



UNIONE EUROPEA  
POR FESR-FSE 2014-2020  
Asse VI - Azione 6.8



REGIONE PUGLIA  
ASSessorato INDUSTRIA TURISTICA E CULTURALE  
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



PUGLIA  
PROMOZIONE  
Agenzia Regionale del Turismo

**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" - Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 - Actions for the competitive repositioning of tourist destinations**  
CUP-Project Code: B39I18000090009

Registered with n. 7962 of May 15, 2018

**INTERNATIONAL COMMUNICATION PLAN FOR THE PUGLIA DESTINATION**

**Expression of interest for the procurement of proposals aimed at the supply of advertisement communication services on an exclusivity base, pursuant to art. 63, par. 2, sub. b), n. 3, of Legislative Decree D. Lgs n. 50/2016**

Within the framework of the Regional Operational Program ERDF-FSE 2014-2020 "Cultural, Natural and Tourism Attractors", Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 - Actions for the competitive repositioning of tourist destinations, and considering the implementation of the project "Digital Communication and Brand Identity of the Puglia destination", the targets and strategies of the ARET Pugliapromozione International Communication Destination's plan are described below.

Communication campaigns have the purpose of promoting Puglia as a travel destination for international travelers, with particular regard to neighboring European markets and long-range destinations.

The following procedures include detailed execution specifics for submitting proposals to be assessed in order to proceed with the procurement of communication and advertising services, as well as the media-mix guidelines and a time schedule of initiatives.

**COMMUNICATION CAMPAIGN "Destinazione Puglia 2018 – Feeling at home"**

**1. Target and Concept**

This campaign is aimed at pursuing the dissemination of the Puglia brand abroad, as launched in 2013 and further carried out through the years with the #WeAreinPuglia concept. It shall be foreseen a further value-augmentation in the text and photographic message, because each visual output will be associated with an emotional status, so as to inspire an ideal holiday.



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Some of categories to be targeted by associations through the Puglia brand can fall under the "Sea and charming hotels" segment, recalling the concepts of Luxury and exclusivity; the segment of "Villages and Rural Landscape" as associated with a romantic type of holiday; the "Monuments and Cultural Heritage" segment, as a kind of travel aimed at discovering art and history; the "Landscape and Natural Reserves" as a sustainable, active and outdoors kind of holiday. The campaign may also be deployed for activities supporting other Pugliapromozione scheduled actions for the dissemination of the Puglia brand abroad (trade fairs, events, workshops, partnerships with international brands, and special projects). For instance, initiatives shall entail the fruition of slow itineraries immersed in nature, the knowledge of the urban and cultural landscape, as well as rural architecture, ancient villages and their typical arts & crafts, their culinary and farming legacy, also through the valorization of a healthy lifestyle inspired by the Apulian sensitiveness to welcome travelers and treat them as peers.

Through the concerned campaign, users will be directed to the [www.weareinpuglia.it](http://www.weareinpuglia.it) Regional tourism website, and in particular on the landing pages in the specific campaign language, with a wealth of hands-on helpful information in order to fully enjoy the Apulian territory and scheduled cultural initiatives, as well as sports, arts & crafts, and food & wine. The campaign-associated priority hashtag will be #WeAreInPuglia, representing an additional tool to generate engagement and draw visitors to the website and/or social networks.

## **2. Target**

The advertising campaign is devised to target a travel-oriented public aged 18 to 70, with a penchant for adventure and on-the-move journeys, both as a group and as a singular travel, especially during off-peak seasons. The aforementioned target is mainly – however not exclusively – residing in European capital cities and big metropolitan conurbations. As the advertised destination is less known to the wider public, the campaign has the purpose of stirring emotions and delivering information. The target segmentation envisaged travel ideas and tourism products that are mostly required by markets, so as to customize and place messages across diversified public-specific channels.



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GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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Further audience segments can be identified: a cross-geographic, highly motivated niche market is represented by the **cultural citizen**, very well informed on Western civilizations' history and culture, who buys travel books, and is therefore accustomed to fulfill its cultural interest by traveling long distances. Another important market segment is the **young public** of so-called *millennials*, concerned with international musical/sports events and initiatives, and always on the go, dynamic and active in its approach to the tourism fruition. To this kind of public, Puglia is partially familiar as a travel destination, therefore the advertising campaign shall address the consumers' particular knowledge of the tourism offer; to this purpose, it is deemed effective to deploy a media exposure of Puglia geared towards an image of authentic and vivacious destination from an artistic/cultural perspective, as an alternative to the customary seaside holiday.

As an example, and based on data relevant to 2017 tourism flows as processed by the Regional Tourism Observatory, the following are **targeted Countries** for our international strategy: the USA, with particular reference to cities and metropolitan areas of the East Coast; the UK, France, Germany, Belgium, the Netherlands, Switzerland, and Spain. Special projects, relevant to the following countries, shall also be evaluated: Canada, Brazil, Russia, China, Lithuania, the Czech Republic, and Poland.

### **3. Timing**

The advertising campaign timing shall cover a period of time of 18 months, starting from June 2018 and to be completed by the end of 2019, with the allocation of single flighting segments across the agreed media mix and according a timeline to be defined in detail, in order to increase knowledge and stir curiosity on a specific kind of tourist, namely the one who is yet undecided on where to spend the holidays, or who is about to travel and is examining various options - also last-minute solutions - should the above fit the tourist idea/demand on what kind of holiday suits best.



UNIONE EUROPEA  
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ASSessorato INDUSTRIA TURISTICA E CULTURALE  
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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CUP-Project Code: B39I18000090009**

#### 4. Media Mix

The advertising campaign will include the integration between offline media (OOH-Out of Home media, generalist and specialized press, magazines and/or advertorials) and online (web displays, video banners, social advertising, SEM and prospective special projects), which generate *awareness* on the destination, and traffic on the institutional tourism website. In the case of economy-oriented choices, and always within the consistency factor with communication objectives, special projects shall be evaluated so as to valorize the brand by participating to major tourism-specific events, geared towards specific territorial features and having international significance. Part of the budget will also be allocated to traditional advertising on online and offline media. The campaign will involve specialized media in the field of travel, leisure, cultural events, live shows, art and exhibitions, as well as the national press, specialized press, radio, television, static and dynamic OOH. In case of budget-oriented savings special projects and/or integrated advertising on other media shall be evaluated, also with the help of influencers. Finally, the steady support of our in-house press office will be strategic in order to strengthen the news output section, and the publication of a social media plan.

4

#### 5. Targets

- Brand: awareness and enhancement of the Puglia brand abroad, as a travel destination;
- Analytics: increased traffic on the institutional website, of landing pages and social accounts of the destination;
- Booking and off-season tourism flows (indirect target): increased arrivals and overnight stays in Puglia during off-season periods, booked at the hospitality facilities registered at the Pugliapromozione DMS-Destination management system, and relevant to communicated territorial areas and tourism products.

Please be further informed that the Media Plan shall be supported and integrated with the official social media communication plan on [Viaggiareinpuglia](#), [WeAreinPuglia](#) and [PugliaEvents](#). Prospective advice and/or projects integrated with official social channels shall be evaluated with great interest. The general Communication Plan shall be supported by the Pugliapromozione press office.



UNIONE EUROPEA  
POR FESR-FSE 2014-2020  
Asse VI - Azione 6.8



REGIONE PUGLIA  
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GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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Reference websites:

- 🔗 The Puglia Region official tourism homepage [www.weareinpuglia.it](http://www.weareinpuglia.it);
- 🔗 The Puglia Region official tourism Events homepage [www.pugliaevents.it](http://www.pugliaevents.it);
- 🔗 Facebook WeareinPuglia: [www.facebook.com/Weareinpuglia](https://www.facebook.com/Weareinpuglia);
- 🔗 Facebook Puglia Events: <http://www.facebook.com/PugliaEvents.it>

**OPERATIONS SPECIFICS, SUBMITTING METHODS AND TIMING OF PROPOSALS**

For this campaign, Pugliapromozione shall finish the media planning and negotiation phase by September 28, 2018, the latest date for submitting proposals, except in case of extensions. This administration will therefore proceed with the evaluation and signing of exclusive contracts in order to start the activities, according to the time schedule of different campaigns as detailed in the media mix, in line with carrying out events across the region, even before the above expiration date, in case specific technical needs for international promotion shall occur.

Offers - addressed to Interim Director General Matteo Minchillo, at Pugliapromozione-Agenzia Regionale del Turismo, with registered headquarters in Bari, Piazza Aldo Moro 33 / A, ZIP code 70121, Fiscal Code 93402500727 - must be digitally undersigned and sent only via email to the Pugliapromozione Communication Office, at the following address: [media@viaggiareinpuglia.it](mailto:media@viaggiareinpuglia.it). It is also necessary to deliver – upon offer approval by the Agency - an unchangeable document in electronic format, in accordance with the Italian Digital Administration Code and in accordance with the national provisions of the Code of Public Contracts pertaining the digital signing of contracts and deed negotiations with Public Administrations. The offer/bid must be digitally undersigned by the Company's legal representative or by a proxy thereof, and must include:

1. An affidavit on the exclusivity nature of advertisement spaces management, undersigned by the Company's legal representative or by a proxy thereof;
2. A short description of the project with an updated presentation of proposed media (no more than 4 pages), including specific data on the targeted dissemination /audience;



UNIONE EUROPEA  
POR FESR-FSE 2014-2020  
Asse VI - Azione 6.8



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**CUP-Project Code: B39I18000090009**

3. Established visibility periods, with a prospected timeline (subject to possible variations);
4. Global economic offer, with a detailed list of services and possible discounts, with amounts shown in Euros, including VAT and its percentage; in case of suppliers with registered offices abroad, the proposing subjects shall specify their VAT application regulations, and in case the quote is expressed in a foreign currency, amounts must be converted in Euros.
5. Technical specifications relevant to proposed services;
6. A detailed list of costs for each format/media, showing the cost/contact for each proposed media;
7. A bank document proving the activation of a bank account expressly aimed at tenders/contracts with the Public Administration, pursuant to art. 3, par. 7 of Law n. 136/2010;

Please be further informed that, in case of approved proposals and relevant undersigning of contracts, operators with registered address in Italy must deliver the following documents:

- a) A valid ID of the legal representative
- a) the ESPD-European Single Procurement Document (based on the template furnished as a contract attachment)
- b) Registration at the ANAC-Italian Anti-Corruption Agency website:  
[www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/\\_RegistrazioneProfilazioneU](http://www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/_RegistrazioneProfilazioneU)
- c) Self-declaration of registration at national Pension and Health care public bodies
- d) Traceability of financial flows or affidavit thereof (as per provided template)
- e) Documents proving that safety measures in the workplace have been implemented, where applicable
- f) Self-declaration proving that safety obligations have been fulfilled, and showing the safety manager/coordinator in charge, where applicable
- g) Anti-corruption affidavit
- h) Certificate of membership at the local Chamber of Commerce

In case of foreign operators, with registered address abroad, the following documents shall be requested:

- b) A valid ID of the legal representative
- c) the ESPD-European Single Procurement Document: <https://ec.europa.eu/tools/espd/filter?lang=en>



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GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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**CUP-Project Code: B39I18000090009**

- c) Registration at the ANAC-Italian Anti-Corruption Agency website: [www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/RegistrazioneProfilazioneU](http://www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/RegistrazioneProfilazioneU); for more information and assistance please call the Contact Center: 800896936 (toll free)
- d) Self-declaration of fiscal and pension-fund compliance
- e) Traceability of financial flows or affidavit thereof (as per provided template)
- i) Documents proving that safety measures in the workplace have been implemented, where applicable
- j) Self-declaration proving that safety obligations have been fulfilled, and showing the safety manager/coordinator in charge, where applicable
- k) Anti-corruption affidavit
- l) Certificate of membership at the local Chamber of Commerce, or similar document
- f) copy of the Company's Code of Ethics (or abstract thereof)

Failure to deliver each and every one of the aforementioned documents shall be deemed a just cause to terminate the contract and any other collaboration agreement.

7

#### **GROUND S FOR REJECTION**

Failure to be in possession of one of the aforementioned prerequisites shall result in the rejection of the offer. Proposals, even though formally eligible, shall be rejected if not in line with the strategic targets and the media channels described here. Should two or more proposals be evaluated with the same score, this Administration shall further assess the proposals' coherence with set targets, with relevance to: - Circulation of the proposed media – Relevance with the tourism/travel sectors, cultural heritage, events, and prices. In case of budgetary restraints, Aret Pugliapromozione has the right to evaluate and approve proposals also past set deadlines, as long as these are coherent with the targets and the media as described in this document. Meetings are only available upon Pugliapromozione specific needs and relevant request. Please be informed that programming phases are under the direct management of Pugliapromozione, in compliance with the promotional strategies of the tourism destination, without any kind of brokerage by media centers.

7



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Asse VI - Azione 6.8



REGIONE PUGLIA  
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PROMOZIONE  
Agenzia Regionale del Turismo

**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" - Axis VI -  
Environmental protection and promotion of natural and cultural resources - Action 6.8 - Actions for the competitive  
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CUP-Project Code: B39I18000090009**

Please be also informed that issued invoices relevant to described services must be authorized by a **service compliance certificate**, with no exceptions whatsoever, pursuant to art. 102, par. 2, of Legislative Decree D.lgs n. 50/2016, as duly notified to your Company/Agency upon completion of activities, as long as all required documents and certificates have been delivered. Once validated, the invoice must be digitally transmitted through

SDI (Interchange System), with the following references:

Office Unified Code: 8ZH8VO

Destination Office Name: Ufficio Comunicazione

Officer in charge: Sardone Irenella

Pursuant to art. 25 of Legislative Decree n.66/2014, in order to guarantee the effective traceability of payments from Public Administrations, electronic invoices issued to Public Administrations must include:

- Tender Identification Code (CIG), to be communicated upon proposals' acceptance;
- Project Unified Code (CUP);
- ☐ This exact statement: "This financial document is funded through the Regional Operational Programme ERDF-ESF 2014-2020; Axis VI – Action 6.8"

This Administration cannot proceed with payments, even partially, until the receipt of all advertising spaces detailed list of expenses, together with the digitally signed acceptance letter, as well as the electronic invoice showing the CIG and CUP codes. Invoices issued by supplier companies with registered offices abroad may be issued and accepted in paper format, as long as they bear the CIG and CUP code references as specified above; failure to abide by the above shall result in the rejection of said invoices.

Bari, May 15, 2018

Pugliapromozione Communication Office