

# **REQUEST FOR BIDDING DOCUMENTS**

**PR AGENCY FOR USA MARKET**

**Director of Representative office  
of Vietnam Airlines in USA and Canada**

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**Ha Minh Quang**

## **1. Package's content**

Vietnam Airlines in the US is looking for a PR agency to:

- Re-affirm VNA's position, our brand and ambitions after covid-19.
- Strengthen and reaffirm the image of VNA with more than 20 years of existence in the USA.
- Develop new markets in order to obtain referrals from future partners and retain existing customers.
- Ensure the airline's development strategy being consistently communicated with the public; sustain relationship with the headquarter and local contacts as part of the airline's promotional operations.

## **2. Scope of supply**

The scope of supply includes:

- The writing of annual press kit based on the information provided by and in collaboration with the airline's PR team.
- The writing of monthly, annual communication plan.
- The writing of press releases (global writing or adaptation based on press releases received from Headquarter)
- The dissemination of press releases, responses to requests from journalists.
- The organization of meetings and interviews between VNA managers and specialized journalists (or press conferences), follow-up meetings between the media & VNA.
- The invitation of journalists (press, radio, TV or others) to related VNA events in the US.
- The organization of individual & group press trips, influencer tours (minimum 2 trips during the retainer period, select the participants with secure attendance of at least 8 journalists/or influencers per trip, draft the itinerary & liaise with VNA Headquarter on logistics arrangement, submit KPI media plan for each post-trip).
- Daily monitoring and following up with the media, monthly translate and adapt to the US travel and airline market.
- Contests & partnerships: target an ambassador's community by offering them the opportunity to discover VNA, follow up with influencers, social media

management.

- Crisis communication (additional charge on each actual-happening case only).

### **3. KPIs:**

- Minimum of 25 pieces of mainstream, travel trades, bloggers or social media coverages
- Three media/blogger meetings and greetings to discuss with Vietnam Airlines team.
- Monthly, annual reports: campaign media coverage & activity report, including analysis

### **4. Contents of quotation**

Quotation shall include the following contents:

- Detailed presentation.
- Creating a suitable catchphrase for Vietnam Airlines.
- Any benefits with free of charges in the contract period outside 2. Scope of supply (Not mandatory).
- Any recommendation activity ideas outside 2. Scope of supply.
- Company profile.

Quotation for 30 hours of work per month and must be in English.

### **5. Offering price**

The price offered shall include all necessary costs for implementing the bidding package, meeting the requirement of VNA. The offering price should be in USD, including Tax.

### **6. Clarification of quotation**

During evaluating progress, VNA may request the a Provider to clarify contents in their Letter of quotation and ask for supplemental documents. The clarification shall not result in any change of the main contents or quoted price of the letter of quotation.

### **7. Evaluation of Letter of Quotation**

Accordance to Annex 1.

**8. Announcement of the quotation result**

VNA announces the final result to providers after a written approval of quotation.

**9. Negotiation, completion and signing of the contract**

VNA negotiates and completes contracts with Provider.

### ANNEX 1 : EVALUATION SHEET

Criteria	Evaluation details	Results	Benchmarks	Benmarks reference
<b>Valid Business Registration</b>	Business Registration	Pass/Fail	Have valid Business Reg. : Pass  No valid Business Reg. : Fail	Pass
<b>Experience</b>	Year of experience	Pass/Fail	At least 01 year of experience: Pass  Less than 01 year of experience: Fail	Pass
<b>Provide crisis communication (actual-happening case only)</b>	Provide services when needed	Pass/Fail	Provide services when needed: Pass  Do not provide services when needed: Fail	Pass
<b>Overall evaluation of Proposal</b>	Quality of proposal according to Vietnam Airlines scope of work	Points	25 points is the highest score for this criteria.  Proposal covered scope of work, in details discusstion: 20-25 points  Proposal covered scope of work: 15-20 points  Proposal not covered scope of work: 0-15 points	25 points
<b>Creative and proactive</b>	Creative and proactive about the proposal	Points	25 points is the highest score for this criteria.  Proposal creative and proactive : 20-25 points  Proposal creative: 15-20 points  Proposal creative and proactive: 0 - 15 điểm	25 points
<b>Staff</b>	Are employees experienced and equipped with the right equipment for the job?	Points	25 points is the highest score for this criteria.	25 points

			<p>There are experienced staff to serve exclusive to Vietnam Airlines: 20-25 points</p> <p>There are staff to serve exclusive to Vietnam Airlines: 15-20 points</p> <p>There are staff to serve to Vietnam Airlines and with other duties or have no staff to serve Vietnam Airlines: 0 – 15 points</p>	
<b>Office</b>	Office location? convenient?	Points	<p>25 points is the highest score for this criteria.</p> <p>Has an office location in San Francisco: 25 points</p> <p>Office location in the same time zone as San Francisco: 20-25 points</p> <p>Having office locations in major US cities: 15 - 20 points</p> <p>No offices or offices in small cities, different time zones from San Francisco: 0 – 15 points</p>	25 points

Partners must PASS on all PASS/FAIL evaluation criteria and earn at least 60 points in order to continue with the price assessment.

<b>Partner</b>	<b>USD including tax</b>	<b>USD not including tax</b>	<b>Rank</b>
A			
B			
C			