



Call for tenders July 15, 2020

## Communications strategy services / North Star Film Alliance

### 1. Client

The City Executive Office, Economic Development division of the City of Helsinki, the project of North Star Film Alliance.

### 2. Background

North Star Film Alliance is an innovative project to explore the creation of a joint film region between the neighboring countries of Estonia, Finland, and Latvia. The project's concept for a joint film region is that the partner countries, by collaborating, will be able to develop and market a stronger collective offer with higher-quality and customer-friendly services. A stronger joint offer will enable the partners to be more successful in attracting major international film and TV productions.

The project partners are Film Services Export Alliance (the lead partner from Estonia), City of Helsinki, and Riga City Council. Associated partners are Business Finland, the Estonian Film Institute, the National Film Centre of Latvia, and Film Service Producers Association of Latvia. The project partners have agreed to change the lead partner organization to be the Estonian Film Institute. The project is strategically linked to the European Union's Strategy for the Baltic Sea Region, and funded by the project partners and Interreg Central Baltic Programme 2014-2020. The total budget of the project is approximately EUR 2 M, and the project is carried out in 2018-2021.

The goal of the North Star Film Alliance project is to make the three project countries stand out in the current landscape of competing tax/cash incentives, production locations, production crew pool, and studio offers. The main target markets of the project are Japan and the North American area including the United States of America and Canada.

### 3. Object of Procurement

We are calling for tenders for Communications strategy services for the North Star Film Alliance project, to serve the audiovisual industry of the project countries (Estonia, Finland, Latvia) in becoming a joint film region.

The goal of the North Star Film Alliance project is to create international cooperation within the audiovisual industry for the three project countries of Estonia, Finland, and Latvia including:



- in specified target markets, promoting the region of three countries and its opportunities for the international audiovisual industry and industry professionals by introducing the offering of North Star Film Alliance;
- finding potential audiovisual projects and their decision-makers having interest in the cooperation with the three project countries; and
- creating contacts with local producers, directors, scouts, and other potential partners for future collaboration.

All communications services should be developed on the basis of existing NSFA brand identity guidelines and complement the existing NSFA marketing plan. **The Communications strategy services for the North Star Film Alliance project are expected to include the following services and deliverables.**

- A detailed strategic communication plan, incl. development and approval by all project partners, communication strategy targets, budget, and calendar. Work should be carried out with the help of target markets agents and the representatives of the project countries within the first 2-3 weeks of the procured service;
- Based on the strategic communication plan, create necessary content for the NSFA homepage to support the activities set up in the communication plan;
- Based on the strategic communication plan, create and update an extensive media map and strategy, incl. mapping the possible campaigns with all relevant film trade magazines (incl. price negotiations), making a plan of action for the PR and marketing campaigns and executing the plan;
- Work out and execute an extensive social media strategy including Facebook, Instagram and Google ads to target North American and Japanese target audiences in collaboration with project agents and the marketing/representative persons of the project countries. Social media content would include e.g.:
  - creating and updating a social media plan including targeted Facebook, Instagram and Google ad campaigns and execute it, outsourcing ad specialists where necessary, and
  - co-creating the posts from Finland, Estonia and Latvia (find and select the photos and news topics) for NSFA Twitter/Instagram/Facebook/LinkedIn channels with the help of regional agents and the marketing, communication or representative persons of the project countries;
- News / interviews: identify and create news stories and/or make interviews from the local industry, target 1-2 / month per country with the help of regional agents and the marketing, communication or representative persons of the project countries;
- Participate in idea generation for promotional printed/produced materials for project activities (costs, planning and producing arranged by City of Helsinki and respective project partners):
  - brochures and other necessary materials including local photos and local infos, and
  - invitations for NSFA events;
- Send out/publish Newsletters (if confirmed in detailed strategic communication plan):
  - compile and collect content of Finland, Estonia and Latvia from different sources (e.g. NSFA social media and interviews),
  - target: Newsletter out every 2 months + one "Thank you-letter" after each professional event,
  - set up a contact base of target audiences for direct email marketing;
- Advertisements: creating/ordering the advertisements for industry magazines in collaboration with project partners.



The work requires providing information for project reporting for the funding body and weekly communication meetings with the NSFA team to inform about project communication planning and execution.

The project intends to procure the services as soon as the procurement process has been concluded, via an agreement between the City of Helsinki and the chosen operator. Services will be rendered through the end of the project period on November 30, 2020.

#### **4. Tender Procedure and Communications**

The call for tenders has been sent directly to known suppliers. The estimated value of the tender does not exceed the national threshold value for public procurement (EUR 60,000 without value-added tax) specified in the Act on Public Procurement and Concession Contracts. The client reserves the right to reject all offers.

#### **5. Providing the Tender Price**

The tender price must be presented as a monthly fee including the specified services.

The tender price must be provided in euros without value-added tax and with value-added tax (if applicable). The tender can be submitted in either English or Finnish.

#### **6. Instructions on Submitting the Tender**

The tenderer must attach the following information to their tender to enable comparisons between tenders.

Tenderer references:

- Proof of the operator's comprehensive understanding of the film and television industry, the film and television industry experience and knowledge.
- Proof of the operator's international experience in the field of marketing and communications.

Price:

The price must be presented as a monthly fee including the following:

- all services and activities as specified in Section 3;
- any travelling of the operator; and
- all office, phone, and other costs whatsoever to carry out the services and activities.

In case of any additional costs, such costs must be separately presented and specified in the tender.

#### **7. Tender Comparison**

The procurement decision is based on the economic and experience value. The assessment criteria and weighting are as follows:

- tenderer references (knowledge, experience, English language work samples) - 60%
- price without value-added tax - 40%



## 8. Partial Tenders

This procurement does not permit partial tenders. The tenderer may, however, offer some of the work as subcontracted services. The tenderer is liable for the work of the subcontractor as if it were its own.

## 9. Tender Period of Validity

The tenders must be valid until August 31, 2020.

## 10. Submitting Tenders

Tenders must be received **by July 29, 2020 at 12 (UTC +2)**. Any late additions are excluded from the tendering process.

The tenders must be submitted as PDF files via e-mail to: [pia.naarajarvi@hel.fi](mailto:pia.naarajarvi@hel.fi)

The subject field of the e-mail is advised to refer to: "Communication strategy services for North Star Film Alliance". Any trade secrets must be marked confidential. The message must also include the contact details of the contact person of the tenderer.

## More information

Any further questions concerning the procurement must be submitted by July 21, 2020 at 12 (UTC +2) to:

Team Leader Heidi Humala, [heidi.humala@hel.fi](mailto:heidi.humala@hel.fi)

Any further information provided by the project will be sent to all suppliers.