

ANNOUNCEMENT FORM OF A PUBLIC TENDER

Project: Creative Agency Services

Tender No: VQ-MRKT-PT-202605-021

Tender Title: Provision of Regional Creative Agency Services on Fixed Retainer and Call-Off Basis

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| 1 | Project's brief: | <p>Visit Qatar seeks to appoint a Regional Creative Agency to support the development and execution of integrated marketing and advertising campaigns across regional and local markets for a period of three (3) years.</p> <p>The appointed agency will provide strategic, creative, and campaign development services to support the promotion of Qatar as a leading global tourism destination.</p> <p>The contract will include Fixed (Retainer) Services, consisting of a dedicated embedded team responsible for day-to-day account management, creative development, and will support Visit Qatar in developing across multiple campaigns annually, covering seasonal, tactical, and always-on marketing initiatives.</p> <p>In addition, Call-Off Services shall be provided on an as-needed basis through an approved call-off mechanism and shall include:</p> <ul style="list-style-type: none"> ▫ Resource-Based Services comprising additional personnel, consultants, specialists, creative resources, technical experts, and other professional support resources required beyond the embedded retainer team; and ▫ Third-Party Production Services comprising campaign production, content production, printing, fabrication, events-related production, audio-visual production, photography, videography, talent, localization services, and other third-party deliverables necessary for campaign execution. <p>The agency will be responsible for campaign strategy, creative concept development, production of master campaign assets, and localisation and adaptation of campaign materials across multiple platforms and priority regional markets, ensuring alignment with Visit Qatar's brand strategy and tourism marketing objectives.</p> | | | | | | |
| 2 | Bid Validity Period | 120 Days from Bid Closing Date. | | | | | | |
| 3 | Tender Documents Available: | <p>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.</p> <p><u>Visit Qatar Bank Account details:</u> Account name: Visit Qatar Account No.: 0013-197180-001 IBAN: QA84QNBA000000000013197180001 Currency: QAR</p> | | | | | | |
| 4 | Tender timeline: | <table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Tender Issuance date</td> <td>21 June 2026</td> </tr> <tr> <td>Queries and Clarifications Cut-off Date</td> <td>No later than Tuesday ,14 July 2026</td> </tr> <tr> <td>Tender Closing</td> <td>Tuesday, 21 July 2026 no later than 10:00 AM, Doha time</td> </tr> </table> | Tender Issuance date | 21 June 2026 | Queries and Clarifications Cut-off Date | No later than Tuesday ,14 July 2026 | Tender Closing | Tuesday, 21 July 2026 no later than 10:00 AM, Doha time |
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| 5 | Securities (Fees & Bonds) | Tender Fee | QAR. 2,000.00 |
| | | Tender Bond, and its validity | QAR. 994,000.00 “Qatari Riyals Nine Hundred Ninety Four Thousand Only” Valid for 120 Days. |
| | | Performance bond, and its validity | 10% of the total fee for the Fixed Services and forecasted cap of Rate Card Services (Part 1 – Resources) for 3 years, submitted within 15 Days from the signing of the Contract. Valid for 60 days beyond the expiry of the Contract. |
| 6 | Bid's submission Methodology | <p>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</p> <p>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</p> | |
| 7 | Condition: | <p>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.</p> | |

