

「2024-2025 印尼市場臺灣觀光公關宣傳案」

2024-2025 Taiwan Tourism Indonesia PR Campaign

招標規範

Bidding Specifications

- 一、本採購案適用政府採購法（以下簡稱本法）及其主管機關所訂定之規定。The “Government Procurement Act” (hereinafter referred to as the “Act”) and its related regulations promulgated by the responsible entity of the Act apply to this procurement.
- 二、招標機關 Tendering agency：台灣觀光協會吉隆坡辦事處（以下簡稱機關）。Taiwan Visitors Association Kuala Lumpur Office (hereinafter referred to as the “Agency”).
- 三、計畫名稱 Project name：2024-2025 印尼市場臺灣觀光公關宣傳案。2024-2025 Taiwan Tourism Indonesia PR Campaign
- 四、計畫目標 Project Objectives：
為提高臺灣觀光品牌於印尼地區知名度，強化目標客群認識臺灣觀光多元主題，本計畫規劃用「Saatnya Berkunjung ke Taiwan」為主軸名稱，設定宣傳推廣主題，運用印尼名人推廣臺灣為旅遊目的地意象，創造相關宣傳素材，輔以波段媒體宣傳，以增加印尼旅客赴臺觀光人數。In order to enhance the visibility of the Taiwan tourism brand in Indonesia and strengthen the target audience’s awareness of Taiwan's diverse tourism themes, aiming to increase the number of Indonesian tourists visiting Taiwan, this project plans to utilize the central theme name 'Saatnya Berkunjung ke Taiwan', establish a promotional theme, leverage Indonesian celebrities to promote Taiwan as a tourist destination, create relevant promotional materials, and supplement with band media promotion.
- 五、經費預算 Budget：
預算金額美金 60 萬元整（含稅，約合新臺幣 1,929 萬元）。The budget amount is USD 600,000 (including tax, approximately NT\$19.29 million).
- 六、履約期間 Performance Period：機關指定日期起 18 個月內履行採購標的之供應。The procurement subject shall be supplied within 18 months from the date specified by the Agency.

七、委託辦理內容 Contents of entrustment :

- (一) **推出臺灣觀光宣傳代言人** Introduction of Taiwan tourism promotional spokespersons : 邀請印尼地區具知名度及影響力 (網路社群追隨者達 400 萬以上) 之名人擔任臺灣觀光宣傳代言人, 參與印尼地區實體宣傳活動至少 3 場, 並於網路社群宣傳臺灣觀光相關資訊至少 40 次, 累積按讚數至少達 100 萬; 另製作宣傳代言人相關主題宣傳品至少 2 款共 1000 份, 以提升臺灣觀光品牌於印尼社群能見度。 Invitation of well-known and influential celebrities in Indonesia, each with over 4 million followers on social media, to serve as spokespersons for Taiwan tourism. They are required to participate in a minimum of 3 physical promotional events in Indonesia and share Taiwan tourism-related content on social media platforms at least 40 times, aiming to accumulate at least 1 million likes. Additionally, there is a requirement to produce at least 2 themed promotional materials featuring the spokesperson, totaling 1,000 copies, to enhance the visibility of the Taiwan tourism brand within the Indonesian community.
- (二) **規劃協助虛實整合宣傳** Planning and assisting in integrated virtual and physical promotion : 邀請印尼地區旅遊相關網路名人 (網路社群追隨者達 50 萬以上) 至少 4 名, 個別配合出席印尼地區宣傳活動至少共 4 場, 並以網路影片或社群貼文等方式宣傳臺灣觀光相關資訊至少共 80 次, 累積按讚數至少達 80 萬。 Invitation of a minimum of 4 Indonesian Internet celebrities related to travel (each with over 500,000 followers on social media) to individually attend a total of 4 promotional events in Indonesia. They will promote Taiwan tourism-related information at least 80 times through online videos, social media posts, etc., aiming to accumulate at least 800,000 likes.
- (三) **製作臺灣觀光宣傳影片** Production of Taiwan Tourism promotion videos : 邀請臺灣觀光宣傳代言人拍攝臺灣觀光宣傳影片綜合主題至少 1 部, 至少需剪輯 15 秒、30 秒及 60 秒三種標準版本, 另需剪輯 180 秒以上版本之幕後花絮, 相關影片完成後須赴臺灣辦理記者會宣傳至少 1 場, 並可供機關於印尼地區及臺灣地區公開場合及媒體廣告通路播放至少 18 個月 (自公開播映當日起算)。另製作主題性宣傳影片至少 4 部, 至少需剪輯 30 秒及 60 秒兩種標準版本並波段辦理宣傳活動(實體/線上)。履約期間

各版本影片於網路影音平臺累計觀看次數應達 500 萬次以上。Invitation of Taiwan Tourism Spokespersons to film at least 1 comprehensive theme of Taiwan tourism promotion video. This video should be edited into three standard versions of 15 seconds, 30 seconds, and 60 seconds, and an additional behind-the-scenes footage of at least 180 seconds. Following the completion of the relevant video, a press conference promoting the video should be held in Taiwan at least once. The video should be available for public viewing and media advertising by the Agency in both Indonesia and Taiwan for at least 18 months (counting from the date of public release). Additionally, production of at least 4 themed promotional videos is required, including two standard versions of 30 seconds and 60 seconds respectively, and band promotion activities (physical/online) should be conducted via media channels. The cumulative views of each version of the videos on online video platforms should exceed 5 million during the contract performance period.

- (四) **觀光宣傳影片媒體廣告** Tourism promotion video media advertising: 於大雅加達地區蘇迪曼爾大道(Jalan Jenderal Sudirman)上 3D 電子廣告看板播出 15 秒台灣觀光宣傳影片, 播放至少 1 個月。Broadcasting a 15-second Taiwan tourism promotion video on a 3D electronic advertising billboard on Jalan Jenderal Sudirman in the Greater Jakarta area for at least 1 month.
- (五) **提供各類觀光文宣素材** Provision of various tourism promotional materials: 設計編輯印尼文主題旅遊文宣手冊 2 款, 分別為臺灣觀光宣傳代言人款(A5 尺寸, 頁數含封面封底至少 50 頁, 印刷份數至少 1,000 份, 且配合影片公開播映期程完稿, 可供機關於印尼及臺灣地區公開場合使用至少 18 個月)、普通款(A5 尺寸, 頁數含封面封底至少 50 頁, 可供機關永久使用)。Designing and editing 2 types of Indonesian-language themed tourism brochure: (i) Taiwan tourism spokesperson edition: A5 size, with a minimum of 50 pages including front cover and back cover, printed in at least 1,000 copies. These brochures should be synchronized with the public screening schedule of the videos and made available for use by the Agency in public events in Indonesia and Taiwan for at least 18 months; (ii) General

edition: A5 size, with a minimum of 50 pages including front cover and back cover, available for permanent use by the Agency.

- (六) **其他創意加值服務提案** Other creative value-added service proposals：辦理提升本案整體執行效益之加值創意提案，惟本項工作不納入經費預算分配，並請註明搭配之工作項目及執行成本，以便機關履約管理。Conducting value-added creative proposals to enhance the overall implementation efficiency of this project. However, this task is not included in the budget allocation. Please specify the accompanying work items and implementation costs to facilitate the Agency's contract performance management.
- (七) 機關為執行本計畫，得經雙方確認工作項目後委請廠商為之，廠商除有正當理由外，應配合辦理；本案廣告素材或執行計畫需於事前送機關審核，通過後始執行、刊登。For the implementation of this project, the Agency may, after confirming the work items with both parties, entrust the supplier to carry them out. The supplier should cooperate with the Agency unless there are legitimate reasons for not doing so. The advertising materials or implementation plans for this project must be submitted to the Agency for review in advance, and be executed or published after approval.
- 八、**經費預算建議分配比例** Recommended budget allocation proportions：廠商可參考下列比例自行調配±2% The supplier may adjust the allocation based on the following proportions, with a variance of ±2%
- (一) **推出臺灣觀光宣傳代表** Introduction of Taiwan tourism promotional spokesperson：約 30%。approximately 30%.
- (二) **規劃協助虛實整合宣傳** Planning and assisting in integrated virtual and physical promotion：約 15%。approximately 15%
- (三) **製作臺灣觀光宣傳影片** Production of Taiwan tourism promotion videos：約 40%。approximately 40%
- (四) **觀光宣傳影片媒體廣告** Tourism promotion video media advertising：約 13%。approximately 13%
- (五) **提供各類觀光文宣素材** Provision of various tourism promotional materials：約 2%。approximately 2%
- 九、**著作權相關規定** Relevant provisions on copyright：

- (一) 廠商因履行本案契約所完成之著作，其著作財產權之全部於著作完成之同時讓與機關。廠商並同意不行使著作人格權。廠商保證對其人員因履行契約所完成之著作，與其人員約定以廠商為著作人，享有著作財產權及著作人格權。For the work completed by the supplier as a result of fulfilling the contract in this Prospectus, the entire property right of the work shall be transferred to the Entity at the same time as the work is completed. The supplier also agrees not to exercise the personality right of the copyright. The supplier guarantees that the supplier shall be the author of the works completed by its personnel due to the performance of the contract, and shall enjoy the property rights and personality rights of the copyright.
- (二) 廠商應保證本案完成之著作所引用的材料、道具、音樂或其他著作，已依法取得在國、內外重製、編輯、公開播送、公開演出、公開上映、公開傳輸、租售、視聽產品之重製發行及剪輯為影音出版品之著作權或授權，使其併同本案服務建議書所完成之著作，機關得為任何利用，並得授權非營利機構作非營利行為之觀光宣傳，無須另行支付費用。The supplier shall guarantee that the materials, props, music or other works quoted in the completed work of this service proposal have been legally obtained for local and foreign reproduction, editing, public broadcasting, public performance, public screening, public transmission, rental and sale, audio-visual, and that the reproduction, distribution and editing of the product is the copyright or authorization of audio-visual publications, so that it can be used in any way with the work completed in the service Prospectus of this Prospectus, and can authorize non-profit organizations to conduct non-profit tourism promotion without the need of additional fees.
- (三) 因著作權或授權等所衍生之法律、權利糾紛，均由得標廠商自負全責；如因此致機關遭受第三人主張權利或指控違法者，應由得標廠商賠償機關因此所受一切費用及損失，包含但不限於律師費用、訴訟費用、和解賠償金、差旅費等。The successful bidder shall be fully responsible for legal and rights disputes arising from copyright or authorization; and in the event the Entity is subject to a third-party claiming rights or accusing the Entity of breaking the Law, the successful bidder shall compensate the Entity for all

costs of the resulting damages, including but not limited to attorney fees, litigation costs, settlement compensation, travel expenses, etc.

(四) 本案其他著作權相關規定，詳見本案契約書。For other copyright-related provisions of this Prospectus, see the Contract of this Prospectus for details.

十、服務建議書格式及內容 Format and content of service Prospectus：

(一) 裝訂規則及交付 Binding rules and delivery：

1. 採中文或英文橫式書寫，以 A4 格式印製，採雙面印刷為原則，並編列頁碼及加裝封面。Written in Chinese or English horizontally, printed in A4 format, double-sided printing on principle, with page numbers and a cover.
2. 封面應書明採購案名稱、廠商名稱、負責人及本案聯絡人聯繫資訊。The cover should state the name of the procurement Prospectus, the name of the supplier, the person in charge and the contact information of the contact person of the Prospectus.
3. 裝訂方式 Binding method：裝訂線在左側，裝訂成冊。the binding line is on the left, bound into a booklet.

(二) 份數 Number of copies：一式 6 份並附電子檔 1 份。6 copies and 1 electronic file attached.

(三) 服務建議書至少應包含以下內容 The service proposal should at least include the following contents：

1. 目標對象分析及行銷主軸 Target audience analysis and marketing axis.
2. 執行本案工作人員人力計畫（須籌組專案團隊辦理，並應明確區分其工作責任及作業方式）。To execute the manpower plan for the staff of this Prospectus (a special case team shall be formed to handle it, and their work responsibilities and operation methods should be clearly identified).
3. 本案計畫時程及進度表。The planned schedule and progress of this Prospectus.
4. 專案內容暨經費單價表。Prospectus content and cost unit price list.
5. 其他可提供之專業服務及增值服務（納入評分考量，得標後列為應執行事項。Other professional services and value-added services that can be provided (included in scoring considerations, listed as matters to be implemented after winning the bid).

6. 代言同意文件。Endorsement Agreement.

7. 過去執行相關案件實績說明。Explanation on the actual performance of related cases in the past.

(四) 服務建議書內容於交付後，廠商不得主動提出修改或增訂。After the content of the service proposal is delivered, the supplier shall not initiate amendments or additions.

十一、評選標準與評選方式 Selection criteria and selection method：

(一) 評選標準：由機關依規定組成「採購評選委員會」，並根據政府採購法第 22 條第 1 項第 9 款規定「委託專業服務、技術服務或資訊服務，經公開客觀評選為優勝者」為優勝廠商。Selection criteria: The Entity shall form a “Procurement Evaluation Committee” in accordance with the regulations, and in line with Sub-paragraph 9 of Paragraph 1 of Article 22 of the Government Procurement Act: “in the case of contracts for professional services, technical services or information services awarded to the winner selected publicly and objectively” for the winning supplier.

(二) 評選方式：廠商經簡報、答詢後，由各評選委員分別評分。Selection method: After briefing and answering questions, the suppliers shall be appraised by each selection committee.

(三) 評選項目與配分 Selection Items and Allocation：

	評選項目 Selection Items	配分 (分) Allocation (points)
1	整體宣傳計畫策略擬定與規劃 Formulation and planning of overall publicity plan strategy	20
2	宣傳代表效益、公關活動、宣傳影片、旅遊手冊…等各工作項目內容及進度規劃 Content and progress planning for various work items such as spokesperson benefits, public relations activities, promotional videos, travel brochures, etc.	30
3	廠商之規模、能力、過去與觀光推廣機構合作之實績；執行本案工作人員能力與專業性、配合度 The scale, capability and actual performance	15

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	of similar cases of the supplier; the professionalism and cooperation of the working team in this Prospectus.	
4	經費運用合理性 Reasonable use of funds.	20
5	增值服務 Value-added service	10
6	簡報及答詢 Debriefing and Q&A	5
	合計 Total	100

(四)評選程序 Selection procedure：詳投標須知第 63 點。Refer to Article 63 of the Instructions to Tenderers

Note: In case of any discrepancies or inconsistencies between the Mandarin and English text, the Mandarin version shall prevail.