

(Part A tender form)

Emblem or trademark

(Name of the supplier)

(Legal form, headquarters address, contact information of the legal entity, name of the register where data about the supplier are accumulated and stored, code of the legal entity, value added tax payer code when a legal person is a value added tax payer)

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

**TENDER
THE SERVICES OF IMPLEMENTATION OF THE ADVERTISING CAMPAIGN OF
LITHUANIA NATURAL AND CULTURAL HERITAGE OBJECTS (RESOURCES) IN THE
KINGDOM OF THE NETHERLANDS**

PART A. TECHNICAL INFORMATION AND SUPPLIER'S DATA

November No. 17

(Date)

Maarsse, The Netherlands

(Place)

Name of the Supplier / <i>if a group of legal entities is taking part, names of all participants are to be entered/</i>	O ₂ Communicatieadviesbureau B.V.
Supplier's address / <i>If a group of legal entities is taking part, addresses of all participants are to be entered/</i>	Industrieweg 58 3606 AS Maarssen The Netherlands
Name and surname of the person, responsible for the Proposal	Hans Dijkman
Phone No.	0031346557200
Fax No.	N.A.
E-mail address	hans@o2communicatie.nl

1. We hereby certify that we agree with any and all procurement terms, established in:

- 1) Contract Notice, published in the manner prescribed by the Law on Public Procurement of the Republic of Lithuania;
- 2) simplified open tender procedure conditions;
- 3) other procurement documents (clarifications and supplements).

2. In view of the Conditions of simplified open tender 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:

No.	Services name
<i>1</i>	<i>2</i>
1	The services of implementation of the advertising campaign of the Lithuanian natural and cultural heritage objects (resources) in the Kingdom of the Netherlands

3. Documents submitted together with the Tender:

No.	Title of the provided document	Comments
1.	The 'Gedragsverklaring Aanbesteden'	= 'Certificate of Conduct for Procurement' – see translation on underside of the page. Please note that the document is dated november 2015, but it is valid for a period of 2 years.
2.	The 'Uittreksel handelsregister Kamer van Koophandel'	= proof of our companies' registration at the Chamber of Commerce
3	Bankstatement	Bank statement concerning solvability and moral standing of O2Communicatie
4	'Belastingdienst'	= declaration from the Dutch State Tax Inspectorate, confirming O2Communicatie has paid all taxes, social security contributions etc.
5	Europass CV's of the team that would be working on the account Lithuania: - Hans Dijkman - Advertising Specialist - Michelle van Wijk - Project Manager	
6	Declaration of compliance/Annex3	
7	Your 'List of contracts'/Annex 4	we have filed 4 campaigns/projects in the forms, although we have executed numerous (touristic) campaigns in the past years. Please note that some of these projects are not based on a 'contract' in which case we will not be able to show proof in a literally written contract (some have been approved in emails etc)
8	Proposal for the radiocampaign (including concept and sample text commercial), proposal for the PR-campaign/travelblog	

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

No.	Sub-supplier's name	Part of the services to be assumed by sub-supplier (contractual obligations shall be specified)
1.		
2.		
...		

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

5. The following specialists will be hired for contract fulfillment*:

No.	Specialist name, surname	Part of the services to be assumed by specialist (contractual obligations shall be specified)
1.		
2.		
...		

**To be completed if supplier intends to hire specialists for contract fulfillment but at the time of proposal submission these specialists are not the supplier's or his sub-supplier's stuff, but in case of winning they will be employed.*

6. The Tender also contains confidential information*:

No.	Title of the provided document
1.	
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.

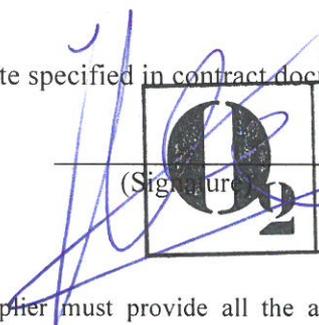
7. By submitting the Tender the Supplier agrees to the Conditions of Open Procurement Procedure and confirms that the information provided in his Tender is correct and covers everything that is needed for a proper performance of the contract.

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

Director

 (Title of the position of the
 supplier or authorized person)

(Signature)



	O2 Communicatieadviesbureau B.V. Postbus 1072, 3600 BB Maarssen +31(0)346-557200 info@o2communicatie.nl www.o2communicatie.nl
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(Name and surname)

Hans Dijkman

Notes:

1. By completing this form the Supplier must provide all the above-requested information. What regards Paragraphs 4-6 supplier is free either to omit them or cross them out. If supplier omits or crosses out Paragraphs 4-6, it will be considered that he will hire no sub-supplier (sub-suppliers), will hire no specialists, for contract fulfillment/provided no confidential information in the Tender.
2. This form is not the subject of changes.

Enclosure 1



Dienst Justis
Ministerie van Veiligheid en Justitie

R 0315641

Gedragsverklaring Aanbesteden

> Retouradres Postbus 16115 2500 BC Den Haag
O2 Communicatieadviesbureau B.V.
T.a.v. De heer J.H.M. Dijkman
Industrieweg 58
3606 AS MAARSSSEN

Datum 2 november 2015
Ons kenmerk 20151030000104
Naam rechtspersoon O2 Communicatieadviesbureau B.V.

hierna te noemen: betrokken rechtspersoon

heeft een Gedragsverklaring Aanbesteden aangevraagd.

Ik heb een onderzoek naar het gedrag van betrokken rechtspersoon en bij de rechtspersoon betrokken natuurlijke personen ingesteld. Uit het onderzoek zijn geen bezwaren gebleken tegen betrokkenen in verband met inschrijving op overheidsopdrachten, speciale-sectoropdrachten, concessieovereenkomsten voor openbare werken of prijsvragen.

Op grond van artikel 4.1 van de Aanbestedingswet geef ik de Gedragsverklaring Aanbesteden af.

De Staatssecretaris van Veiligheid en Justitie,
namens deze,

A.A.A.M Huldy
Afdelingsmanager COVOG



Certificate of Conduct for Procurement

The Dutch State Secretary of Security and Justice has conducted an investigation into the behaviour of the person mentioned in this certificate and declares that no objections against this person have resulted from this investigation. The State Secretary hereby issues the Certificate of Conduct for Procurement, pursuant to article 4.1 of the Dutch Procurement Act.



Gedragsverklaring Aanbesteden

In het kader van de Gedragsverklaring Aanbesteden met aanvraagnummer 20151030000104 zijn de volgende rechtspersonen onderzocht:

Naam rechtspersoon O2 Communicatieadviesbureau B.V.
KvK- Inschrijvingsnr 30131444
Vestigingsadres Industrieweg 58
Vestigingsplaats 3606AS Maarssen
Land Nederland

Naam rechtspersoon Kerkhove & Dijkman Beheer B.V.
KvK- Inschrijvingsnr 30131445
Vestigingsadres Industrieweg 58
Vestigingsplaats 3606AS Maarssen
Land Nederland

Naam rechtspersoon R.J. Kerkhove B.V.
KvK- Inschrijvingsnr 30131555
Vestigingsadres Park Arenberg 88
Vestigingsplaats 3731EV De Bilt
Land Nederland

Naam rechtspersoon J.H.M. Dijkman B.V.
KvK- Inschrijvingsnr 32061948
Vestigingsadres Prinses Amaliahof 5
Vestigingsplaats 1381NG Weesp
Land Nederland





Gedragsverklaring Aanbesteden

In het kader van de Gedragsverklaring Aanbesteden met aanvraagnummer 20151030000104 zijn de volgende natuurlijke personen onderzocht:

Geslachtsnaam Kerkhove
Tussenvoegsels
Voorna(a)m(en) René Jaap
Geboortedatum 9 februari 1965
Geboorteplaats Ridderkerk
Geboorteland Nederland

Geslachtsnaam Dijkman
Tussenvoegsels
Voorna(a)m(en) Johannes Hendrikus Maria
Geboortedatum 1 november 1963
Geboorteplaats Deventer
Geboorteland Nederland





Uittreksel Handelsregister Kamer van Koophandel

Enclosure 2

KvK-nummer 30131444

Pagina 1 (van 1)

Rechtspersoon

RSIN 804675259
Rechtsvorm Besloten Vennootschap
Statutaire naam O2 Communicatieadviesbureau B.V.
Statutaire zetel Utrecht
Eerste inschrijving handelsregister 03-01-1996
Datum akte van oprichting 29-12-1995
Datum akte laatste statutenwijziging 23-12-1999
Geplaatst kapitaal EUR 36.302,42
Gestort kapitaal EUR 36.302,42
Deponering jaarstuk De jaarrekening over boekjaar 2015 is gedeponerd op 30-06-2016.

Onderneming

Handelsnaam O2 Communicatieadviesbureau B.V.
Startdatum onderneming 29-12-1995
Activiteiten SBI-code: 7320 - Markt- en opinieonderzoekbureaus
Werkzame personen 10

Vestiging

Vestigingsnummer 000015961745
Handelsnaam O2 Communicatieadviesbureau B.V.
Bezoekadres Industrieweg 58, 3606AS Maarssen
Telefoonnummer 0346557200
Datum vestiging 29-12-1995
Activiteiten SBI-code: 7320 - Markt- en opinieonderzoekbureaus
Activiteiten Het verrichten van diensten op het gebied van de marketingcommunicatie.
Werkzame personen 10

Enig aandeelhouder

Naam Stichting administratiekantoor O2 communicatieadviesbureau.
Bezoekadres Industrieweg 58, 3606AS Maarssen
Ingeschreven onder KvK-nummer 41265564
Enig aandeelhouder sedert 18-11-1996

Bestuurder

Naam Kerkhove & Dijkman Beheer B.V.
Bezoekadres Industrieweg 58, 3606AS Maarssen
Ingeschreven onder KvK-nummer 30131445
Datum in functie 29-12-1995
Bevoegdheid Alleen/zelfstandig bevoegd

Uittreksel is vervaardigd op 11-11-2016 om 13.10 uur.

Waarmerk
KvK

Dit uittreksel is gewaarmerkt met een digitale handtekening en is een officieel bewijs van inschrijving in het Handelsregister. In Adobe kunt u de handtekening bovenin het scherm controleren. Meer informatie hierover vindt u op www.kvk.nl/egd. De Kamer van Koophandel adviseert dit uittreksel alleen digitaal te gebruiken zodat de integriteit van het document gewaarborgd en de ondertekening verifieerbaar blijft.

Enclosure 3



Rabobank

Bank statement concerning solvability and moral standing

Bank

Coöperatieve Rabobank U.A., with seat in Amsterdam, the Netherlands
hereafter to be called: bank

hereby declares that

O2 Communicatieadvies B.V.

is known to the undersigned to be solvent and of good moral standing.

This statement is issued on the basis of the data available to the undersigned on the day of undersigning,
and under exclusion of any liability of the undersigned.

This statement is governed by Dutch law. Any disputes relating to this statement can only be referred to
the Dutch court of competent jurisdiction.

Signed,

At: *Hilversum*

On: *November 10th, 2016*

Bank


Rabobank Gooi en Vechtstreek
Postbus 273
1200 AG Hilversum
Rabobank

Enclosure 4



Belastingdienst

Belastingdienst, Postbus 100, 6400 AC Heerlen

O2 Communicatieadviesbureau B.V.
Industrieweg 58
3606 AS MAARSSEN

**Midden- en kleinbedrijf
Kantoor Utrecht**

Orteliuslaan 1000
3528 BD utrecht
Postbus 18500
3501 CM Utrecht
www.belastingdienst.nl

Telefoon
0800-0543

Datum
11 november 2016

Team
Support

Onze referentie
8046 75 259

Uw kenmerk

Betreft: verklaring betalingsgedrag

Geachte heer of mevrouw,

Op uw verzoek van 11 november 2016 verklaar ik hierbij dat O2 Communicatieadviesbureau B.V., Industrieweg 58, Maarssen, fiscaalnummer 8046 75 259 alle verschuldigde belasting en premies heeft betaald.

Bij deze verklaring zijn de volgende punten van belang:

- Deze verklaring gaat alleen over gegevens die op 11 november 2016 bij de Belastingdienst/Kantoor Utrecht bekend waren.
- De Belastingdienst is niet aansprakelijk voor eventuele nadelige gevolgen die voortvloeien uit het gebruik van deze verklaring.

Hoogachtend,

namens de ontvanger

A.W.M. Reijtenbagh 

A.W.M. Reijtenbagh

In uw antwoord datum en kenmerk van deze brief vermelden

Bezoekadres
Orteliuslaan 1000
UTRECHT

PERSONAL INFORMATION

Hans Dijkman



 Prinses Amaliahof 5, 1381NG Weesp (Netherlands)

 (+31) 346 55 72 00

 hans@o2communicatie.nl

 www.o2communicatie.nl

WORK EXPERIENCE

1/3/1987–1/8/1988

Journalist

Royal Dutch Airforce, The Hague (Netherlands)

As a reporter for the personnel magazine 'The Flying Dutchman' I travelled around the country for various feature stories. Mostly combining interviews with high staff as well as the regular GI's into one story. Learned a lot about how to communicate with various kinds of people, how to get them to really talk to you. Apart from this work I was the writer/editor of a special magazine 75 years Royal Dutch Airforce and replaced the chief-editor for a period of 6 months.

1/8/1988–1/7/1992

Deputy Manager PR

Martinair Holland, Amsterdam (Netherlands)

As deputy PR I primarily had to do with national media on all kinds of subjects. Apart from that I was responsible for the personnel magazine, events, internal communication, product PR, sponsoring etc.

1/8/1992–1/12/1995

Manager Advertising & Sales promotion

Martinair Holland, Amsterdam (Netherlands)

Responsible for all nationwide consumer campaigns for the airline. Mainly promoting new intercontinental destinations like Florida, Mexico, Thailand en the Caribbean to a vast Dutch audience. Managing the department of 5 employees I was responsible for yearly planning, concepting, cost calculation etc.

1/12/1996–Present

Director and chief executive

O2Communicatie, Maarssen (Netherlands)

Over the last 20 years O2 Communicatie has been able to service a big variety of clients in various branches. That is the challenge as well as the reason I'm proud of the company. We have proven to be able to connect brands, people and companies by advising them in successful communication. My key principles are a very high level of involvement, bringing positive energy to clients and employees and being really professional in my job. But – very important to me – I need to work on a no-nonsense basis, two feet on the ground. The combination of working according to those key principles but with a very realistic view on life and business is my belief in communication: you have to be able to go back to the basics, find the real question and the most simple answer to that question (making things complicated is the job of our clients).

EDUCATION AND TRAINING

1/8/1980–1/6/1987

Grammar School / gymnasium

St. Oelbert and Juvenaat, Bergen op Zoom (Netherlands)

1/8/1984–1/7/1987 Bachelor of Economics. Communication and Advertising
Fontys Hogeschool, Eindhoven (Netherlands)

1/6/2010–1/12/2010 Personal Leadership
Franklin Covey, Amersfoort (Netherlands)

PERSONAL SKILLS

Mother tongue(s) Dutch

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	B2	B2	B2
German	C1	C1	B1	B1	B1
French	A2	B1	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills Good people manager, professional communication skills.

Organisational / managerial skills Manager for over 20 years.
Ranging from departments (5 people) to company (15 people).
Entrepreneur.

Job-related skills Strategic thinking.
Creative mind - concepting.
Hands-on mentality.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Basic user	Independent user	Basic user

Digital competences - Self-assessment grid

Driving licence B, BE

PERSONAL INFORMATION

Michelle van Wijk



📍 Ringweg-Randenbroek 54e, 3816 CK Amersfoort (Netherlands)

☎ (+31) 346 55 72 00

✉ michelle@o2communicatie.nl

🌐 www.o2communicatie.nl

WORK EXPERIENCE

02/02/2015–26/06/2015

Grad internal communication

Sensire, Varsseveld (Netherlands)

- Design a research to identify bottlenecks, and improvement needs for communication
- Research and analyze
- Writing an advice for the department of internal communication based on the obtained information
- Presenting the project, research, analyse, results and advice to the management
- Responsible for the advertising of the employer

31/08/2015–23/12/2015

Communications Officer

Ziekenhuis Gelderse Vallei, Ede (Netherlands)

- Responsible for various communication tasks
- Responsible for the advertising of the employer
- Copywriting
- Maintain social media
- Taking interviews
- Photography
- Contributions to various communication projects

04/01/2016–31/07/2016

Contentmanager

OTYS Recruiting Technology, Veenendaal (Netherlands)

- Publish content
- Responsible for the online advertising of various customers
- Optimize content according to SEO
- Develop content strategy aligned with short-term and long-term marketing targets
- Use Google Analytics to analyze website traffic and users engagement metrics

01/08/2016–Present

Account Executive

O2 Communication, Maarssen (Netherlands)

- Coördinating projects of various customers
- Coördinating projects of tourism agencies
- Contact customers
- Research
- Copywriting

- Responsible for social media
- Responsible for the advertising of various customers

EDUCATION AND TRAINING

24/08/2007–30/06/2011 **Graphic designer** EQF level 4

ROC van Twente, Beeld & Media, Enschede (Netherlands)

General

- English, Netherlands, German, Mathematics

- Economics

Occupational

- Graphic design

- Photography

- Marketing

- Drawing

26/08/2011–29/06/2015 **Bachelor of Media, Information and Communication** EQF level 6

Saxion, Enschede (Netherlands)

-(De)briefing

- Interviewing

- Graphic design

- Presenting

- Copywriting and editing

- Designing and building websites

- Drawing earnings

- Analyze documentaries

- Internship at Frappant (for half a year)

- Minor Creative Problem Solving & Decision Making (for half a year)

-Research

- Strategic marketing (set up a blue ocean strategy)

- Online marketing

- Marketing communications

PERSONAL SKILLS

Mother tongue(s) Dutch

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B1	B1	A2	A2	B1
German	A2	A2	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills - Good communication skills gained through my experience as communication officer and account executive

Organisational / managerial skills - I'm structured
 - I have some good organisational skills gained as account executive

Job-related skills - Good command of quality control processes (currently responsible for quality audit)
 - Good project manager skills

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Proficient user	Proficient user	Independent user	Independent user

Digital competences - Self-assessment grid

- Good command of office suite (word processor, spread sheet, presentation software)
- Good command of photo editing software gained as an amateur photographer
- Good command of Adobe InDesign, Illustrator and Photoshop
- Good command of various content management systems

Other skills - Playing the guitar
 - Photographer

Driving licence AM, B

Enclosure 6

Annex 3
to the Conditions of Simplified
open tender procedure

(Form of the declaration of compliance with the minimum qualification requirements)

*State emblem or trademark
(Supplier's name)*

(Legal person's legal form, registered address, contact details, name of a register in which the supplier's data is collected and kept, legal person's code, value added tax payer's code, if the legal person is the value added tax payer)

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

**DECLARATION OF COMPLIANCE WITH THE MINIMUM QUALIFICATION
REQUIREMENTS**

November No. 17
(date)

I, Director Hans Dijkman,
(position, name and surname of the head of the supplier or his authorized person)
hereby confirm that qualification data of

O₂ Communicatieadviesbureau B.V., which I manage (represent),
(name of the supplier)
and the group of economic entities

N.A.
(if this is a group of economic entities, please indicate the joint venture agreement on the basis whereof the group of economic entities is functioning (the economic entities which it comprises; names of all the economic entities)

and subsuppliers
N.A.
(if subsuppliers are hired, please indicate the hired subsuppliers listed in the tender)

participating in the public procurement procedures
The services of implementation of the advertising campaign of Lithuania natural and cultural heritage objects (resources) in the Kingdom of the Netherlands
(name of the object of procurement and procurement number (if known))

meet all the qualification requirements listed in the contract documents. I hereby assure that in case of winning, all the documents necessary to certify the qualification will be presented within the period of time set by the Contracting Authority from the day of the notification of the possible winning.

I, O₂ Communicatieadviesbureau B.V., am aware that
(name of the supplier)
should the Contracting Authority determine that my presented qualification data do not meet the requirements set in the contract documents, are incorrect and/or have been submitted later than requested by the Contracting Authority, my tender shall be rejected.

Director
(position of the person having produced the declaration)



Hans Dijkman
(Name and surname)

Enclosure 7

Annex 4
to the Conditions of Simplified
open tender procedure

LIST OF CONTRACTS

We provide the information about the contracts:

Object of the contract	Promotion of destination Tenerife (Canary Islands)
Date of the contract	February 2016
Date of contract realization	February – October 2016
Short description of the Services provided by the Supplier	Online campaign: mediaplanning and buying, copy, account- and project-management
Service recipients	Turismo de Tenerife S.A.
Value of the fulfilled/current contract, EUR incl. VAT	45.000
Name, address, phone number, name and surname of the representative of the contractor	Avda. Constitucion 12 38005 Santa Cruz de Tenerife, Islas Canarias – España Nieves Perdomo Perera

Director

(Position of the Supplier or its authorized person)



(Signature)

Hans Dijkman

(Name and Surname)

We provide the information about the contracts:

Object of the contract	Promotion of wintersport in Austrian region Salzburgerland
Date of the contract	September 2015
Date of contract realization	November 2015 – February 2016
Short description of the Services provided by the Supplier	Multimedia campaign, concept, contest, copy, art direction/DTP, mediaplanning and buying, copy, account- and projectmanagement.
Service recipients	Salzburgerland Tourismus GmbH
Value of the fulfilled/current contract, EUR incl. VAT	80.000
Name, address, phone number, name and surname of the representative of the contractor	Wiener Bundesstrasse 23 5300 Hallwang bei Salzburg Austria Waltraud Paradeiser

Director

(Position of the Supplier or its authorized person)



(Signature)

Hans Dijkman

(Name and Surname)

We provide the information about the contracts:

Object of the contract	Promotion of destination Madeira (Portugal)
Date of the contract	March 2014
Date of contract realization	March – April 2014
Short description of the Services provided by the Supplier	Radio/online campaign, concept, copy, production spots, account-management
Service recipients	Madeira Promotion Bureau
Value of the fulfilled/current contract, EUR incl. VAT	20.000
Name, address, phone number, name and surname of the representative of the contractor	Rue dos Aranhas 24/26 9000-044 Funchal / Madeira Portugal Ricardo Beon

Director

(Position of the Supplier or its authorized person)



(Signature)

Hans Dijkman

(Name and Surname)

We provide the information about the contracts:

Object of the contract	Imagebuilding / sales support
Date of the contract	September 2014
Date of contract realization	2014, 2015
Short description of the Services provided by the Supplier	Cruisewinkel Magazine 'KOERS': Concept, art directon, copy, DTP, total production incl. print/handling, accountmanagement
Service recipients	Cruisewinkel.nl
Value of the fulfilled/current contract, EUR incl. VAT	15.000 per issue
Name, address, phone number, name and surname of the representative of the contractor	Cruisewinkel.nl Weesperstraat 103 1018 VN Amsterdam The Netherlands Patrick Cépère

Director

(Position of the Supplier or its authorized person)



(Signature)

Hans Dijkman

(Name and Surname)

Enclosure 8

I. Radio advertising campaign: Classic fm

- Classic fm is a niche-radiostation on the Dutch market ('special interest station')
- They broadcast 'light/popular classical' music throughout the day
- Target audience: higher social classes, aged 40+
- We propose a campaign of 3 weeks with this station
- More specific a 'spot / non-spot action'
- Campaignweek 1:
 - 7 days long, between 7.00 – 24.00 hours
 - promocommercial of 25 seconds
 - including commercial tag-on of 10 seconds
 - each days 6 broadcastings (in total 42 commercials and tag-ons)
 - in the promocommercial, we'll ask listeners to go to classicfm.nl to enter a contest to win a trip to Lithuania
 - classicfm.nl attract 100.000 unique visitors per month
 - on the site classicfm.nl, Lithuania will have a minisite with information about the destination and the contest
 - And the contest/action will be highlighted on the homepage as well
 - The action will be communicated in the email newsletter of classicfm that is sent to 15.000 subscribers
- Campaign week 2 and 3:
 - These two weeks infomercials will be broadcasted
 - On 3 fixed moments during the day, in an exclusive advertisingblock (on the 'half hour' – 10.30, 15.30 – 20.30 each day
 - Each infomercial is 45 seconds long: we can 'tell a Lithuania story': give info about the destination etc
 - Again 42 infomercials in total
 - We'll produce 2 different infomercials
- In total almost an hour broadcasting time on the channel! (56 minutes)

CONCEPT

In a 3 week-campaign, we will be able to highlight Lithuania as a very interesting destination in a both natural and cultural way.

The first week we will draw attention for Lithuania by putting a contest online at the site of the radio-station: classicfm.nl. Listeners to the radiostation will hear promocommercials in which we highlight Lithuania and tell them to participate in the online contest. This will support the brand-awareness of Lithuania.

In week 2 and 3 of the campaign two different 'infomercials' will be broadcasted. Both commercials will communicate Lithuania as an original, 'new' destination that supports responsible tourism. In one of the commercials, we will have extra attention for the *cultural* aspects, in the other one extra attention for the *natural* aspects. As the infomercials have a length of 45 seconds, this gives us a very good possibility to communicate 'in depth' about Lithuania.

This crossmedia solution is a creative way to use the medium radio. On radio, we do not advertise with 'regular' commercials. Instead we use special promo-commercials in week 1 for a contest - in which the known and trustworthy brand Classic FM and destination Lithuania are partners. This is of course good for the 'band' Lithuania too. Apart from radio there is also online presence with a specific actionpage on www.classicfm.nl.

In the second and third week of the radio-campaign, we do not broadcast 'regular' spots either: here Lithuania will have 2 different 45-second long 'infomercials' in an **exclusive** advertisingblock. This will give us the possibility to really give content to the message and talk about responsible tourism, natural highlights and cultural highlights. We have to opportunity to communicate about the 'unknown' (to Dutch) items as well. Note: we'll sent listeners to classicfm.nl for more info as they know this URL, there we will have a link to www.lithuania.travel.

CONCEPTCOPY AUDIO-CLIP / SAMPLE TEXT

Week 1: conceptcopy 25 second commercial

Get to know the classical treasures of Lithuania!

From the bustling city-center of historic Vilnius to the amazing Amberroad.

From the coastal dunes in Curonian National Park to the fascinating Hill of Crosses...

This week classic fm offers you the opportunity to win a citytrip to Lithuania.

Go to classicfm.nl and enter the contest

(tag-on 10 seconds)

Lithuania is pure and trendy at the same time, Lithuania is there to discover!,

Go to classicfm.nl and win a citytrip to Lithuania!

Week 2: conceptcopy infomercial (45 seconds)

(narrative voice and concept: it's not a real 'commercial' like 'go and sell!', but it's more like a friend talking to you)

Can we share a moment to let you know a little more about Lithuania?

As not many people yet know this attractive Baltic country is pure and trendy at the same time.

Think of yourself visiting the historic city of Vilnius, of which the city center is a UNESCO heritage.

The baroque city with over 500.000 inhabitants is perfect to discover by bike and still breathes its fascinating and rich history.

That reasons just as well for the countryside in which beautiful landscapes can be adored, not to forget the 'amber road'. Water, woods, dunes, beaches.... it's all there to enjoy.

In less than 3 hours you can travel direct from Amsterdam or Eindhoven to Vilnius and you'll be surprised what a little amount of euros you'll have to pay for a perfect citytrip to Lithuania.

Check classicfm.nl for more info.

II PR-CAMPAIGN / TRAVEL BLOG: Droomplekken.nl

- Droomplekken.nl is the biggest travelblog on the Dutch market (and very big in Belgium as well: some 17.000 likes on their Facebook page)
- Created in 2009 by a former travel journalist
- Grown to the biggest travelblog/community in our market with 155.000 unique visitors and 560.000 pageviews per month, plus a newsletter, sent to 11.500 subscribers
- Plus 45.000 fans on Facebook
- Audience: 70% female, aged 25-45 years, income and education above average, interest in travel/outdoor/nature
- The audience and the 'surroundings' of droomplekken.nl are definitely the target group/image we are looking for
- Content: copy and pictures by an independent journalist, writing from his own experience
- We suggest to create a 'special' on droomplekken.nl, it contains:
 - 4 articles (copy and pictures) of different subjects (city, nature/hiking, food, local people, scenic routes etc), written from the writers point of view, subjects to be decided together
 - Lots of images – partly from the journalist – he will probably make a trip to gather input and visuals - maybe include video, logo, deeplink
 - The articles will be posted online one at a time, so the special 'builds' itself in the course of the action – in total some 8 weeks (one article per 2 weeks)
 - When going live the article will appear on the homepage

- Traffic to this special will be realized by:
 - Publish each article on the homepage first
 - Special will also be included in 'dream spots' – 'droomplekken' in navigation
 - Top item in the newsletter that is sent to subscribers (directly when first article goes live)
 - Posts on Facebook
 - Target: 10.000 unique visitors

III Selection of media representatives

- In 2017, there will probably be a groupstrip to Lithuania – or at least some individual trips.
- We will *assist* by *selecting* a group of *potential* media-representatives for this trip (note: this does not mean it's a list of journalists that will surely travel).

