



**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

Republic of Armenia
Local Economy and Infrastructure Development (LEID) Project
Loan No.: P150327
17 October 2023

Assignment Title: DEVELOPMENT OF MARKETING CAMPAIGNS IN TARGET DESTINATIONS WITHIN THE LOCAL ECONOMY AND INFRASTRUCTURE DEVELOPMENT PROJECT

Reference No.: LEID-QCBS-MC-03

The Government of Armenia has received financing from the World Bank toward the cost of the Local Economy and Infrastructure Development (LEID) Project, and intends to apply part of the proceeds for consulting services.

The consulting services include development and implementation of marketing campaigns which will lead to effective promotion of Armenia as a tourism destination throughout the year 2024. The implementation phase will be based on the recommendations derived from the completed assignment of tourism market research and analysis for the Tourism Committee of the Republic of Armenia (hereafter the TC).

The TC has already conducted market analysis for several destination countries. The results of the conducted assignment are presented in the following folder:

https://drive.google.com/drive/folders/1JgCCAe1DgldrHy0hWGhfMok_kC3zikQn?usp=drive_link

Overall, the implementation phase of the current assignment will focus on the development and execution of marketing campaigns in the following countries: Germany, France, USA, UAE.

The objectives of the implementation phase are as follows:

- Develop and execute marketing campaign(s) at least one in each target countries which will be promoted in all 4 seasons,
- Implement targeted marketing measures, both online and offline, to raise awareness and increase exposure of Armenia as a favorable tourism destination among the identified target audience(s) and market segment(s).

The marketing campaigns should effectively showcase the unique attributes, attractions, and experiences that Armenia offers to attract and engage potential tourists in 4 key sectors: culture, nature, adventure, and gastro (cuisine and wine).

Scope of the Assignment

The Consultant shall implement the following tasks:

Task 1: Development and Execution of Marketing Campaigns

1.1. Develop for each country a marketing campaign development and execution strategy document which will include:

- 1.1.1. A detailed document clearly defining the target audience, content for target audience, content promotion strategy, call to actions and campaign analysis.
 - 1.1.2. A selection methodology of appropriate marketing channels, creative content¹ development, and media planning.
 - 1.1.3. A comprehensive plan for selecting appropriate marketing channels to maximize reach and effectiveness. This shall be developed based on the results of the assignments conducted previously (the link to the assignments is presented above) and include identification of the most suitable channels, such as social media platforms, travel websites, digital advertising, print media, travel video segments about Armenia, and more. The campaigns in other countries must be in native language: France (French), Germany (German), USA (English), UAE (English and Arabic – depending on the medium and the target).
 - 1.1.4. An approach for crafting persuasive messaging and creative content aligned with the core product/experience proposition for each market segment. This shall involve the development of engaging and informative content, visual assets, and storytelling techniques that resonate with the target audience(s) and effectively convey the unique experiences and attractions of Armenia.
 - 1.1.5. A collaboration plan for the execution of the marketing campaigns. Particularly, present a description of cooperation with relevant partners (advertising agencies, media partners, and tourism stakeholders) who will support during the marketing campaign execution process. In addition, the collaboration plan shall describe the process of establishing partnerships with relevant stakeholders in the tourism industry, leveraging their expertise, networks, and resources to amplify the reach and impact of the marketing campaigns.
- 1.2. In addition to promoting Armenia as a tourist destination, the marketing campaigns shall focus on promotion of events and festivals in Armenia. The marketing strategies shall be designed to attract tourists interested in attending and participating in these events, highlighting Armenia's appeal as a rich and diverse tourism destination.
 - 1.3. Creation of creative content for the campaigns including all of the content formats such as Video, images, documents, brochures, and audio should be posted at the www.armenia.travel. This content shall provide a compelling information about Armenia's attractions, experiences, events, and other relevant travel-related content to further engage potential tourists and encourage them to plan their trips to Armenia.

Task 2: Monitoring and Evaluation

- 2.1. Develop relevant metrics and key performance indicators (KPIs).
- 2.2. Monitor and present results on achieved KPIs within the requested deliverables below.

The implementation period is **40 weeks after** signing the contract.

The Armenian Territorial Development Fund (ATDF) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

- Provide evidence on minimum 5-years work experience in development of marketing campaigns;
- Relevant experience in developing and implementing marketing campaigns in at least one country leading effective promotion as a tourism destination.

The consortium of different firms is allowed.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans by World Bank Borrowers* ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the Quality-and Cost-Based Selection (QCBS) method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours from **09:00 to 17:00 (Yerevan time)**.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **November 7, 2023, at 17:00 (Yerevan time)**.

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