

Details

RFx ID : 25537299
Tender Name : Marketing Campaigns
Reference # : 10130
Open Date : Monday, 14 March 2022 5:30 PM (Pacific/Auckland UTC+13:00)
Close Date : Tuesday, 12 April 2022 4:00 PM (Pacific/Auckland UTC+12:00)
Tender Type : Request for Proposals (RFP)
Tender Coverage : Sole Agency [?]
Categories : - 80000000 - Management and Business Professionals and Administrative Services
Regions: - Otago
Exemption Reason : None
Required Pre-qualifications : None
Contact : Natalie Royle
natalie.royle@dcc.govt.nz
Alternate Physical Delivery Address :
Alternate Physical Fax Number :

Overview

Dunedin City Council (DCC), through it's Enterprise Dunedin function, provides economic development initiatives and destination marketing for Dunedin. DCC is committed to delivering compelling, exciting, and fresh marketing campaigns to attract, retain and increase our visitor market share. We want to partner with a supplier long term to assist in the design and delivery of these marketing campaigns.

We are looking to partner with a supplier to design and deliver new marketing campaigns for Dunedin City, building on the success of previous campaigns, to bring visitors to Dunedin. This contract includes the provision of three marketing campaigns to be delivered over three years, the second and third years being new or refreshed campaigns (one year per campaign) on a separable portion basis subject to supplier performance and budget allowances.

The campaigns should focus on maximising Dunedin's exposure in a competitive domestic and potential international leisure markets and integrating the new campaign with the existing Dunedin brand.