

Cohesion Policy 2007 -2013
Operational Programme II PA 4
Empowering People for More Jobs and a Better Quality of Life

ESF 4.268 – Enriching Malta’s SME and Self-Employed Representation in Practice

REQUEST FOR QUOTATIONS – ref. GRTU 181115.2

Request for Promotional Videos, Design of e-Newsletter Template and Social Media Campaign

ISSUED ON: 11/11/2015

DEADLINE: 18/11/2015



Operational Programme II – Cohesion Policy 2007 – 2013
Empowering People for More Jobs and a Better Quality of Life
Project may be part-financed by the European Union
European Social Fund (ESF),
Co-financing rate: 85% EU Funds; 15% National Funds



Investing in your future

1. Objective

GRTU is requesting quotations for the development of four promotional videos, the design of an electronic newsletter template, and a social media campaign.

The cost of this initiative shall be part financed by the European Union European Social Fund Operational Programme II PA 4.

The selection of the successful bidder will take place on the basis of the most technically compliant, able to handle initiative within the required timeline and cheapest bidder.

2. Deadline for delivery of service

The final set of videos, that have been approved by the GRTU, should be delivered by the 29th November 2015.

The final e-Newsletter template design, that has been approved by the GRTU, should be delivered by the 25th November 2015.

The Social Media Campaign would run between the 30th November 2015 and 9th December 2015.

3. Specifications

4 Videos

Videos should attractively and professionally portray the GRTU as an organisation that supports businesses and its role within the context of social dialogue and in accordance to a more detailed briefing that will be done with the selected service provider. The video should incorporate different elements including but not limited to filming, the development of animation and professional voice overs, as shall be deemed necessary. Quality should be in HD.

- A 7 minute video in English with Maltese subtitles. Another version in Maltese with English subtitles should also be developed.
- A 2 minute video in English with Maltese subtitles. Another version in Maltese with English subtitles should also be developed.

e-Newsletter

Design of a 10-page electronic newsletter in A4 size pages. The design should be adapted to SMEs as a target group and to the overall theme of dialogue. The e-Newsletter is a main tool used by the GRTU to communicate with SMEs and therefore the design should be both professional and attractive to the target group as well as facilitate and make communication more effective. The 10 pages should include a standard front page and a standard back page and the other pages should provide a number of content options, including editorials, picture galleries, interviews, survey results, as well as different options where to place content both for full one page articles as well as very short articles.

Social Media Campaign

A social media campaign that would widely expose the developed videos on the most popular social media platforms up to a maximum budget of Eur 500.

4. Timeframe

Quotations must reach GRTU offices via electronic mail on admin@grtu.eu by no later **than 18th November 2015 at 15:00hrs**. All prices must quote VAT separately and in full where applicable.

The invoice related to the event is to reach our offices by not later than 30th November 2015. All prices must quote VAT separately and in full, which must not be added to the price or shown as a percentage.

Clarifications and further information are to be sought through admin@grtu.eu by 17th November 2015 at noon. Any clarifications received after this deadline will not be considered.

Only quotations submitted in the stipulated format below will be considered

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Quotation date: _____

Supplier’s details:

Company’s name:

Contact person’s name and surname:

Company’s Address:

Telephone number:

Email Address:

Promotional Videos, Design of e-Newsletter Template and Social Media Campaign as stipulated

Final price:

Net:		€
Any Discounts (specify rate)	%	€
Vat (specify rate)	%	€
TOTAL:		€

Name and Surname	Designation	Signature



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