

Promotional PR and Marketing Campaign for the Royal Canal Greenway

Detailed description:

A steering group (the “Steering Group”) has been established to co-ordinate the development, activation and marketing of the Royal Canal Greenway comprising Waterways Ireland, Longford County Council, Westmeath County Council, Meath County Council and Kildare County Council. As a new tourism offering of scale and of national significance, the potential value of the Royal Canal Greenway has been recognised by all stakeholders involved. It is imperative that the opportunity which exists to promote this new offering now is not lost. Recent significant investment in infrastructure to create a high-quality visitor offering must be capitalised upon. Waterways Ireland will lead the Steering Group for the Royal Canal Greenway on behalf of the named partner authorities. In particular, it is anticipated that the successful Tenderer(s) will lead on the targeting, messaging, media relations and promotion of this proposition of scale, to a wide audience. To continue to raise the profile of and interest in similar recreational and tourism offerings Waterways Ireland will use the outcome of this tender process to establish a framework agreement for the delivery of additional promotional, marketing, PR and creative activity including but not limited to • Concept, Delivery and Management of Marketing campaigns including social media campaigns. • Definition of target audiences • Development of collateral – photography, videography, copy etc. • Creation of multi-media campaigns employing appropriate marketing mix e.g. advertising, print media, radio, online, PR, bloggers, influencers etc. • Rationale, strategy and methods proposed to deliver objectives and estimated reach. • Definition of metrics to enable evaluation against objectives

Type of contract:

Services

Response deadline (Irish time):

28/06/2022 15:00:00

CPV codes:

79340000-9 Advertising and marketing services
79000000-4 Business services: law, marketing, consulting, recruitment, printing and security
79341000-6 Advertising services
79341100-7 Advertising consultancy services
79341200-8 Advertising management services
79341400-0 Advertising campaign services
79342000-3 Marketing services
79413000-2 Marketing management consultancy services
79416000-3 Public relations services
79416100-4 Public relations management services
79416200-5 Public relations consultancy services