ANNOUNCEMENT FORM OF A PUBLIC TENDER

Project: Global Creative Agency Services
Tender No: VQ-MRKT-PT-202607-032
Tender Title: Provision of Global Creative Agency Services on Fixed and Call-Off Basis

1	**Project's brief:**	Visit Qatar is seeking to appoint a Global Creative Agency as its strategic and creative partner for a period of three (3) years commencing on 1st January 2027. The appointed agency will be responsible for leading brand strategy, creative concept development, and the execution of integrated destination marketing and advertising campaigns across international priority markets (excluding the GCC). The appointed agency will support the evolution and stewardship of the Visit Qatar brand, ensuring brand consistency across B2C, trade, MICE, and corporate communications. The appointed agency will provide strategic, creative, and campaign delivery services to support Visit Qatar's international destination marketing activities. Services will include ▪ Brand and Campaign Strategy ▪ B2C Campaign Delivery ▫ Creative concepting and illustration (minimum 3 creative routes per campaign) ▫ Creative production planning and management (sourcing & overseeing 3rd party production specialists) ▫ Delivery of master campaign assets across all required media platforms ▫ Management and delivery of all asset localization / adaptation against media plan via partner agency ▪ B2B Communications ▪ Multilingual Adaptation & Localization The contract will comprise Retainer Services for the delivery of core annual campaigns and Call-Off Services for additional resources, tactical campaigns, localization requirements, and third-party production services. Where third-party production services are required, the agency shall conduct a competitive triple-bid process and manage the approved suppliers on a pass-through cost basis, subject to Visit Qatar's review and approval.
2	**Bid Validity Period**	120 Days from Bid Closing Date
3	**Tender Documents Available:**	Interested companies may obtain the relevant tender documents from the Visit Qatar Tenders and Auctions Committee (VQTC@visitqatar.qa) upon providing proof of electronic transfer of the tender fees to Visit Qatar's bank account, as detailed below. Tenderers are instructed to clearly mention the tender number in the payment transfer or deposit details to ensure proper tracking and processing. **Visit Qatar Bank Account details:** Account name: Visit Qatar Account No.: 0013-197180-001 IBAN: QA84QNBA000000000013197180001 Currency: QAR

4	Tender timeline:	Tender Issuance date	Sunday, 04 October 2026
		Purchasing of tender pack	Not later than Sunday ,18 October 2026
		Queries and Clarifications Cut-off Date	**No later than Sunday, 08 November 2026**
		Tender Closing	**Sunday, 15 November 2026 no later than 01:00 PM, Doha time**
5	Securities (Fees & Bonds)	Tender Fee	QAR. 5,000.00
		Tender Bond, and its validity	QAR. 4,000,000.00 "Qatari Riyals Four Million only" Valid for 120 Days.
		Performance bond, and its validity	10% of the total estimated value of the Fixed Retainer Services and the forecasted caps for Call-Off Services over the three-year contract term, excluding the cap allocated for Third-Party Production Services. for the three-year contract term within fifteen (15) days from the date of Contract signing. The Performance Bond shall remain valid until sixty (60) days after the expiry of the Contract
6	Bid's submission Methodology	Technical Proposal Submission: VQTECH@visitqatar.qa Commercial Proposal Submission: VQ.COM@visitqatar.qa Tender Bond Physical Document Delivery Address: Visit Qatar Headquarters, Building 41, Zone 03, Street 950, Wadi Msheireb St. Doha, Qatar Location Map: https://maps.app.goo.gl/gZWeh6zHG55y6HW8A Soft Copy of Tender Bond: A copy of the Tender Bond to be communicated with the confirmation of the physical submission to **VQTC@visitqatar.qa**	
7	Condition:	Visit Qatar reserves the right, during the contract period and with the approval of the Tenders and Auctions Committee, to adjust the quantities of items, contracting works, services, or the project scope, either by increase or decrease, in accordance with the provisions of Visit Qatar's Tenders and Auctions Charter.	