiative within the required timeline and cheapest bidder.

2. Deadline for delivery of service

The final set of TV and radio spots, that has been approved by the GRTU, should be delivered by the 29th of November 2015.

Airing of the final products should take place between the 30th November 2015 and 6th December 2015 with a minimum frequency of once daily.

3. Specifications

TV Spots

The spots should be developed and designed in a way that is professional, attractive and generates interest of businesses and the general public. They should be strategically developed with the ultimate aim of creating a lasting impact and secure their effectiveness. The spots should also include adequate coverage for the GRTU and the funding instrument and developed in accordance to a more detailed briefing that will be done with the selected service provider. The clips can incorporate different elements such as filming, the development of animation and professional voice-overs, as will be deemed necessary. The service should be inclusive of professional script writing. Quality should be in HD.

- One 30-second TV spot in Maltese on the subject of Work-Life Balance – aimed at exposing employers and the general public to the benefits of flexible working arrangements.
- One 30-second TV spot in Maltese on the subject of Entrepreneurship – aimed at exposing the general public to the opportunities of entrepreneurship.

Radio Spots

The spots should be developed and designed in a way that is professional, attractive and generates interest of businesses and the general public. They should be strategically developed with the ultimate aim of creating a lasting impact and secure their effectiveness. The spots should also include adequate exposure for the GRTU and the funding instrument and developed in accordance to a more detailed briefing that will be done with the selected service provider. The service should be inclusive of professional voice-overs and script writing, as will be deemed necessary.

- One 15-second radio spot in Maltese on the subject of Work-Life Balance – aimed at exposing employers and the general public to the benefits of flexible working arrangements.
- One 15-second radio spot in Maltese on the subject of Entrepreneurship – aimed at exposing the general public to the opportunities of entrepreneurship.

Advertisement

The above-mentioned spots should be aired on the most popular Radio and TV station respectively according to the latest Broadcasting Authority study on audience assessment. They should be aired during airtimes with higher audiences.

4. Timeframe

Quotations must reach GRTU offices via electronic mail on admin@grtu.eu by no later **than 18th November 2015 at 15:00hrs**. All prices must quote VAT separately and in full where applicable.

The invoice related to the event is to reach our offices by not later than 30th November 2015. All prices must quote VAT separately and in full, which must not be added to the price or shown as a percentage.

Clarifications and further information are to be sought through admin@grtu.eu by 17th November 2015 at noon. Any clarifications received after this deadline will not be considered.

Only quotations submitted in the stipulated format below will be considered

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Quotation date: _____

Supplier’s details:

Company’s name:

Contact person’s name and surname:

Company’s Address:

Telephone number:

Email Address:

Development of Promotional Audio-visuals with specifications as stipulated.

Final price:

Net:		€
Any Discounts (specify rate)	%	€
Vat (specify rate)	%	€
TOTAL:		€

Name and Surname	Designation	Signature



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