

Preparation, design and implementation of a tourism marketing campaign for Carlow Tourism July - December 2022

Detailed description:

This project involves the creation and roll out of a media plan across the following marketing platforms – national radio, social media, digital marketing and PR. Tenderers are required to outline their methodology and management approach for delivery, of all requirements outlined in the tender, including demonstrating strategic, innovative thinking in developing and delivering an effective digital, social media, radio and PR campaign for Carlow Tourism in a planned, strategic and efficient way that will support the county in enhancing its profile as a recognised tourism destination. Tenderers are requested to provide a detailed outline of and methodology for delivery of the various elements of the tender including: Radio advertising - Choice and selection of national radio stations bearing target domestic markets (Dublin, rest of Leinster, Munster) and geographic segments (empty nesters, pre-teen families and unconstrained adults) into consideration. - Management of the radio recording process including proposed approach to creative content and themes Social media - Choice of geo-targeting and special interest advertising along with proposed allocation of spend to each area - Expected increase in followers/reach through implementation of the paid social media campaign - Creation of an engagement and sharing ethic amongst members of Carlow Tourism and social followers along with generating increased usage of the hashtags outlined - Format for delivery of competitions Digital marketing - Selection and choice of digital plans taking target and geographic markets into consideration. A full summary of reach and click throughs must be provided with each campaign choice i.e. MPU's, home page take over, native content - Creation of an engagement and sharing ethic amongst members of Carlow Tourism and social followers along with generating increased usage of the hashtags outlined PR - Suggested choice of storylines for pitching purposes - Methodology

Type of contract:

Services

Response deadline (Irish time):

17/05/2022 17:00:00

CPV codes:

79340000-9 Advertising and marketing services
79341000-6 Advertising services
79341100-7 Advertising consultancy services
79341200-8 Advertising management services
79341400-0 Advertising campaign services
79342000-3 Marketing services
79342100-4 Direct marketing services
79342200-5 Promotional services
79413000-2 Marketing management consultancy services
92200000-3 Radio and television services
92210000-6 Radio services
92211000-3 Radio production services