



Brussels, 14 March 2024

CALL FOR TENDER –Media Buying Agency
Campaign: 2024 European elections campaign
Countries: Germany, Period: 15 April – 15 June 2024
Deadline for conformation of participation – 25 March 2024
Deadline for Submitting required documents – 31 March 2024

The **Party of European Socialists (PES)** is looking for a media buying agency as a short-term partner to support the PES campaign for the 2024 European Elections in Germany.

The PES is the second biggest European political party, bringing together 33 full member parties from all EU countries and Norway. We have associate and observer members from Europe and beyond. The PES is represented in the European Parliament by the Group of the Socialists & Democrats.

The PES does not participate directly in the European Elections, but the European citizens can vote for the respective full PES member parties in their respective countries thus supporting the PES to partner with the Group of Socialists and Democrats and its newly elected MEPs for the next term of the European Parliament and can keep on fighting Together for more Social, Democratic and Sustainable Europe.

For more details visit www.pes.eu.

Our communications team needs a strategic partner to assist the process of improving PES 2024 EU Elections campaign, to achieve better reach and effectiveness and better media advertising prices both for online, social, and traditional media.

AGENCY TASKS:

The Party of European Socialists, hereinafter referred to as the "Party", invites qualified and experienced media buying agencies from Germany, or international agencies working at the German market to submit proposals for media buying services for both online and printed media in Germany. The selected agency will be responsible for strategizing, planning, negotiating, and executing media buying campaigns for the Party for the 2024 EU election in Germany.

SCOPE OF WORK:

1. Research and Strategy:

- Conduct market research to identify target audience demographics and media consumption habits.
- Develop a comprehensive media buying strategy aligned with the client's objectives and budget constraints.
- Provide insights and recommendations for optimizing media buying efforts.



www.pes.eu



www.facebook.com/PES.PSE



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Party of European Socialists

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2. Media Planning and Buying:

- Plan media buying campaigns across various online and printed media channels including but not limited to newspapers, magazines, websites, social media platforms, and display networks.
- Negotiate favourable terms and rates with media vendors to ensure cost-efficient placements.
- Ensure proper placement of advertisements to reach the desired audience segments.

3. Campaign Management and Optimization:

- Monitor and track campaign performance using relevant metrics and analytics tools.
- Optimize media placements based on real-time data and insights to maximize ROI.
- Provide regular reports and updates on campaign performance, highlighting key metrics and areas for improvement.

4. Creative Support:

- Collaborate experience with creative agencies and political parties to develop compelling ad creatives tailored to each media channel."
- Ensure consistency in messaging and branding across all media placements.

REQUIREMENTS:

Agencies that would like to participate in this tender should be:

1. A media buying agency with a proven record of media buying for online and traditional media advertisement space/time.
2. Based in Germany, or a country from the European Union with an experience on the German market.
3. Experienced in working for international clients and able to provide English-speaking account managers, creative directors and accountants.
4. Working, or have worked, for political organisations, national or international institutions or organisations, NGOs, funds or foundations with a humanitarian or philanthropic orientation etc., and have a record of creating social, political, environmental, charity etc. campaigns.
5. The applying agency currently should not have competitive clients participating at the 2024 EU elections campaign.

DOCUMENTS REQUIRED:

Interested agencies are requested to submit the following documents as part of their proposal:

1. Company Profile: Overview of the agency, including its history, expertise, and relevant experience in media buying.
2. Proposed Approach: Detailed outline of the agency's approach to media buying, including research methodologies, planning strategies, and optimization techniques.
3. Case Studies: Examples of past media buying campaigns demonstrating successful outcomes and ROI.
4. Team Composition: Information about key team members who will be involved in executing the project, including their qualifications and experience.
5. Budget and Cost Structure: Clear breakdown of fees, charges, and any additional costs associated with the proposed services.

EVALUATION CRITERIA:

Proposals by the agencies that would like to participate in this tender will be evaluated based on the following criteria:

1. Demonstrated expertise and experience in media buying at the German market.
2. Clarity and thoroughness of the proposed approach.
3. Track record of delivering successful media buying campaigns.
4. Qualifications and experience of the proposed team members.
5. Cost-effectiveness and transparency of the proposed budget and cost structure.

DEADLINES:

- Agencies should **confirm participation** in the tender no later than 25.03.2024 by sending a confirmation email to pes.communication@pes.eu and cc to financedirector@pes.eu with the subject "TENDER – 2024 Media Buying Agency".
- Agencies should **submit their REQUIRED DOCUMENTS** as described above, no later than 31 March 2024.
- Agency **evaluations** will be completed by the PES communications team and finances team by 8 April 2024.
- **Final results** will be announced before 15 April 2024.

ADDITIONAL INFORMATION:

- The Party reserves the right to reject any or all proposals received without providing any reasons.
- The submission of a proposal does not guarantee the award of a contract.
- All information provided in the proposals will be treated as confidential and used solely for the purpose of evaluating proposals.

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