

**REPUBLIC OF TURKEY  
MINISTRY OF CULTURE AND TOURISM**

**TECHNICAL SPECIFICATION FOR  
ADVERTISING CAMPAIGN IN FOREIGN MARKETS- 2014**

**I. SCOPE OF THE TASK**

The total budget which is 50 million US Dollars in amount (including agent commissions, production costs and all taxes) will cover the production of TV commercial, photo shootings, creative works produced for various mediums and media buying (traditional, ambient, digital and innovative mediums).

The scope of the task consists of the following 5 [five] articles:

1. Campaign Strategy
2. Production of TV Commercial
3. Photo shootings
4. Creative works produced for various mediums (including Print media, outdoor, digital, ambient, etc.)
5. Media Buying (The budget to be used for media buying shall be the rest of the cost of TV commercial and photo shootings of the applicant)

The “Campaign Envelope” and the “Financial Bid Envelope” shall be submitted by the applicants in the format described below.

**II. CAMPAIGN ENVELOPE**

**The Campaign Envelope, as described by the Administrative Specifications 8.3, contains the following articles**

1. Campaign Strategy
2. Production of TV commercial
3. Photo shootings
4. Creative works for various mediums
5. Media Buying Distribution

**Article 1 - Campaign Strategy**

- 1.1.** The campaign strategy that includes communication and creative strategies shall be prepared in conformity with the *Campaign Information Report*.
- 1.2.** The integrated campaign proposal should ensure comprehensive image of Turkey and strengthen the brand of Turkey.

The campaign shall bring forth the features which distinguish Turkey from its rival countries and make Turkey the preferred choice, and shall contain original ideas and solution offers.

- 1.3. The applicants that would submit advertising campaign proposal are expected to develop a global umbrella concept. This umbrella concept shall provide an integrated outlook on all mediums with derived outputs.

The umbrella concept aims to have a flexible structure to meet the expectations and needs of target audiences of different markets. Consequently, the messages addressing and attracting the target audience shall be applicable to every market.

- 1.4. The applicants shall submit a maximum of two global advertising proposals. Any other proposal shall not be taken into consideration. In case of submitting two proposals, they will be distinguished by marking them in sequence.
- 1.5. The Administration plans to continue using the present logo during the advertising campaign. However, if the applicant submits a new Turkey logo that would suit more, the Commission shall consider it.

## **Article 2 - Proposal for TV Commercial**

- 2.1. 6 [six] commercials of international broadcast quality shall be produced; 5 [five] of which are 10, 15, 20, 30, and 40 second-long versions mounted from a 60 second-long TV commercial with a theme, an original scenario and creative and extraordinary approaches in Turkish, English, German, French, Arabic, Russian, Spanish, Italian, Chinese, Japanese, Bulgarian, Greek, Portuguese, Azeri, and Kazakh language. The commercials shall be in compliance with the Campaign Information Report in the tender documents.
- 2.2. The Campaign Envelope shall include the storyboard, the scenario, the director, the previous work of the director, sites, cast, the production company etc. The applicant may submit the storyboard as a printout with a suitable size.

The bid shall show technical details and schedule, pre-production preparations, storyboard, plans of photo shootings and durations, post-production (such as site search, cast selection, production and movie-making crew, equipment, helicopter, duration of underwater shootings, technical apparatus, original music artists, editing technique, and editing equipment) in detail.

The applicants shall indicate by which method he/she prefers shooting (16mm, 35mm, analogue, or high resolution digital-HD, etc.) and explain the grounds of this preference.

In case celebrities are thought to be displayed in TV commercial, required information must be added. Meetings shall be arranged with the celebrities in question. The related budget shall be stated in the Financial Bid Envelope.

- 2.3. The commercial shall be shot at 4K resolution and in the following formats: RAW, ProRes 4444, DPX or MXF with 4.4.4. color depth.
- 2.4. The best technical materials and apparatuses (FlyCam, Steadicam, Jimmy Jib, underwater camera, wide-angle lenses, helicopter, etc.) shall be used to mirror the site and technique during commercial making.
- 2.5. It is the responsibility of the contractor to clean the sites for the commercial making and provide a visual and esthetical standard.

### **Article 3 - Photo Shootings**

- 3.1. Given the explanations in the Article 4, titled *Tourism Product of Turkey*, and in Article 7, titled *Promotion Strategy and Targets of the Campaign Information Report* in the tender document, a professional photographer shall shoot **at least 250 photographs** of Turkey (those 250 photographs shall be selected out of 1,000 [one thousand] photographs) to be used in advertising and promotion activities.
- 3.2. The applicants shall provide information about the photographer to be assigned. Also sample of previous works of the photography artists shall be involved.
- 3.3. The applicants shall also provide information about the sites, and photo-shooting programme.
- 3.4. The photographs shall be used by the contractor in his/her creative work during the advertising campaign - 2014.
- 4.5. The rights to use the photographs delivered to the Administration shall cover all markets, as described in Article 11 of the Administrative Specification.

### **Article 4 - Creative Works Produced for Various Mediums**

- 4.1. The creative work shall be used in printed media, outdoor, digital, ambient, and innovative mediums and comply with the general concept of the campaign.
- 4.2. The creative works presented within the Campaign Envelope shall be submitted in digital format (in a flash disk). It may be presented in printed form (A4 size and bound in a file) if requested.
- 4.3. In his/her creative works within the tender, the contractor is expected to benefit from the photographs.

**4.4.** Photographs which won't be used later or whose copyrights are not obtained and persons etc. shall not be used in the proposal of the advertising campaign. If such material is used, any financial, legal and penal liabilities shall belong to the applicant and/or contractor.

In case celebrities are thought to be displayed in TV commercial, required information must be added. Meetings shall be arranged with the celebrities in question. The related budget shall be stated in the Financial Bid Envelope.

### **Article 5 - Media Buying Distribution**

**5.1.** The applicants are expected to benefit from the mediums compatible with target market and target groups. Also, traditional mediums such as printed press, TV, radio, outdoor as well as innovative mediums that offer ambient, digital and various creative solutions shall be beneficial.

The applicants are expected to present their media strategies based on media/medium analysis of markets and the reasons thereof.

**5.2.** Applicants shall prepare a percentage distribution of the media buying in respect to countries or regions. The distribution shall be submitted in percentages within the Campaign Envelope without denoting any costs.

Applicants shall prepare the percentage distribution considering the profile and trends in the markets, the *Campaign Information Report* and the *List of Representatives Abroad*.

**5.3.** According to the wish of the applicants, they are able to submit different proposal that will be used in international organisation, sports, artistic and cultural activities, and fairs which enhance the country's image and the advertising campaign.

## **2. FINANCIAL BID ENVELOPE**

**The format specification of the Financial Bid Envelope described in the Administrative Specifications 8.4. shall contain the following articles.**

### **Article 6 – Cost of TV Commercial Production**

The applicants shall submit their bids for producing the TV commercial within the Financial Bid Envelope. This bid shall not include service charges and commissions. The bid will be based on US\$. The bid concerning the production of commercial within the Financial Bid Envelope shall be based on US dollars. No other service or commission charges will be demanded by the applicants.

### **Article 7- Bid for Photo Shootings**

The submitted bid will be based on US\$.

### **Article 8- Media Buying**

The rest of TV commercial and photo shootings' costs out of the advertising campaign budget of Turkey, which is 50,000,000 [Fifty million] US\$ (including agency commissions, production costs, and all taxes) shall be used in media buying for promoting Turkey abroad.

Applicants shall prepare country or region based budget distribution for media buying. The applicants shall present the distributions in US dollars within the Financial Bid Envelope.

### **Article 9 – Agency Commissions and Production Costs**

Within the Financial Bid Envelope, the applicants shall submit their agency commission rate as a single commission rate through the net media purchases.

In the Financial Bid Envelope, the applicants shall separately present the rates of production costs for each medium through the net media purchases (television, print media, outdoor, mobile, digital, etc.).

## **IV- Task Delivery**

### **Article 10 – TV Commercial**

**10.1.** The contractor shall submit the administration 10 [ten] of each DVD and Blu-Ray copies [of the commercial] in DVD. They should be in Turkish, English, German, French, Arabic, Russian, Spanish, Italian, Chinese, Japanese, Bulgarian, Greek, Portuguese, Azeri, and Kazakh languages. They shall be labeled with appropriate logos in all languages and prepared under the television broadcast systems (such as PAL and SECAM) as HDCAM; Digital Betacam SP formats.

**10.2.** 6 [six] commercials including a [one] 60 second-long TV commercial, and 5 [five] commercials which are 10, 15, 20, 30, and 40 second-long versions mounted from the original shall be provided.

**10.3.** The commercials shall be submitted before the TV commercial campaign starts. The commercial shall be inspected by the Administration, and if necessary, the contractor shall control it within 15 days at the latest.

**10.4.** The raw recording of all shootings shall be recorded to HDCAM and Digital Betacam tapes and submitted to the Administration.

- 10.5.** Each edited presentation material shall be provided as one unmixed HDCAM and Digital Betacam and Betacam SP copies (Ch.1: Speaker – Ch.2: music and effects, with and without text).
- 10.6.** All shooting data material, (Time codes, site names, repeat and indexing) and all archive documents shall be delivered together with the commercials.
- 10.7.** The technical report of the project (commercial-making plans and durations, lighting equipment, camera equipment, studio facilities, montage and mixing techniques) shall be delivered together with the movies.
- 10.8.** The film shall be edited under 4K, 4:4:4 Full HD broadcast non-linear system. The edited commercial shall be subjected to colour correction process.
- 10.9.** In the movies, where a real shooting solution is unavailable, 3D animation method shall be used.
- 10.10.** The right to alter the scenario of the contractor is reserved in the Administration. The Contractor accepts the alteration of the scenario in parallel with the proposals and demands of the Administration. The Contractor shall make the alterations in the shortest possible time, and production shall start following the approval of the Administration.

The Contractor shall prepare the storyboard of the scenario approved by the Administration, and shall agree with the Administration at the PPM meetings on production details such as shooting sites, casting, and music.

All rights on the 6 [six] TV commercials and the other elements such as cast, music, etc. shall be delegated together with the rights described in the Article 11 of the Administrative Specification.

#### **Article 11- Photo Shootings**

The Contractor shall deliver the Administration the photographs with 5 [five] copies in RAW format (recorded in DVD, or external drive, etc) together with the rights described in the Article 11 of the Administrative Specification.

#### **Item 12 – Creative Works Produced for Various Mediums**

Together with the rights described in the Article 11 of the Administrative Specification, the Contractor shall deliver the Administration the creative works produced for various mediums in final digital format with high resolution and layers suitable for printing and broadcasting.

### **V- OTHER MATTERS**

### **Article 13- Implementation Process**

The texts, creative work, and other tasks under the scope of the tender shall be subjected to market-based alterations in accordance with the opinions of the Offices of Cultural and Tourism Counsellors / Attaches.

**Item 14** - This specification is composed of 14 articles.