

Bid Related Queries

"Promotional Campaign and Marketing Activities" for Manipur Sangai Festival (MSF)- 2017

Tender Specification No." DOT, MANIPUR/RFP-PC/MSF-2017" &" DOT, MANIPUR/RFP-MA/MSF-2017"

SL. No	Deliverable	Query	Reply
1	3 articles on MSF	Size	1 full page advertorial
2	1 article in 2 leading lifestyle magazines	Size and magazine	1 full page advertorial preferably in Condé Nast Traveller, Travel + Leisure, India Today Travel Plus
3	1 prime time advertisement in leading life style television channels	No of Channels, ad type, slot, frequency	1 Channel (preferably NDTV Good Times, TLC, Travel XP). Ad bands on Primetime slots on Saturday and Sunday. 6 times a day
4	2 promotional workshops with travel and tour operators – each in Delhi, Mumbai, Kolkata, Ahmedabad, Guwahati, Bhuwaneshwar, Shillong	No of tour operators, venues, and type of workshop	Roadshow and conference in a 5 star hotel with at least 50 tour operators
5	Brochures; Creative and professional	Size	6.5 inches x 8.5 inches, 20pages
6	At least 50 tour operators	Role of tour operators	Tour operators should visit Manipur during the Manipur Sangai Festival so that they can familiarize themselves with the festival and the tourist destinations. This will enable them to plan out tour itineraries/packages.



(R. Sudhan)

Director (Tourism), Manipur