



VŠĮ GO VILNIUS

To Suppliers

2025-03-12

REGARDING THE PROJECT COMPETITION ANSWERS FOR "CREATIVE AGENCY SERVICES FOR INTEGRATED MARKETING AND COMMUNICATION CAMPAIGNS"

Question 1:

The technical specification mentions that the Supplier must provide "the creation and implementation of two marketing actions 'PR stunt' 3.6.9. or Extended concepts according to the requirements specified in point 3.6.1." Please specify what you mean by "the creation and implementation of two marketing actions 'PR stunt ...'"? Do you mean the creation of two alternative creative lines? Because, according to the descriptions of points 3.6.1 and 3.6.9, at least three alternatives based on insights must be provided. Please clarify how many alternative lines we need to provide for the task implementation?

Question 2:

In one part of the technical specification, it is stated that ideas should be presented as stated in point 3.6.1, which says: "The creation of an extended (4 or more media channels) campaign or action concept means that the client is presented with at least three concepts based on insights, supported by audience analysis and global trends, with communication strategies justifying the achievement of goals, messages in English/Lithuanian, and content ideas, e.g. Public Relations event description ("PR stunt"), video scripts, banner or outdoor stand layouts, unique solutions for specific channels, souvenirs, events, etc.). The proposed actions/products/ideas should best meet the needs of the TA and consistently develop the communication concept of Vilnius and are suitable for the intended distribution channels, such as YouTube, TikTok or other social media or traditional channels." Later it is requested: "The creation and implementation of two marketing actions 'PR stunt' 3.6.9. or Extended concepts according to the requirements specified in point 3.6.1. For the creation of concept insights, the creative agency should use professional, international trend-analyzing data, not limited to the client's provided audience research." So, in one place three ideas are requested, and in the task - "Brief" two ideas are requested - which variant is accurate?

Answers to Questions 1-2:

The task of the competition states: "The Supplier must provide the creation and implementation of two marketing actions 'PR stunt' 3.6.9. or Extended concepts according to the requirements specified in point 3.6.1." This means that it is possible to provide 2 PR stunts, or 2 campaign ideas, or 1 PR stunt + 1 campaign idea.

Question 3:

Do you monitor mentions of Vilnius in local media in Germany and the United Kingdom, if so, could you share the monitoring?

Answer 3:

We monitor through the Meltwater platform (<https://www.meltwater.com/en/>). To get a comprehensive view, you need to use this or a similar tool. We cannot share the monitoring.



Question 4:

To your knowledge, are there any new flights to Vilnius from target markets expected this summer? What are they?

Answer 4:

All flights are announced (<https://www.vilnius-airport.lt/lt/pries-skrydi/skrydziu-informacija/krypciu-zemelapis>). We do not have information about new spring-summer flights yet, they will be announced at the end of March.

Question 5:

Have you collaborated with opinion leaders or famous people from Germany and/or the United Kingdom? If so, with whom?

Answer 5:

We constantly collaborate with influencers, using them based on indicators, effectiveness, and prices. During the Expectation VS Reality campaign, we collaborated with comedian Evaldas Karosas living in London, who created 4 very successful comedic "stand-up" videos for the TikTok platform. In Germany, the famous "Sisi" series actor Jannik Schümann, who has 365 thousand IG followers, was used for Vilnius promotion. The actor shared his positive impressions about Vilnius in his interviews and social networks. In Germany, we collaborate with journalist Denise Snieguole Wachter, who works for Stern, writing on the GASTRO topic. If you plan to propose collaboration with opinion leaders, we suggest evaluating their collaboration prices.

Question 6:

Could you explain the main goals of the campaign? Are you aiming to promote general tourism, business investments, or support individual objects and businesses in and around Vilnius?

Answer 6:

The contracting organization asks to follow the procurement conditions and the competition task.

Question 7:

What specific KPIs or success indicators will be used to evaluate the effectiveness of the campaign?

Answer 7:

The contracting organization asks to follow the procurement conditions and the competition task.

Question 8:

Is this engagement focused on one campaign, or is it part of a long-term partnership with several stages?

Answer 8:

The campaign must be repeatable.

Question 9:

Are there any existing city positioning statements, research insights, or creative resources that should guide our approach?



Answer 9:

The communication concept of Vilnius – Vilnius: unexpectedly wonderful. The concept is based on the insight that people have high expectations for places where they plan to spend their holidays. But upon arrival, they are often disappointed, especially in popular places. Vilnius, on the other hand, is different: people arriving in Vilnius have low expectations, so upon arrival, they are positively surprised. We advertise Vilnius as being different from what many think.

Question 10:

Who is the main target audience of the campaign? Are you aiming to attract local travelers, international tourists, business investors, or several segments? Are there specific geographic markets you would like to focus on (regional, European, or global)?

Question 11:

Have you conducted any recent audience research or market studies that we should include in our strategy?

Question 12:

Besides the creative idea, what additional services do you expect from the agency? Do you need copywriting, design, strategy, media buying, or other services?

Answers to Questions 10-12:

The contracting organization asks to follow the procurement conditions and the competition task.

Question 13:

In what formats do you need the creative direction? Will this campaign include OOH media, TV, paid social media, organic social media, digital advertising, or other channels?

Answer 13:

Media channels are selected based on the idea. The essence of the idea defines the channels through which it is most effective to communicate. Typically, our campaigns use digital advertising channels, social media, and ATL channels, such as outdoor advertising, radio.

Question 14:

Will media buying and placement be managed internally, or should we provide media strategy and buying services as part of our proposal?

Answer 14:

Media strategy and buying services are not part of the proposal, this would be the responsibility of the media agency.

Question 15:

Media strategy and buying services are not part of your proposal, this would be the responsibility of the media agency. Media channel buying is not part of the creative agency's responsibilities, it is the responsibility of the MEDIA agency.

Answer 15:

The goal is to increase the awareness of Vilnius, so channels are selected that would most effectively help achieve the goal.



Question 16:

Could you share the expected budget range for creative development and campaign execution?

Answer 16:

The contracting organization asks to follow the procurement conditions and the competition task.

Question 17:

The task mentions environmental impact – should sustainability be reflected in the creative concept?

Answer 17:

The contracting organization asks to follow the procurement conditions and the competition task. More information about Vilnius sustainability can be found here: (<https://zaliasvilnius.lt/>)

Question 18:

Should all documents be submitted in one language, that is, should everything be submitted in LT language, or, for example, can the presentation of creative ideas be in English, and others - in Lithuanian?

Answer 18:

Please follow point 60 of the Procurement conditions.

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Head of Department

Monika Krikščikė