INVITATION TO TENDER

CONCEPT, DESIGN AND DEVELOPMENT OF THE "ROLL THE DICE" SOCIAL NETWORK APPLICATION

TABLE OF CONTENTS

INVITATION TO TENDER

The aim of this ITT is to enable interested and competent parties to prepare and present proposals to the European Travel Commission for the concept, design and development of a social network application. This invitation is being published on the official website of the European Travel Commission www.etc-corporate.org.

The project subject to this invitation to tender is co-financed by the European Commission[1], as part of the "Destination Europe 2020" initiative, a programme of activities to promote Europe as a tourist destination and to strengthen its competitive image in key long-haul markets.

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[1] Please note that the ETC is not a part of the European Commission or any other European Union institution.

1.0   BACKGROUND

1.1. About the European Travel Commission

The European Travel Commission (ETC) is an international not for profit organisation -an association created under Belgian law- with its headquarters in Brussels. ETC's members are 33 European national tourism organisations (NTOs).

The mission of the ETC is to promote Europe as a tourist destination in major long-haul markets almost exclusively through its online communication channels. For its member NTOs, the ETC also delivers a broad portfolio of market intelligence services and encourages the sharing of best practice.

The ETC is not a part of the European Commission or any other European Union institution

Further information about the ETC can be found on www.etc-corporate.org

1.2. About the Destination Europe 2020 initiative

Destination Europe 2020 is a joint initiative of the European Travel Commission and the European Commission (EC) to enhance visibility and promotion of Europe as a unique destination in third countries. The initiative aims to:

- Increase the visibility of 'Destination Europe' on key target segments in international long haul markets, such as USA/Canada/Japan, and the emerging BRIC markets;
- Consolidate a distinctive European brand, which differentiates 'Destination Europe' from other international regions;
- Develop user-friendly, high-quality pan-European content, in particular related to thematic transnational products, itineraries and experiences;
- Develop digital marketing activities and social media promotion campaigns through the "visiteurope.com" portal and other complementary digital channels.

The activity described in this document is meant to follow and support the principles above mentioned.

1.3. About EuroShorts and "Roll the Dice"

Using the power of video as a major influencer for creating travel inspiration, the ETC organised last year an international competition among young European film makers to submit a concept for a short film that captures the essence of 'Destination Europe' under the subject "Europe – a never ending journey".

The film competition, named EuroShorts, drew entries from 24 countries with "Roll the Dice" by Benoit Detalle and Marija Jacimovic being the awarded project. Based on an invented travel game, "Roll the Dice" features the two young travellers' trip through Europe as they roll a pair of dice at every new stage of their journey to determine where they will go next. The video uses a pixilation and stop-motion animation visual style to portray Europe as one big playground ready to be discovered while highlighting a feeling of exploration, discovery, diversity and fun.

This EuroShorts Film Competition was part of the activities within the Destination Europe 2020 initiative. Further information can be found on http://www.euroshorts-films.com/

2.0   PROJECT OVERVIEW

Following up on the "Roll the Dice" concept developed for the EuroShorts Film Competition, the ETC intends to carry out an interactive campaign in a social network inspired by this travel game. The campaign will invite participants to play virtually a board game using Europe as playground while they pull together an ideal itinerary for a holiday in Europe. By sharing the most inspiring content with friends, participants will be entered into a prize draw.

The campaign is meant to stimulate interaction and engagement with consumers through social media and generate positive "buzz" and interest around 'Destination Europe'. The role of social media is central to the campaign's success, as it will be used to drive 'word of mouth' interest in the destination amongst target groups.

The "Roll the Dice" social network game aims to reach following objectives:

- To increase brand awareness of Europe as an inspiring, authentic, diverse, sophisticated and welcoming travel destination
- To promote travel to Europe by providing appealing, creative and user generated pan-European content
- To engage with Visit Europe's community on social media
- To generate new fans on social media and newsletter leads
- To drive traffic to the renewed VisitEurope.com portal and VisitEurope iPad application

Main target group of this campaign are active online users in Brazil, Canada and the United States as defined in the table below:

Market	Consumer	
USA/Canada	18-34	FIT and first time travellers
Brazil	25-44	Affluent higher income

Yet, as the online world knows no boarders, any online user will be able to take part in the campaign, but may not be eligible to win the competition's prize as defined by its terms and conditions.

3.0   TECHNICAL SPECIFICATIONS

The following specifications are intended as a guideline based on ETC's goals and requirements. A clear understanding of these specifications should be reflected in your proposal however, the specifications are intended only as a basis for how the application should be developed and function.

Suppliers are being asked to interpret all aspects of this document carefully yet creatively, using their business, design and IT expertise as well as industry experience to propose the best possible solution. Additional ideas, functionality and input are very welcome and should be clearly outlined in the proposal. A different project approach to meet the objectives set may be considered if justified.

3.1 Creative concept

The ETC is looking for an experienced company to concept, design and develop a social network game based on the "Roll the Dice" video concept. The original video can be seen on ETC's YouTube channel www.youtube.com/visiteurope and on the website www.euroshorts-films.com.

"Roll the Dice" will turn into an interactive online game that will allow players to virtually travel by rail through Europe to discover new pan-European routes, destinations and related experiences. To start playing the game, players will need to sign in using a Facebook profile and to create an avatar to play the game with. Starting point of their travel will be a main European hub with flight connexions to the place of residence of the player. The game will propose the player a series of possible starting points to choose from and will select the number of days of their journey based on a Eurail Global Pass (up to a maximum of 15 days). The technology used in the VisitEurope app (www.visiteuropeapp.com) or similar can be used to select the possible starting points of the game.

To advance in the map, players will roll a virtual pair of dice to decide direction and distance of their journey following a predefined rail itinerary. Every time players arrive in a new destination, they will have to complete a task in order to be able to advance in the game. Tasks may involve answering a trivia question, watching a destination video, playing a mini game, sharing a picture, etc. In order to complete each task, players may interact with Visit Europe's handles. If players complete successfully the given task, they will be awarded with a virtual badge in the form of a local souvenir and a certain amount of points. They will also be giving the option to create and share a picture of themselves (selfie) with a local landmark in the background showing that they have virtually been in that European destination. This picture will be shared on their Facebook board and uploaded into a gallery.

Players will be giving the opportunity to roll the dice a maximum of three times per day, unless they invite friends to play the game as well. The game will automatically send players a daily notification to remind them to continue their virtual journey. After conclusion of the game, players will be ranked in a global ranking. Players with the highest amount of points by the end of the camping will automatically enter a draw to win a dream vacation in Europe and become "Europe's best traveller".

Europe board game*:

*For illustration purposes only

3.2 Technical requirements

The commissioned tenderer will be required to produce a social network application that can be adapted to Facebook plus a related landing page within the visiteurope.com portal. Both elements will consider, inter alia, the following elements:

Inspirational elements

- **Assets**: Images, videos, texts and links will be provided by the ETC. Other artwork elements are to be provided by the commissioned tender including campaign visual identity, map of Europe and promotional elements (set of online banners, video clip), etc.
- **Social network**: Use of social networks APIs to integrate the application on selected channels
- **Community**: Users should be able to upload and share content in a variety of ways, including e-mail and social networks (preferably Facebook, Twitter and Pinterest).

Game

- Can be built as standalone online project with Facebook integration and/or integrated to the Facebook application segment.
- Brief animations during the game to entertain players

Geographical scope

Worldwide with a focus on the target market specified in paragraph 2.Project Overview

Language

The game must support a fully interface in English (American English). However, there should be a possibility to launch other versions without the need for redevelopment. Tenderers may include in their proposal technical adaption to the Brazilian market within the allocated budget for this project.

Programming

Due to the fact that Facebook is able to integrate games from different programming languages it is up to the developer to select the most appropriate one for this project.

License and hosting

ETC is seeking a solution with low ongoing hosting and maintenance costs and as a result would seek low-cost or open-source solutions wherever possible. The proposal must clearly state any ongoing license costs associated with the Portal development including:

- CMS License (if applicable)
- CMS Module license costs (if applicable)
- Support
- Content licensing
- Subscription to data services

When considering the on-going annual license and hosting costs that ETC is likely to incur, please indicate sources for estimates and the license or technical configuration it is based on. Where hosting is concerned, ETC has the right to decide on its own supplier at a later stage as invitees are only being asked to bid on the development and not on-going maintenance.

Statistics and performance indicators

It is crucial for ETC to have command over reporting tools and performance indicators of the campaign. The solution proposed by the supplier should offer fully accessible data that can be exported in a variety of formats including CSV, XLS and PDF. The reporting tool must provide detailed metrics on the following:

- o Visits, bounce rate and time spent on site
- o Entries
- o Number of new Facebook fans
- o Number of shares
- o Top content, top links
- o Referring sites, destination sites, keywords
- o Video views
- o Newsletter leads
- o App downloads

If suppliers plan to use Google Analytics it is important that the URLs contain all the necessary information for Analytics to capture this level of detail, as data is organised depending on the URL and not by tags in the JS tracking code.

3.3 Compliance with legal requirements

The supplier will be expected to assure that all legal requirements regarding the use of the application (terms and conditions, data protection, cookies policy etc.) are met before the launch of the campaign. The status of legal regulation should be monitored by the supplier and any necessary changes in the above mentioned documents must be immediately incorporated. In any case, the proposed solution must meet the current Data Protection Law in Belgium (Cookies Policy).

3.4 Property Rights

The copyright and other ownership rights with respect to the application and landing page will belong to the European Travel Commission, including the source code/IPR enabling.

Copyrights on information, pictures and any other content for the portal provided by third parties will remain on hand of their providers. ETC will not assume any responsibility on mistake of any information provided by third parties.

4.0   PROJECT MANAGEMENT

The supplier is expected to manage the full development of the application and creative level. This includes the following core tasks:

- Assume overall technical development of the website

- Creative services and key visual according to ETC's and European Union specifications

- Material for communication and online advertising

- Provide regular reporting to ETC ensuring that the project is on track to achieve its objectives, and that activities are managed correctly

In case any works are to be subcontracted, the supplier must clearly specify in its proposals all tasks and deliverables to be outsourced. Any outsourcing related cost shall be borne by the supplier.

ETC will naturally want a close working relationship with the supplier and needs to be involved and consulted at every stage during the development, providing guidelines and any other needed inputs. After the commission of the project, a kick-off meeting will be held in Brussels with the awarded company. The supplier should be available to meet face-to-face with ETC if so requested in addition to providing regular updates by telephone or video conference calls. A video conference will most definitely be envisaged for a non-European based company. Travel and hospitality expenses for the participation in the meeting are to be borne by the awarded company.

All communication between ETC and the selected supplier must be in English and the supplier should designate at least one English speaking staff member to manage the ETC account and all project related communication.

4.1 Timescale

The ETC envisages the following plan of action (after signature of the contract with the successful tenderer):

2.5 Months: Content planning, design and development of the application and landing page

0.5 Month: Testing phase and deployment. ETC will have access to use the test site and make comments on bugs and refinements.

October–November 2013. Official launch of the campaign

1 Month: End of the campaign

5.0   BUDGET AND TERMS OF PAYMENT

ETC has allocated a maximum fixed budget of **25.000 Euro (inclusive of VAT if applicable)** and the proposal should be made within this budgetary constraint. Offers that exceed this amount will be automatically excluded from the evaluation process.

All prices should be quoted in Euro, and the submission should include an estimate of all costs following the structure of this Invitation to Tender. ETC expects to be billed for the work in Euro.

The contract will be issued in accordance with the rules and procedure of ETC aisbl which is a non-profit organisation.

The payments for the work will be made as follows:

- 35% – on commissioning and approval of an outline;

- 35% – following submission of the beta version platform and its approval by ETC ;

- 30% – after completion and approval of the final work by ETC.

6.0 EVALUATION CRITERIA

The contract will be awarded on the basis of the supplier's proven ability to deliver on the stated objectives and timeframe.

The Evaluation Committee will follow a standard marking procedure when evaluating proposals received by ETC. Proposals will be marked based on a point scoring system. The selection criteria used will include, inter alia:

- Extent to which proposals are able to deliver the required and desired functions within budget and within the proposed timeframe
- The compliance with this invitation to tender and in particular with the technical specifications (paragraph 3 of this document)
- The quality, innovation and creativity brought to the project and the solution proposed
- The proved relevant experience of delivering comparable works and a sound financial record.
- Credentials of project manager and other assigned team members
- The most economically advantageous project, namely the project which offers the best value for money

The ETC reserves the right to decline from all tenders.

7.0   SUBMISSION REQUIREMENTS

Concise proposal **(20 pages maximum)** should be submitted in electronic format to the persons listed below by <u>22nd July 2014 at 24:00 (CET)</u> at the latest. Companies who submit documents after this deadline will be automatically disqualified from the evaluation and those failing to provide all required documents may also be subject to disqualification.

The offer should include detailed information about the project, a detailed brake-down of the budget in different activities and information of any subcontracted company if the tenderer has plans to subcontract a third part to carry out any part of the project.

The tender should further include:

- Detailed description of activities, methodology and resources allocated
- Detailed time scale for completion of the project.
- Reference list and evaluation information (paragraph 5 of this document)

Please send your proposal by e-mail to:

<u>**Project Manager:**</u>

Gunes Vural: <u>gunes.vural@visiteurope.com</u>

E-mail subject must follow this format: "*company name* ITT Roll the Dice SoMe app"

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