



## JAMAICA TOURIST BOARD

The Jamaica Tourist Board (JTB) is reviewing the assignment of its advertising business worldwide and is inviting expressions of interest from suitably qualified advertising firms with a proven strong track record of brand creative and advertising to be considered for review.

The JTB directs advertising and promotions for brand **Jamaica** – one of the world's leading vacation destinations. Our marketing activities cover all applicable channels, including mainstream Above-the-Line media, as well as digital/social channels. Our overall objective is to find the best creative agency partner for the JTB that will:

- Provide the creative strategic direction to position Jamaica prominently and raise the destination profile in market.
- Embrace innovation and demonstrate a desire to take us forward using digital and social platforms.
- Have the capacity for smart thinking and creative excellence that builds on our brand and successfully carves out a unique positioning that sets us apart from other destinations.

We are searching for an agency partner that will fulfill the above objectives and ultimately help us meet our business goal of attracting more visitors to Jamaica, thereby driving economic benefits for the destination.

Firms interested in being considered for this assignment are invited to submit an Agency Profile which should meet the minimum eligibility criteria as well as provide the information outlined below:

- Agency which has been in operation for at least 5 financial years.
- Agency background, size, geographic coverage, client list.
- Record of experience in tourism and related industries.

*Prior experience in tourism and destination marketing embracing leisure, meetings,*

*groups and the travel trade are a prerequisite for consideration*

- Demonstrable experience and understanding of Jamaica's competitive tourism industry
- Within the last 3 financial years, the Agency should have executed work which includes cost of creative, production and agency commission, for a single tourism client within a one year period, for the value of US\$1.5 million or above. Provide a brief outline of the work done.
- Capability in digital and market research & analysis and media buying.
- Agency should have undertaken media campaigns as part of regular operation, demonstrating strong experience in digital media solutions & social media programme development. Provide brief case histories of successful previous or current work in the tourism category.
- The agency shall have a dedicated creative, digital and media planning team and facilities to plan and execute campaigns in all types of media. Key principals and personnel profiles should be included demonstrating creativity, competence and experience in media handling, creative writing, digital and social media, creative preparation for implementing and monitoring campaigns.
- Proposal submissions should be no longer than 10 pages.

This credentials presentation is the initial step in the review process. The information requested is a prerequisite for qualification, after which the JTB will issue a formal Request for Proposal to the short-listed firms.

Expressions of Interest should be received at JTB headquarters in Kingston by 4.00 pm (**local time**) on **Monday, January 29, 2018** and should be submitted in electronic format. They should be addressed to:

**Advertising Agency Review 2018**

**The Jamaica Tourist Board**

**64 Knutsford Boulevard, Kingston 5, Jamaica W.I.**

**Email: [adagency.review2018@visitjamaica.com](mailto:adagency.review2018@visitjamaica.com)**

## UDC INVITATION FOR PREQUALIFICATION

### CLOSED HARBOUR BEACH PARK DEVELOPMENT, MONTEGO BAY, ST. JAMES

As part of the Montego Bay Re-development Programme, the Closed Harbour (Dump Up) Beach and Park, in downtown Montego Bay, St. James, has been identified as one of the sites with high potential to spur further development of the city. The intention is to convert the 16-acre property into a formal recreational space with amenities that will allow for it to operate as a free access licenced public beach and multi-purpose park.

The Urban Development Corporation (UDC) intends to prequalify Building Construction Contractors registered with the National Contracts Commission (NCC) for the project:

#### **Bid No. CHB 208:110**

Closed Harbour Beach Park Development, Montego Bay, St. James. The scope of the works include but is not limited to hardscape/walkway network along Gloucester Avenue and Howard Cooke Boulevard, soft landscape, public restrooms, changing rooms, beach showers, jogging trail, site filling and grading and support services including electrical, sewerage, storm water drainage and telecommunication.

#### **NCC Grade &/or Category**

Grade 1 in the works category of Building Construction.

#### **Contact Information**

Director, Strategic Sourcing & Procurement Urban Development Corporation

#### **Address of Entity**

Office Centre Building, 12 Ocean Boulevard, Kingston

#### **Telephone Number**

1-876-656-8031

#### **Email Address**

[tenders@udcja.com](mailto:tenders@udcja.com)

#### **Collection Period and Cost for Prequalification Document**

Tuesday, January 9, 2018 to Monday, January 29, 2018 from 9:00 a.m. to 4:00 p.m. at a cost of J\$3,000.00.

#### **Additional Information**

Applications for prequalification must be submitted in sealed envelopes and deposited in the tender box at the above address at or before 3:00 p.m. on Tuesday, February 6, 2018. Bids will be opened on Tuesday, February 6, 2018 at 3:15 p.m.



*Making development happen...*

12 Ocean Boulevard, Kingston Mall, Jamaica W.I.  
Telephone: (876) 656-8031 Telefax: (876) 922-9326  
Email: [info@udcja.com](mailto:info@udcja.com) Website: [www.udcja.com](http://www.udcja.com)

## NOTICE

PLEASE CHECK THE MINISTRY'S WEBSITE FOR THE FULL DOCUMENTS

For Bookings Email:

[jisadvertising@gmail.com](mailto:jisadvertising@gmail.com), [procurement@jis.gov.jm](mailto:procurement@jis.gov.jm)