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EXPRESSION OF INTEREST – AGENCY PARTNERS 2022

BACKGROUND AND WHO WE ARE

Tourism Fiji's primary role is to market and promote Fiji as a unique and incredible tourist destination for the purpose of maximizing sustainable and long term benefits to Fiji. They have a headquarters in Nadi, Fiji with regional teams based in core markets of Australia, New Zealand and North America with secondary markets of China and UK/Europe as well as representation in emerging markets of Japan, Singapore and India.

Fiji experienced a challenging two years, as border closures due to the global pandemic had a significant impact on its tourism industry, however Fiji successfully opened its borders again – from the 1st December – to fully vaccinated travellers from travel partner countries. It has enjoyed a strong tourism re-start as a result of a strategic focus on Marketing through its Open for Happiness campaign, and strong pipelines of positive PR and a commitment to destination readiness through its Care Fiji Commitment program.

WHAT WE'RE LOOKING FOR

With an ambitious strategic plan in place to drive destination growth, Tourism Fiji is searching for agency partners to help elevate Fiji's global brand profile across the world. The contract period will be three years, with option to renew for a further two years. Subject to grant allocations, Tourism Fiji has a budget of approximately FJD \$3-5m for creative and \$10-12m for digital and media spend per annum.

Over the next three years, Tourism Fiji will look to sustainably grow both visitor arrivals and visitor spend. Its brand will evolve to be reflective of Fiji's unique identity. Tourism Fiji also seeks to strengthen its digital capabilities by enhancing Tourism Fiji's presence across all touchpoints using a data-driven approach to create innovative and personalised experiences.

A number of different agencies, across a range of categories, are sought to support Tourism Fiji on this next phase of their strategic journey. Tourism Fiji invites expressions of interest from reputable companies with a proven track record of **Brand Creative and Advertising** as well as **Global Media Buying** and a **Global Digital Agency** to assist in developing and delivering a strategic approach to marketing the destination on an ongoing basis.

As a key strategic partner, Fiji Airways will also be part of this process, to assess if a shared agency model primarily for Brand Creative & Advertising could be effective for the destination. This would entail a selected agency being chosen as the agency partner for both Tourism Fiji and Fiji Airways. However, while this is an outcome that has its advantages, it must be made clear that Tourism Fiji and Fiji Airways are separate entities, and free to make their own decisions on agencies of choice.

Agency Selection Process

AGENCY CATEGORIES

As well as submissions from individual agencies, submissions will be accepted from groups or partner agencies who would like to submit a single EOI covering more than one agency category. Tourism Fiji is open to different models of operation across the agencies that are selected. What is key to Tourism Fiji is to maximise our spend, and use our budgets efficiently. Therefore, we are looking for an agency partner or partners who can demonstrate the ability to reach our target markets effectively and efficiently, while managing our account and sharing the same goals and objectives.

Creative Agency Partners

Interested organisations may lodge proposals for either or both parts. Strategic Creative Agencies who are not invited to Stage 2, will be considered as Supplementary Creative Agencies only. It is expected that Tourism Fiji will work with one strategic creative agency, and at least one supplementary creative agency throughout the contract period.

- Strategic Brand Creative & Advertising Agency - leads on brand development and strategy, creative strategy and hero campaigns
- Supplementary Creative Agency - agencies who are available on a project basis to support year-round campaigns and content development

Global Media and Digital Partners

Interested organisations may lodge proposals for either or both parts. Alternatively, one submission for both parts by partners agencies will also be considered.

- Global Media Agency - Leads on global media strategy, global digital buy, supports partnership building with digital media providers and provides real-time reporting of performance
- Global Digital Agency - Supports the development of innovative, personalised and data-driven digital initiatives, maximizes Tourism Fiji's integrated marketing across digital and social channels, tests new digital marketing initiatives, strengthens digital capability across the Tourism Fiji team

WHAT WE'RE LOOKING FOR

- Track record of excellence in the relevant field/s
- A creative and innovative approach
- Partnership approach with an ability to support capability building with Tourism Fiji team members

- Strategic handle on Tourism Fiji's operation, consumer drivers and how to position Fiji to have its own voice in the competitive travel landscape.
- Ability to deliver in key markets: AUS, NZ, NAM, Asia, UK/Europe
- Value for money and efficiency of spend
- Ability to work with Regional Directors in market, through local agency representation, to take global buys and ensure they work effectively in the local target destination markets we operate in.
- Ability, particularly with digital marketing, of maximising spend globally for maximum effect to achieve stated Strategic Priorities and measures.

PROCESS

Tourism Fiji will undertake a two-stage process with an EOI at Stage 1 and a targeted presentation at Stage 2. Stage 1 is designed to help Tourism Fiji identify and shortlist the right agencies to put through to Stage 2.

Stage 1

For Stage 1 each interested agency should submit a short EOI that addresses the following questions:

All Agency Categories

- Which Agency Category are you responding to (this can be more than one)?
- Why would you love to work with Tourism Fiji?
- What work are you proudest of and what could Tourism Fiji learn from this work?
- What is your agency culture like?
- How do you like to work with you clients? How would your clients describe your relationship?
- What experience do you have in Tourism? Do you wish to declare any potential conflicts of interest?
- How would you approach localising global strategies and plans? If you are not part of a global network, how would you identify localised insights? Do you have an example of a campaign that has been implemented across multiple markets.

For Digital Agencies Only

- Please outline your experience in working with Kentico

Please submit to AgencyEOI@tourismfiji.com.fj before 21st March 2022 at 23.59pm. Tourism Fiji's CMO Emma Campbell will be available for calls and questions re specific criteria via email from the 7th March 2022. Contact details are at the top of this document.

Stage 2 – Shortlisting and Agency Presentation

Stage 2 will see short-listed agencies invited to present to Tourism Fiji on a more detailed proposal outlining the reasons why Tourism Fiji should work with your agency, and how you meet our objectives. Tourism Fiji will be asking agencies to deliver strategic recommendations based on some of the challenges and opportunities that face the destination. A full brief for Stage 2 will be made available to the shortlisted agencies during a briefing session.

Timeline

EOI Issued – Stage 1	1st March
Stage 1 EOI Closes	21st March at 23.59pm
Stage 2 Shortlisting	21st March – 25th March
Stage 2 Briefing Sessions – Stage 2	28th March – 1st April
<i>(During this time, unsuccessful agencies will be advised if they are not going through to the next round. Successful agencies will be contacted for a briefing session)</i>	
Stage 2 Presentations	19th April – 27th April
Final Decision	w/c 3rd May pending approvals

