

Number: (IUL)MMPRC-PRO/PRIV/2019/69

## **REQUEST FOR PROPOSALS (RFP)**

**FOR RUNNING A MARKETING CAMPAIGN USING A SOCIAL MEDIA INFLUENCER FROM  
TURKEY**

**MALDIVES MARKETING AND PUBLIC RELATIONS CORPORATION  
2ND FLOOR ZONARIA,  
BODUTHAKURUFAANU MAGU, MALE', MALDIVES**

**02<sup>nd</sup> September 2019**

**REQUEST FOR PROPOSALS**

**1. TENDER PROCESS SCHEDULE**

1.1. The indicative schedule of the Tender Process to be conducted in accordance with this RFP is as set out herein below;

| # | Event Description  | Deadline (Date and Time)                   |
|---|--|--|
| 1 | RUNNING A MARKETING CAMPAIGN USING A SOCIAL MEDIA INFLUENCER FROM TURKEY | 16 <sup>th</sup> September 2019 at 15:00pm |

1.2. The above Tender Process Schedule is indicative and is subject to change at the sole discretion of MMPRC; and MMPRC shall not be responsible for any change in timelines in any manner whatsoever.

**2. INTRODUCTION**

2.1. The Maldives Marketing & Public Relations Corporation (MMPRC) is the national tourism office of Maldives responsible for carrying out promotional activities to become the most preferred island destination of the world under the slogan of “Maldives...the Sunny Side of Life”, whilst adhering to its mission to promote quality and sustainable growth in the local tourism industry to deliver long term economic, social and cultural benefits to the country.

2.2. The purpose of this Request for Proposal (RFP) is to identify a social media influencer or a party to hire a social media influencer from Turkey.

2.3. MMPRC reserves the right to, without limitation, without incurring any obligation or liability vis-à-vis any respondent and without expressing any cause or reason thereof, at any time before the Proposal Due Date and at its sole discretion, to amend RFP and/or the Tender Process including but not limited to the dates or other terms and conditions relating thereto, and/or suspend or cancel the Tender Process, and/or reject all of the Proposals.

2.4. MMPRC reserves the right to verify any or all statements made by a Respondent in response to the RFP Sheet to establish to its satisfaction about the Respondent’s capacity to perform.

2.5. A Respondent, including the respective member’s/ shareholders officers, employees, agents or its advisers shall not engage in collusion, anti-competitive conduct or any other similar conduct, in any form or manner, with any other person or in relation to.

2.6. The Respondent shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Proposal. The Respondent shall not have any commercial mutual benefits with other Respondent(s) submitting the Proposals on the date of submission of the Proposal.

2.7. This RFP does not bind MMPRC to a Respondent with respect to the subject matter of the RFP; and MMPRC shall not under any circumstances be responsible for any costs incurred by any Respondent, including the respective members’/ shareholders officers, employees, agents and advisers of the Respondent in participating in the Tender Process.

2.8. The Respondent shall be responsible for all of the costs associated with the preparation of its Proposal and its participation in the Tender Process. MMPRC will not be responsible or in any way liable for any costs, expenses and charges incurred by any Respondent in connection with the preparation and

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submission of its Proposal or the Tender Process in any manner whatsoever, regardless of the conduct or outcome of the Tender Process including cancellation of the Tender Process by MMPRC.

- 2.9. Unless specifically stated otherwise in this RFP, all queries and communications in respect to the RFP or the Tender Process shall be addressed by any Respondent to MMPRC, by e-mail or in writing and shall be delivered in person, or by courier or by certified or registered mail, postage prepaid, at the address as set out hereunder, or such other address as may be informed by MMPRC from time to time;

Ms. Fathimath Raheel  
Director  
Maldives Marketing and Public Relations Corporation  
H. Zonaria, 2<sup>nd</sup> Floor, Boduthakurufaanu Magu, Male'  
Republic of Maldives  
Telephone: +960 3323228  
Email: [raalu@visitmaldives.com](mailto:raalu@visitmaldives.com)  
[procurement@visitmaldives.com](mailto:procurement@visitmaldives.com)  
[info@visitmaldives.com](mailto:info@visitmaldives.com)

- 2.10. This RFP and all the entities participating in the Tender Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts at Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the RFP, Tender Process or any other aspect in relation thereto.

### 3. OVERVIEW OF THE PROJECT:

The Maldives Marketing and Public Relations Corporation is seeking a social media influencer to promote Maldives in Turkey.

### 4. AIMS AND OBJECTIVES

The objective of hiring a social media influence is as follows:

- 4.1. Increase arrivals from Turkey to Maldives.
- 4.2. Increase brand awareness among Turkish travellers.
- 4.3. Keep the market informed on new experiences and offers available in the Maldives.
- 4.4. Develop new emerging segments from the market.

### 5. SCOPE OF WORK:

The scope of the project is to organize a FAM trip with a major Influencer by leveraging on Key Opinion Leaders (KOLs) to promote Maldives on digital and social media platforms. The target audience being potential travellers from Turkey, the "Influencer" should be able to reach a wide audience through online and offline medias' including but not limited to blog, vlog, Facebook, Instagram and YouTube, as well as other social events attended by potential travellers to Maldives.

The scope of work will include but is not limited to the following.

- 5.1 Interested parties should submit a proposal to conduct an influencer Fam Trip to promote Maldives through digital and social media platforms.

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- 5.2 The proposal should include a “Theme” for the campaign depending on the market trends and segments targeted.
- 5.3 The proposal should state the different online and offline medias that will be used to promote the campaign and the destination, social media handles of the influencer, and other platforms that can be used.
- 5.4 The proposal should include expected coverage through the campaign. The coverage should include guaranteed number of posts/write-up about each property and its circulation, readership and reach.
- 5.5 Propose ideal travel dates for the FAM trip within the month of September.
- 5.6 Proposed period: 5 days to 1 week (ideal date depending on the campaign proposed).
- 5.7 Air Ticket, full board accommodation, internal transfers and bed tax will be covered by MMPRC. All extras will have to be borne by the selected party. Any additional costs should be pre-approved by MMPRC.

## 6 **DELIVERABLES**

- 6.1 The selected party will work with MMPRC to develop and confirm a final itinerary for the trip.
- 6.2 A post campaign report should be submitted, giving details on the coverage from the campaign with press cutting of the posts/write-ups. The report should be submitted electronically to MMPRC and relevant resorts/properties (copied to MMPRC) along with the translation. Media Value, Media Coverage and reach of the posts should be informed to MMPRC.

## 7. **ELIGIBILITY CRITERIA**

- 7.1. Any Interested Party that meets the Eligibility Criteria may submit a Proposal.
  - 7.1.1. The Bidder/Respondent shall be a registered company or partnership or a registered subsidiary of a parent company or an individual.
  - 7.1.2. The Bidder/Respondent shall have minimum three years (3) of experience in a similar field.
  - 7.1.3. All the documents specified in this RFP should be included in the proposal.
  - 7.1.4. If an individual submits a proposal they have to include their CV along with the number of followers in their social media platform.
- 7.2. Each Bidder/Respondent shall examine the RFP carefully as it contains legal and business terms and other information, which each Respondent must review in order to submit a responsive Proposal.
- 7.3. MMPRC will, to the extent necessary, where MMPRC may deem necessary, respond in writing to a Registered Party for any questions and concerns they may have regarding any element of the issued RFP; and the response by MMPRC, if any, where MMPRC may deem necessary, will also be communicated to all the Registered Parties that are eligible to submit Proposals.

## 8. **PREPARATION AND SEALING OF THE PROPOSAL**

- 8.1. Each Respondent shall submit a single proposal (options may be submitted)
- 8.2. All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in **ENGLISH** language only.

- 8.3. All measurements shall be expressed in units of the metric system.
- 8.4. Each Proposal shall be accompanied by the following documents. Marks will be deducted for the documents not submitted as per the submission criteria
  - 8.4.1. Completed Cover Letter as provided in Appendix A;
  - 8.4.2. Each Bidder/Respondent shall state with clarity the type of business entity their Company is (E.g. Sole Proprietorship or Partnership or Corporation or a Subsidiary of a Parent Company etc.), and submit the relevant Registration Certificate and Tax Registration Certificate. If an individual, then should submit the CV along with the number of followers they have on each of the social media platforms.
  - 8.4.3. If Bidder/Respondent is part of a Corporation or has a Parent Company, but has been legally incorporated independent of the Corporation or the Parent Company, the Bidder/Respondent shall submit a copy of their own Certificate of Incorporation and Tax Registration Certificate. If these certificates are in any other language, the Bidder/Respondent shall submit an English translation along with the proposal;
  - 8.4.4. A Profile of the Bidder/Respondent shall be submitted by the Bidder/Respondent inclusive of the organizational capacity and structure;
  - 8.4.5. Proof of previous similar works or projects shall be provided. This should be in the form of reference letters or emails of minimum 3 clients.
  - 8.4.6. **Contract Price, which shall include detailed cost breakdown. All calculation and costing should be in USD**
  - 8.4.7. Each Bidder/Respondent should submit proof of financial capability by submitting;
    - A bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp should be on it. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Letter should be translated if it is not in ENGLISH with authorized signature or bank stamp should be on it.
    - Or**
    - Last 3 months bank statement on the bank letterhead with the authorised signature or the stamp.
- 8.5. The Proposal shall be signed by the authorized signatory of the Respondent.
- 8.6. The Proposal shall contain no alterations, omissions or additions, except those to comply with instructions issued by MMPRC, or as necessary to correct errors made by the Respondent, in which case such corrections shall be initialed by the person or persons signing the Proposal.
- 8.7. The Proposal shall be typed/ written and signed/ initialed in indelible ink and address as given below.
- 8.8. Proposals should be submitted on 19<sup>th</sup> Aug 2019 at 1200 hours
- 8.9. Each bidder should provide us with a detailed work coverage plan which shall include the number of posts / blogs etc which they are going to provide.

8.10. Proposals must be a hard copy in an envelope properly sealed, labeled and addressed to:

**“TO RUN A MARKETING CAMPAIGN USING A SOCIAL MEDIA INFLUENCER FROM TURKEY”**

Maldives Marketing and Public Relations Corporation  
H.Zoneyri 2<sup>nd</sup> Floor, Boduthakurufaanu Magu , Male'  
Republic of Maldives

Proposal sent from overseas should be email to the following email address.

E-mail: [procurement@visitmaldives.com](mailto:procurement@visitmaldives.com) and copied to  
[raalu@visitmaldives.com](mailto:raalu@visitmaldives.com), [info@visitmaldives.com](mailto:info@visitmaldives.com)

**9. SUBMISSION AND DISQUALIFICATION**

9.1. MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;

- 9.1.1. The Proposal is not accompanied by documents required to be submitted in accordance with this RFP;
- 9.1.2. The Proposal is not in the prescribed manner/format;
- 9.1.3. Failure to comply with the requirements of the RFP;
- 9.1.4. If the Proposal is not signed and marked as stipulated in the RFP or does not contain all the information as requested in the RFP or in the format as specified in the RFP;
- 9.1.5. If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information;
- 9.1.6. Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MMPRC;
- 9.1.7. Any Proposal that is received after the Proposal Due Date;
- 9.1.8. Pending, active, or previous legal action by/ against a Bidder/Respondent that may prevent its participation in the Tender Process or prevent it from fulfilling its respective obligations as specified and/ or as required in/under this RFP and the Agreement; and/ or
- 9.1.9. If the Respondent is in breach of any of its material contractual obligations at any of its previous contracts with the Government of Maldives or MMPRC.

## 10. SUBMISSION AND WITHDRAWAL OF PROPOSAL

- 10.1. The Proposal, complete in all respect, must be received by MMPRC, in the manner and address, and no later than the date and time, as specified in the Tender Process Schedule.
- 10.2. Any Proposal received after the Proposal Due Date is liable to be rejected by MMPRC as non-responsive.
- 10.3. MMPRC may, at its discretion, extend the time line for submission of Proposals by issuing an Addendum, and also ask the Respondents to submit any further information, clarification or modification in their Proposals, in which case all rights and obligations of MMPRC and the Respondent, previously subject to the original time line and terms, will thereafter be subject to the extended time line and the amended terms and requirements.
- 10.4. The Respondents may withdraw at any time before the Proposal Due Date. The submission/resubmission of any Proposal shall not be permitted after the Proposal Due Date.

## 11. RECEIVAL OF PROPOSALS

- 11.1. MMPRC will accept proposals received before the given deadline.
- 11.2. Each Bidder/Respondent shall send their proposal via e-mail or post to the given addresses in this RFP.

## 12. EVALUATION PROCESS

- 12.1. To assist in the examination, evaluation, and comparison of Proposals, MMPRC may, at its discretion, ask any Respondent for clarification of its Proposal. The request for clarification and the response shall be in writing, but no change in the price or substance of the Proposal shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Proposals.
- 12.2. From the Proposal Due Date until the issue of the Letter of Award, if any Respondent wishes to contact MMPRC on any matter related to the Proposal or the Tender Process, it should do so in writing.
- 12.3. Any effort on the part of the Respondents to influence MMPRC in the examination, evaluation, ranking of Proposals may result in the rejection of the respective Respondent's Proposal.
- 12.4. Prior to detailed evaluation of the Proposal, MMPRC will examine the Proposal to determine whether it is compliant, i.e. whether;
  - 12.4.1. The Proposal is complete in all respects with due authorization;
  - 12.4.2. The documents have been properly signed and provided in the prescribed Formats;
  - 12.4.3. The Proposal is responsive.
- 12.5. A responsive Proposal is one that conforms to all the terms, conditions, and specifications of the RFP without material deviation or reservation.
- 12.6. A material deviation or reservation is one:
  - 12.6.1. Which limits in any substantial way, MMPRC's rights or the Respondent's obligations; or
  - 12.6.2. The rectification of which would affect unfairly the competitive position of other Respondents presenting responsive Proposals.

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- 12.7. If a Proposal is not responsive and/or is incomplete, it will not be included for further consideration, and may not subsequently be made responsive by correction or withdrawal of the non-conforming deviation or reservation.
- 12.8. Proposals determined to be responsive will be checked by MMPRC for any arithmetic errors.
- 12.9. Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.
- 12.10. The discrepancy between the amounts in figures and in words will be adjusted by MMPRC with the concurrence of the Respondent, and shall be considered as binding upon the Respondent. If the Respondent does not accept the corrected amount, the Respondent's Proposal shall be rejected.
- 12.11. Proposals determined to be responsive, the arithmetic errors of which, if any, have been corrected, shall be evaluated and compared based on the Evaluation Criteria stated in this RFP.



**13. EVALUATION CRITERIA**

Responsive Proposals will be evaluated according to the following criteria;

| Details                              | Marks      |
|--------------------------------------|------------|
| Budget (Contract Price)              | 45         |
| Proposed Coverage                    | 40         |
| Past Experience                      | 5          |
| Company Profile / Individual Profile | 5          |
| Financial Capability                 | 5          |
| <b>Total Score</b>                   | <b>100</b> |

13.1.1. **Budget (45 Marks):** The Proposal proposing the lowest “budget” shall receive a maximum score of Forty (45), and points will be allocated to other Proposals according to the following formula;

$$\frac{\text{Lowest “budget” among the responsive Proposals}}{\text{“budget” of the Proposal under consideration}} \times 45 = \text{The Score for “budget” of the Proposal Under Consideration}$$

13.1.2. **Proposed Coverage (40 Marks):** should include the coverage plan in detail, total number of posts / blogs etc. the influencer will be able to provide and total followers of the influencer on social media platform. Marks will be given as follow:

| Proposed Coverage for and individual or company                          | Maximum Score of 40 Marks |
|--|---------------------------|
| Coverage plan  | 15                        |
| Total number of posts / blogs etc the influencer will be able to provide | 15                        |
| Total followers on Social Media  | 10                        |

13.1.3. **Past Experience:** each bidder should submit details of minimum 3 similar projects that has been completed along with the reference letters or emails. (5 Marks)

13.1.4. **Profile:** In case of a company they should submit a Profile of the Company, Company Registration Certificate and Tax Registration Certificate along with the proposal. Certificates should be translated if it is not in ENGLISH. They should also provide brief information of the team members, their role and capability. If an individual, then should submit the CV along with the number of followers and details of the social media handles, they have on the social media platforms. (5 Marks)

13.1.5. **Financial Capability:** Each Bidder/Respondent should submit proof of financial capability by submitting;

**TO RUN A MARKETING CAMPAIGN USING A SOCIAL MEDIA INFLUENCER FROM TURKEY**

- A bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Letter should be translated if it is not in ENGLISH with authorized signature or bank stamp should be on it.

**Or**

- Last 3 months bank statement on the bank letterhead with the authorised signature or the stamp. (5 Marks)

**14. AWARD OF CONTRACT**

- 14.1. MMPRC will issue the Letter of Award to the Respondent whose Proposal has been determined to be responsive, and has the highest score (the “Selected Respondent”).
- 14.2. The Letter of Award will be issued to the Selected Respondent or posted to the Selected Respondent’s address or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Proposal and such handing or posting or e-mail shall be deemed good service of such a notice.
- 14.3. If the Selected Respondent fails to sign the Agreement within the period prescribed in the Letter of Award, MMPRC shall have the right at its absolute discretion to select the Proposal with the highest score among the remaining responsive Respondents, or annul the Tender Process.
- 14.4. MMPRC reserves the right to annul the Tender Process and reject all Proposals, at any time prior to signing of the Agreement, without thereby incurring any liability to the Respondents, or any obligation to inform the Respondents of the grounds for MMPRC’s action.

*[END]*

**APPENDIX A  
COVER LETTER**

The Managing Director,  
Maldives Marketing and Public Relations Corporation  
2<sup>nd</sup> Floor Zonaria, Boduthakurufaanu Magu, Male'  
Republic of Maldives

Dear Sir,

**Sub: Bid to run a marketing campaign using a social media influencer from Turkey**

Having examined all the information provided, we the undersigned offer to run a marketing campaign using a social media influencer from Turkey.

We agree to undertake and complete the Works for a total sum of MVR .....  
(In words) MVR ..... (In numbers). (The "Contract Price") inclusive of all applicable taxes (including/Withholding Tax). A summary of the annual breakdown of the Contract Price is provided below;

| Description                | Tax (MVR) | Total Price (MVR) |
|----------------------------|-----------|-------------------|
| Budget                     |           |                   |
| <b>Contract Price(MVR)</b> |           |                   |

We undertake, if our Proposal is accepted, to complete the Works within the deadlines and as per the specifications provided by MMPRC. We have examined the RFP and have no reservations to the RFP, including Addenda issued.

We are not insolvent, in receivership, bankrupt or being wound up. Our affairs are not being administered by a court or a judicial officer and our business activities are not being suspended and not the subject of legal proceedings for any of the foregoing.

Until a formal agreement is executed with MMPRC, this Proposal, together with written acceptance thereof and MMPRC's notification of award, shall constitute a binding contract if we are selected as the Successful Respondent.

*Date:* .....  
*Name of the Bidder/Respondent:* .....

*Signature of the Authorized Person:* .....  
*Name of the Authorized Person:* .....  
*Company rubber stamp/seal*

.....

**APPENDIX B  
PAYMENT TERMS**

As consideration to hire a social media influencer from Turkey, the Selected Respondent/Contractor shall be compensated in the manner provided below;

1. The Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, after the end of the event within 15 working days and,
2. Days will start counting after MMPRC receives the invoice from the bidder,
3. Any payment made on behalf MMPRC will be reimbursed once the invoice along with supporting documents are received.

**ADJUSTMENTS**

- The Contract Price may only be adjusted by the parties as per the terms and conditions of the Agreement.

**APPENDIX C  
CHECKLIST**

| # | Description  | Page Number | Remark (✓) |
|---|--|-------------|------------|
| 1 | Proposed Budget  |             |            |
| 2 | <p>For a Company, Registration and Tax Certificate of the company (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)</p> <p style="text-align: center;"><b>OR</b></p> <p>For an individual, CV and number of followers on social media</p> |             |            |
| 3 | Proposed coverage plan (A detailed breakdown, of the coverage plan)  |             |            |
| 4 | Proof of Past Experience (reference letters)   |             |            |
| 5 | Sound Financial Background   |             |            |