

## HILLS BALFOUR

HILLS BALFOUR LIMITED  
58 Southwark Bridge Road  
London SE1 0AS  
United Kingdom  
Tel: +44 (0)207 593 1700

Registered as a limited company in England  
Companies House # 04496830  
VAT code: 814 9738 01

**To the State Department of Tourism**  
**under the Ministry of Economy**

**TENDER**  
**FOR PROCUREMENT PART 1 - IMPLEMENTATION OF INTEGRATED MARKETING**  
**MEASURES IN UNITED KINGDOM**

# **PART A. TECHNICAL INFORMATION AND**

# **SUPPLIER'S DATA**

25<sup>th</sup> July 2016

LONDON

Name of the Supplier / <i>if a group of legal entities is taking part, names of all participants are to be entered/</i>	Hills Balfour Limited
Supplier's address / <i>If a group of legal entities is taking part, addresses of all participants are to be entered/</i>	58 Southwark Bridge Road, London SE1 0AS, United Kingdom
Name and surname of the person, responsible for the Proposal	Jonathan Sloan
Phone No.	+44 (0)207 593 1703
Fax No.	+44 (0)207 022 8662
E-mail address	jonathans@hillsbalfour.com

1. We hereby certify that we agree with any and all procurement terms, established in:
  - 1) announcement of the open tender, published in the manner prescribed by the Law on Public Procurement of the Republic of Lithuania;
  - 2) open tender procedure conditions;
  - 3) other procurement documents (clarifications and supplements).

2. In view of the Conditions of Open Procurement Procedure, we hereby present our Tender, consisting of two parts, submitted in separate envelopes. This part contains technical information as well as information of our preparation to perform the procurement contract to be concluded.

We hereby offer the following Services:

Procurement part No.	Services name
1	
1	The services of implementation of integrated marketing measures in the United Kingdom

3. Services offered fully comply with the requirements of the contract documents and properties of the services are set below:

<b>Procurement part 1 - IMPLEMENTATION OF INTEGRATED MARKETING MEASURES IN THE UNITED KINGDOM</b>		
Seq. No.	Services name	Quantity
1	2	3
<b>1.</b>	<b>E-marketing</b>	
1.1.	Administration and support of <i>Twitter</i> account for the United Kingdom market, communication (writing posts) in the English language and increasing number of followers	At least 7 000 new followers Publication of at least 2 040 posts Implemented advertising of at least 170 posts
1.2.	Creation and implementation of campaigns in the existing Lithuanian account on <i>Twitter</i>	At least 6 campaigns
1.3.	Proposed and implemented e-advertising campaigns aimed at increasing visitation and notoriety of objects of cultural and natural heritage of Lithuania	At least 3 e-advertising campaigns Reached audience of at least 900 000 people
1.4.	Preparation and distribution of newsletters in English (paragraph 1.4 of the Technical specification)	At least 17 newsletters
1.5.	Administration of the page designated for Lithuania on <a href="http://www.tripadvisor.co.uk">www.tripadvisor.co.uk</a> (or equivalent portal), advertising therein with the help of banners	Reached audience of at least 450 000 people
<b>2.</b>	<b>Advertising campaigns</b>	
2.1.	Implementation of outdoor marketing campaigns intended for end-users promoting objects of natural and cultural heritage of Lithuania.	2 marketing campaigns targeting an audience of at least 3 million people
2.2.	Implementation of advertising campaign in popular UK printed media	3 advertising campaigns targeting and audience of at least 750 000 people
<b>3.</b>	<b>Cooperation with the media and public relations</b>	
3.1.	Cooperation with media representatives, provision of information and response to inquiries	At least 340 inquiries responded
3.2.	Preparation and distribution of press releases to the UK media contact base	At least 17 press releases
3.3.	Selection of UK media representatives for sightseeing tours to Lithuania	At least 30 media representatives
3.4.	Monitoring of articles on Lithuania published in UK media	At least 11 reports
<b>4.</b>	<b>Presentation of objects of cultural and natural heritage and resources of Lithuania in thematic regional and international tourism exhibitions</b>	

4.1	Participation in thematic and regional United Kingdom exhibitions	At least 5 exhibitions
<b>5.</b>	<b>Organization of events introducing objects of cultural and natural heritage of Lithuania together with the Embassy of the Republic of Lithuania, tourism associations of Lithuania and the United Kingdom, and participation therein.</b>	
5.1.	Organization of series of events/Road Shows for promoting tourism and complete implementation thereof	3 Road Shows
5.2.	Participation in events held by various tourism associations, cultural institutions, the Embassy of the Republic of Lithuania to the United Kingdom, and in matchmaking events	At least 3 events
<b>6.</b>	<b>Tourism market analysis</b>	
6.1.	Preparation of outbound tourism market analyses (in the English language)	2 overviews
<b>7.</b>	<b>Cooperation with representatives in the tourism area (from the United Kingdom and Lithuania) introducing objects of natural and cultural heritage of Lithuania</b>	
7.1.	Search of new contacts in the tourism area, maintenance of the existing contacts and consultations provided to them	110 consultations
7.2.	Selection of UK tourism specialists for familiarisation tours in Lithuania	2 groups with a total of 10 representatives
7.3.	Preparation and implementation of the training programme for UK tourism specialists aimed at introducing them with objects of natural and cultural heritage of Lithuania	350 tourism specialists

4. Documents submitted together with the Tender:

No.	Title of the provided document	Comments	Pages
1.	Hills Balfour's detailed proposal	Technical specification of services: Implementation of integrated marketing measures in the United Kingdom	5-50
2.	Annex 5 – Social media communication campaign and Advertising campaign examples	One example each of a social media communication campaign and an advertising campaign	51-64
3.	Hills Balfour team - <i>Europass</i> CV's	List of team members (Specialists) x3 EUROPASS CV's for the Hills Balfour team members	65-80
4.	Annex 4 – List of Contracts	x2 of Hills Balfour's current contracts	81-84
5.	Annex 3	Supplier's Declaration of compliance with the minimum qualification requirements	85-88
6.	Oath of Declaration #1 Oath of Declaration #2 Oath of Declaration #3 Free Form Declaration	x4 Individual declarations confirming Hills Balfour's compliance with the qualification requirements of Suppliers, as listed in Section 3, Table 1, Seq. No's 1, 2, & 3 of the Open Tender Procedure Conditions	89-96

5. The following sub-suppliers will be hired for contract fulfillment\*:

No.	Sub-supplier's name	Part of the procurement to be assumed by sub-supplier	Part of the services to be assumed by sub-supplier
1.	N/A		
2.			
...			

*\*To be completed if sub-suppliers will be hired for contract fulfillment.*

6. The Tender also contains confidential information\*:

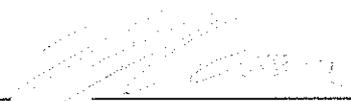
No.	Title of the provided document
1.	Annex 5 – Social media communication campaign and Advertising campaign examples
2.	
...	

*\*To be completed in case of provision of confidential information. The Supplier cannot indicate that confidential information is the total price of Tender or that the entire Tender is confidential.*

*The winning proposal will be announced publicly except the information and documents provided in the following table of the confidential information.*

7. By submitting the Tender the Supplier agrees to the Conditions of Open Procurement Procedure and confirms that the information provided in his Tender is correct and covers everything that is needed for a proper performance of the contract.

8. The Tender is valid until the date specified in contract documents.

<b>Managing Director</b> <hr style="border: 0; border-top: 1px solid black;"/> (Title of the position of the supplier or authorized person)	 <hr style="border: 0; border-top: 1px solid black;"/> (Signature)	<b>Jonathan Sloan</b> <hr style="border: 0; border-top: 1px solid black;"/> (Name and surname)
--	---	---

Note: By completing this form the Supplier must provide all the above-requested information. If supplier crosses out any provisions in the present form, his Proposal will be rejected, the exception valid for Paragraphs 5 and 6. What regards Paragraphs 5 and 6 supplier is free either to omit them or cross them out. If supplier omits or crosses out Paragraphs 5 and (or) 6, it will be considered that he will hire no sub-supplier (sub-suppliers) for contract fulfillment/provided no confidential information in the Tender.