



"Cultural, natural and tourism attractions"
Axis VI - Environmental protection and promotion of natural and cultural resources -
Action 6.8 Interventions for the competitive repositioning of tourist destinations

PURPOSE: PUBLIC CALL FOR EXPRESSIONS OF INTEREST FOR THE ACQUISITION OF PROPOSALS FOR THE EXCLUSIVE SUPPLY OF ADVERTISING COMMUNICATION SERVICES, PURSUANT TO ART. 63, PARAGRAPH 2, LETT.B), No.3 OF Legislative Decree No. 50/2016 AND SUBSEQUENT AMENDMENTS AND ADDITIONS FOR THE COMMUNICATION PLAN OF THE PUGLIA DESTINATION - INTERNATIONAL MEDIAPLAN, APPROVED WITH RESOLUTION OF THE SPECIAL COMMISSIONER NO.1164/2021.

PROPOSAL EVALUATION MINUTES
SITTING OF 18 MARCH 2022

On 18 March 2022, at 12 noon, following the convocation protocol no. 0005432-U-2022 of 17.03.2022, in remote connection on the digital platform Google Meet, the Evaluation Body of the proposals received in response to the Public Call in question meets.

The following take part in the meeting:

- Mr. **Alfredo de Liguori**, A.RE.T. official AP Promotion Office;
- Mr. **Francesco Muciaccia**, A.RE.T. Promotion Office official;
- Ms. **Miriam Giorgio**, Head of the PST Implementation Procedures (RUP or Procedure Manager), AP Assets and Negotiating Activities Office;
- Ms. **Alessandra Campanile**, A.RE.T. official, Communications office and Director of Contract Execution National Media Plan;
- Ms. **Giulia Coviello**, A.RE.T. Official, Assets and Negotiating Activities Office, Minutes Secretary;

The session opens publicly, having acquired the declarations of non-existence of the causes of incompatibility by all the members of the Appraisal Body appointed for this purpose (protocol 0026503-U-2021 of 07.10.2021), annexed to these minutes.

It begins with the legal-formal appraisal of the participation requirements of the applications received and acquired on file at A.RE.T., as listed below:



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| | Suppliers | Offer protocol |
|----|-----------------------------------|------------------------------|
| 1. | Dagbladet Børsen A/S | 0033466-E-2021 of 30.12.2021 |
| 2. | Editorial Ecoprensa S.A. | 0033468-E-2021 of 30.12.2021 |
| 3. | Les Echos Le Parisienne Medias | 0033465-E-2021 of 30.12.2021 |

The Procedure Manager (R.U.P.), with the support of the other members present, starts the appraisal of the administrative uniformity of the applications received.

1- The application put forward by Dagbladet Børsen A/S, with an economic offer equal to € 53,786.00 VAT exempt - appears unabridged, uniform and complete, except for points c) and e):

- a) Proposal signed by the legal representative or his/her delegate - consistent;
- b) Declaration of exclusivity of the proposed spaces - consistent;
- c) Company registration certificate or Certificate of registration with the Chamber of Commerce - missing;
- d) Self-certification of financial flow traceability - consistent;
- e) Identity document of the legal representative or his/her delegate - missing;

The application is eligible for technical appraisal, subject to integration of the missing documentation referred to in points c) and e).

2- The application presented by Editorial Ecoprensa S.A., with an economic offer of € 50,000.00 (not specified if plus VAT or VAT included) appears to be unabridged, consistent and complete,

- a) Proposal signed by the legal representative or his/her delegate - consistent;
- b) Declaration of exclusivity of the proposed spaces - consistent;
- c) Company registration certificate or Certificate of registration with the Chamber of Commerce - consistent;
- d) Self-certification of financial flow traceability - consistent;
- e) Identity document of the legal representative or his/her delegate - consistent;

The application is eligible for technical appraisal.



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3- The application presented by Les Echos Le Parisienne Medias, with an economic offer equal to € 94,000.00 plus VAT, appears to be unabridged, consistent and complete:

- a) Proposal signed by the legal representative or his/her delegate - consistent;
- b) Declaration of exclusivity of the proposed spaces - consistent;
- c) Company registration certificate or Certificate of registration with the Chamber of Commerce - consistent;
- d) Self-certification of financial flow traceability - consistent;
- e) Identity document of the legal representative or his/her delegate - consistent;

The application is eligible for technical appraisal.

The public session for the appraisal of the legal-formal requirements ends at 12:30.

The Appraisal Body continues, meeting confidentially, from 12:40 pm with the technical and economic adequacy appraisal of the offers.

The criteria guiding the technical appraisal are indicated in the Brief and in Articles nos. 1 and 2 of the aforementioned Notice (Call) for the International Communication Plan, referred to below:

1. Description of the proposal:

- 1.a) Complete description of the project with evidence of consistency with the Communication Plan and presentation of the proposed media (maximum 4 pages). It is also necessary to indicate the updated data relating to the diffusion, distribution and target of the media.
- 1.b) Visibility period with possible dates (subject to any changes and prior written authorization by ARET);
- 1.c) Brief description of the expected direct and indirect results from the proposal in line with the Communication Plan, also indicating an estimate on the numerical data of the potential target that can be reached in terms of dissemination/distribution;
- 1.d) Technical specifications relating to the proposed communication services: specify the values/measures for each single format of the proposed media mix. At the same time, attaching to the proposal a graphic example of the proposed spaces;

2. Financial offer:

- 2.a) Total financial offer of the services and any discounts;
- 2.b) Detailed costs for each format/medium and indication of the cost/contact for each proposed medium.

The proposals/offers eligible for appraisal of technical suitability and financial adequacy are:



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| | Suppliers | Offer protocol | Amount |
|----|--------------------------------|------------------------------|---|
| 1. | Dagbladet Børsen A/S | 0033466-E-2021 of 30.12.2021 | € 53,786.00 VAT exempt |
| 2. | Editorial Ecoprensa S.A. | 0033468-E-2021 of 30.12.2021 | € 50,000.00 (not specified if excluding or including VAT) |
| 3. | Les Echos Le Parisienne Medias | 0033465-E-2021 of 30.12.2021 | € 94,000.00 plus VAT |

1. The proposal by **Dagbladet Børsen A/S** (protocol No. 0033466-E-2021 of 30.12.2021) concerns the offer of ON and OFF line communication spaces on the Danish newspaper **"Børsen"**, more precisely in the supplement "Pleasure", in-depth study of lifestyle, social customs, culture and travel distributed in Denmark at a total cost of € 53,786.00 VAT exempt. The target audience is high spending and mainly concerns the business sector 70% of which is made up of men of varying ages between 25 and 54 years old. The appraisal body notes that the magazine has a clear editorial profiling in terms of themes and in-depth analysis and this allows the promotion of the destination to be consequently profiled according to the tastes of the reader needing information on economics, business and finance. From the analysis it is clear that the target is very specific and covers a niche of consumers who may be interested in choosing a trip to Puglia. However, with reference to the Strategic Tourism Plan, the target countries identified for the positioning strategy of the Puglia brand are divided into primary, emerging and potential ones. In the ordered classification of the strategy, Denmark is a target country of a potential market to be stimulated for the growth of tourism. In the analysis, the appraisal body underlines how the recovery for the second consecutive year from the restrictions caused by the Covid19 pandemic leads to resetting benchmarks of the A.RE.T strategy with a view to restarting dialog with already



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consolidated markets to renew demand and support its reinforcement. In this strategic framework, Denmark ranks as a target country of interest, but not a priority with respect to the target countries for which the intention is to recover the results of the promotional actions already started in the years preceding the crisis in the tourism sector due to the pandemic, to then move on to other markets. The proposal, therefore, does not comply with the priority promotional objectives and, therefore, cannot be accepted.

2. The proposal by **Editorial Ecoprensa S.A.** (protocol no. 0033468-E-2021 of 30.12.2021) concerns the proposal of a media mix of ON and OFF Line communication spaces in the newspaper "El Economista", also with advertising spaces in the supplement "Status", in-depth analysis of lifestyle, leisure and luxury, distributed in Spain and Latin America for a total cost of € 50,000.00 (not specified if plus VAT or VAT included). It is a newspaper with a very specific editorial profile with an economic, finance and business slant and covers the relative target made up of men for 51.8%. The proposal clearly aims at a niche audience within a target country such as Spain. However, the strategy of A.RE.T on Spain has always been aimed at a rather generalist target in terms of presentation and first dissemination of the Puglia destination. The criticality deriving from the period of restriction of flows due to the Covid19 pandemic, also caused a halt in the promotion of the Puglia brand in Spain. In light of the strategy adopted in the country in question and based on the upcoming actions to reposition the destination, the appraisal body believes that the approach to a niche audience in the current state of the international context is premature, as it is rather necessary to pick up the dialog held in abeyance for a long time. As regards Latin America, it is noted that the trend in demand is down through restrictions of tourist movements due to the global post-pandemic crisis and, therefore, the resumption of the promotion of Puglia in Latin America, although not a priority, should address a generalist target to reach the widest possible audience in order to restore the quo ante status. These last considerations are also valid for the niche sector of the magazine object of the proposal, and therefore also refer to Spain, although it is a target



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country. Therefore, the proposal as a whole does not respond to the strategic objectives of A.R.E.T and cannot be approved.

3. The proposal by **Les Echos Le Parisien Medias** (protocol no. 0033465-E-2021 of 30.12.2021) concerns the proposal of a media mix of ON and OFF Line communication services in the newspaper "Le Parisien", also with advertising spaces in the Friday supplement "Le Parisien week end", in-depth analysis of lifestyle, culture and travel, distributed in Paris and Île-de-France for a total cost of € 50,000.00 (not specified if plus VAT or VAT included). The newspaper is aimed at a heterogeneous target audience with an age ranging between 25 and 49. The proposed media mix is balanced in the proportions between print format and digital format, although the formats proposed are too large and the duration of the proposal is in a smaller proportion on paper than in digital format. The appraisal body notes that the proposal is limited territorially (Paris and Île-de-France), an area already receiving promotion actions for the Puglia brand, and allows limited extension of the promotion to the rest of the country, considered a target of interest and prominence. Furthermore, the media mix proposal provides for an almost limited execution period that may not sufficiently guarantee the objective of promoting the destination according to the strategy of seasonally adjusting flows, an even more possible objective for neighboring foreign countries or for countries connected with the region by direct flights. Consequently, assessed on the whole as interesting, the proposal does not appear to be a priority in terms of implementation and it is considered appropriate not to approve it.

The appraisal session ended at 13:30

Bari, 18.03.2022

Mr. Alfredo De Liguori
A.R.E.T Official Promotion Office



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Ms.

Alessandra Campanile

Communications Office Official

Alessandra Campanile

Ms. Giulia Coviello

Assets and Negotiating Activities Office Official
Minutes Secretary

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