

ANNEX 3 to the Tender Specifications

Invitation to tender No ELARG/2011/S-252 – Integrated communication services in the area of EU enlargement

CASE STUDIES

Please note that these case studies are based on fictive or obsolete examples and are intended only for the purpose of evaluation of the offers. These case studies do not prejudice in any way the form, content or value of any future terms of reference or specific contract.

Case Study no. 1.

“Communicating EU enlargement through people-to-people encounters and through participating in events”

Background:

DG Enlargement intends to establish partnerships with organisers of various relevant events in order to get enlargement related messages across to new audiences in EU Member States. The contractor should envisage a one year plan that should combine both events organised in partnership and events planned on their own. The plan should cover image building through softer communication means as well as distribution of factual information and/or political messaging as necessary in the light of audience analysis and political developments.

Objectives and deliverables:

- To prepare the plan of high profile events ("events calendar") suitable to convey enlargement related messages to audiences in the EU Member States.
- To identify or create events relevant both to our audience and our message.
- To identify opportunities to communicate and disseminate the message in an inclusive and open manner to groups that can act as opinion multipliers (opinion leaders, youth organisations, relevant groups of civil society).
- Plan and manage the programme for the identified events.
- To organise, promote and manage information actions and events, including conception and content preparation, aimed at main target groups.
- Establish partnerships with multipliers, civil society organisations and other relevant stakeholders.
- Prepare a strategy how to maintain a long-term relationship with key multipliers involved in the project.
- Overall promotion of the activities (partnerships, social media, any other innovative means deemed necessary).

Tenderers should submit a general information campaign proposal describing:

- The general strategy advised for achieving the objectives and reaching the desired target audiences.

- The main plan that will underpin their messages and the form in which they present the message depending on the event and media chosen.
- An appropriate press and/or media plan.
- An implementation and coordination plan, identifying the different players (including any subcontractors) and explaining each player's role.
- A detailed implementation budget, accompanied by an estimation of the impact of the action proposed.

Budget:

The maximum indicative budget for this action should be 1.5 million euro.

The proposal for this case study should not exceed 15 pages (excl. annexes) in length and may be accompanied by visuals, at the tenderer's choice, to illustrate his creative approach.

Case Study no. 2.

“Media relations strategy for one calendar year - partly taking into account the events calendar established in the first case study.”

Background:

DG Enlargement plans to involve journalists and media on a more relationship-building basis. The intention is to avoid one-off contacts and rather focus on building sustainable partnerships. DG Enlargement particularly welcomes a tailored approach for the specialised / general, local/national/regional media.

Objectives and deliverables:

The contractor should prepare the plan of tangible measures and public relations activities involving journalists and other relevant stakeholders in reporting on EU enlargement related issues. The contractor is asked to prepare the strategy consisting of the following elements:

- Build a targeted media list, maintain and regularly update a media database of journalists and editors who cover enlargement-related topics in EU Member States.
- Establish and maintain privileged working relations with two to four prominent journalists, offer them day-to-day advice, offer them one-on-one interviews, exclusive stories etc.
- Establishment and maintaining of Media Advisory Board: a group of media specialists/journalists who could help DG Enlargement to understand how to make it into the news.
- Establishment and maintaining of VIP journalist network: the Contractor has to set up and maintain privileged working relations with two to four (depending on Member State size) prominent journalists, offer them day-to-day advice, exclusive stories etc.).

The strategy should involve also the following elements:

- Building and tracking editorial calendars.

- Building press coverage, organising and facilitating interviews arranging for stories.
- Pitching writers and editors.
- Press releases, contributed articles, success stories.
- Negotiating event speaking engagements.
- Set up long-term media partnerships and co-production schemes.
- Organising press trips.

Budget:

The maximum indicative budget for this action should be 750,000 euro.

The proposal for this case study should not exceed 10 pages.

Case Study no. 3.

“Audiovisual campaign to support the possible EU accession of Croatia and Iceland”

Background:

The years ahead will bring important challenges for communicating enlargement in the Member States and in the candidates and potential candidates. The most significant milestones are future possible accessions of Croatia and Iceland. DG Enlargement recognises the importance of informing the public about the accession process and to familiarise EU citizens with future EU Member States. In order to specifically prepare for an upcoming possible accession of Croatia and Iceland, DG Enlargement is planning to launch a pan-European audiovisual campaign.

Objectives and deliverables:

The contractor should prepare the plan of the audiovisual campaign(s) by elaborating especially the following elements:

- Creative concept of the campaign incl. the sample storyboards for at least one key video/main product of the campaign.
- Proposal for targeted messages
- Distribution plan and dissemination strategy incl. establishing partnerships with distributors and regular assistance to audiovisual journalists (pitching stories, providing incentives, arranging interviews etc.).
- Supporting material drawing upon the audiovisual concept to maximise the impact.

Budget:

The maximum indicative budget for this action should be 1,000,000 euro. The budget must cover costs related to dissemination.

The proposal for this case study should not exceed 15 pages (excl. annexes) in length and may be accompanied by visuals, at the tenderer's choice, to illustrate his creative approach.