

## **DETAILS OF THE EXPRESSION OF INTEREST**

This expression of interest aims to identify a professional marketing, advertising and design entity or qualified person who would assist the Ministry for Justice and Home Affairs in creating and preparing a professional marketing package. This package will form part of a brief marketing campaign, aimed at a select targeted international audience, during which the Ministry will be promoting Malta's assets and related favourable conditions.

The chosen applicant will be required to

- provide design and PR consultancy services, in particular professional advice on the choice of themes, explanatory text and images to be used;
- propose the format how all information will be presented. This will include the designing of an informative brochure in A4 size, in colour, containing 12-16 pages and presented in the English language, and a 10-15 minutes DVD with English commentary, to complement the brochure.
- prepare 500 copies of brochures, DVD's and other promotional material and present in one consolidated package

**This exercise will need to be completed by not later than Friday 8 May 2009.**

### **Criteria**

The expressions of interest received from the applicants will be assessed on the basis of:

- Expertise (Relevant demonstrated expertise in the areas of marketing, advertising and design) 25
- Experience (in particular on the preparation of informative promotional packages) 25
- Capacity (to undertake this work within the specified timescales) 25
- Costs (quoted in the application) 25

### **Conditions**

1. The successful applicant will be expected to carry out the work and finalise it within the established timeframe (not later than Friday, 8 May 2009);
2. Ownership of all the material which is prepared for the scope of this exercise will pass to the Ministry for Justice and Home Affairs;
3. The successful applicant will be bound by a confidentiality agreement related to all information accessed as a result of the assignment;
4. All Expressions of Interest will be acknowledged and notified of the outcome.
5. Entities or persons wishing to be considered for this call, must complete the prescribed Expression of Interest Form (CV's of the persons working on the study are to be attached). The form is to be returned by hand (in a sealed envelope) together with the supporting documents to the Director, Corporate Services at House of Catalunya, Marsamxetto Road, Valletta by 4.00 pm, Friday 3<sup>rd</sup> April 2009.
6. Late or incomplete submissions will not be considered.
7. The Ministry reserves the right to choose that application which in its sole discretion represents the most advantageous offer.