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| <b>Subject</b>         | Tender of PR Services for Samsung Electronics Czech and Slovak, s.r.o.  |
| <b>Introduction</b>    | <p>Group Samsung Electronics is the world's leading manufacturer of semiconductors, telecommunication equipment, digital media and digital convergence technologies. Samsung is the 6<sup>th</sup> best global brand (according to Interbrand ranking, 2018)</p> <p>Samsung Electronics Czech and Slovak, s.r.o. ("Samsung") represents a group in the Czech and Slovak Republics and operates four sales divisions - telecommunications, information technology, home appliances and audio - video equipment.</p> <p>Samsung inspires the world and creates the future through its transformative ideas and technologies. The company newly defines the world of television, smartphones, tablets, wearables and digital appliances, net and memory elements, LSI systems, semiconductors and LED displays. For updated news, please visit the <i>Samsung Newsroom</i>: <a href="http://news.samsung.com">http://news.samsung.com</a>.</p> <p>For deeper insight to Samsung's history, please visit:<br/><a href="https://www.samsung.com/cz/aboutsamsung/company/history/">https://www.samsung.com/cz/aboutsamsung/company/history/</a></p> <p>Samsung's most important objectives are to be perceived as a stable, innovative leader on the Electronics market, investing resources into Science and Technologies, communicating clearly with its partners and customers and building a strong partnership with the end-users.</p> |
| <b>Project leader</b>  | David Sahula, PR Manager, Samsung Electronics Czech and Slovak  |
| <b>Contact person</b>  | In case of further questions please contact Adela Rozboudova solely via e-mail at <a href="mailto:a.rozboudova@samsung.com">a.rozboudova@samsung.com</a> . Please note that all questions and answers will be shared with all tender participants.  |
| <b>Timing</b>          | <p><u>1<sup>st</sup> round of the Tender:</u><br/>Date of Brief release: June 5<sup>th</sup>, 2019<br/><b>Deadline for confirmation of participation</b> in the tender from agencies: <b>June 10<sup>th</sup>, 2019 EOD</b> (to be sent to <a href="mailto:a.rozboudova@samsung.com">a.rozboudova@samsung.com</a>)<br/><b>Deadline for submission of proposals: June 23<sup>rd</sup>, 2019 EOD</b> (to be sent to <a href="mailto:a.rozboudova@samsung.com">a.rozboudova@samsung.com</a> )<br/>Notification of the results of the 1<sup>st</sup> round and invitation to the 2<sup>nd</sup> round: by July 21<sup>st</sup>, 2019</p> <p><u>2<sup>nd</sup> round of the Tender:</u><br/><i>The deadlines will be announced after finalizing the 1<sup>st</sup> round.</i></p>  |
| <b>Project Summary</b> | <p><b>Subject:</b> PR communication for Samsung Electronics Czech and Slovak, s.r.o.</p> <p><b>Industry:</b> Electronic retail business</p> <p><b>Product categories:</b> Mobile Phones, Accessories, Tablets, Wearables, AV/TV (TV, Audio and Video equipment, Home Appliances, monitors, memory products, professional displays, air conditioners, etc. (for a full overview of products offered on the Czech market visit <a href="http://www.samsung.com/cz">www.samsung.com/cz</a>)</p> <p><b>Length of cooperation:</b> Long-term - 1-year contract with automatic annual renewal</p> <p>We are searching for a Public Relations agency to provide full service in consulting as well as day-to-day services in public and media relations, preparation of strategies and defining the key messages for communications.</p> <p>This OPEN TENDER will take place in 2 rounds.</p> <p>The agency needs to cover the <b>Slovak republic</b> and must fulfill these criteria:</p>   |

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|                                   | <ol style="list-style-type: none"> <li>1. The agency must operate as a PR service provider on the market at least for 2 years, to have at least 1 experienced consultant dedicated to providing service to Samsung Electronics while the consultant must have at least 5 years of experience in PR.</li> <li>2. The agency must have the PR communication as the core business activity.</li> <li>3. The agency must have at least 1 year of experience in providing PR services for a B2C electronics or technology company.</li> <li>4. The agency and the dedicated consultant to Samsung Electronics must have established relationships with both technology and lifestyle journalists.</li> <li>5. The agency does not currently provide any service to Samsung Electronics' direct competitors in the Slovak republic (incl. distributors and manufacturers)</li> <li>6. Min. 200,000 EUR turnover + Low Credit Risk from Credit Check.</li> <li>7. To be ready to purchase 3<sup>rd</sup> party services or products or to provide re-invoicing at least in the amount of 30,000 EUR monthly.</li> </ol> <p><u>We expect full PR service activities from the agency, such as:</u></p> <ol style="list-style-type: none"> <li>1. Preparation of communications strategies and plans and providing advising in communications</li> <li>2. Regularly and continuously contact and cooperate with journalists from the national and regional media and selected tech influencers for the purpose of security of media coverage in compliance with the communication strategy of the client</li> <li>3. Co-operation with professional medial titles (testing of products, etc.) and PR samples / Review management</li> <li>4. Press releases - selection and translation of the relevant international press releases of the Client, preparation of local press releases for the media in the Slovak republic, processing of press kit, distribution and follow-up of press releases.</li> <li>5. Analyses of the media monitoring, media image analysis and the Agency's recommendation</li> <li>6. Preparation of press conferences</li> <li>7. Organization of other events - informal meetings with journalists, press trips</li> <li>8. Preparation of texts, proofreading of articles and website pages, basic graphic adjustments</li> <li>9. Regular dispatch of weekly and monthly summaries of media coverage of the Client, analyses of monitoring and overview of activities undertaken</li> <li>10. Corporate PR of the Client, profiling of individuals on the Client's part</li> <li>11. Sponsoring - recommendations in the area of sponsoring, donating and charitable projects</li> <li>12. Preparation of special projects: special PR projects, organization of various ad-hoc activities (not only for media representatives), crisis communication manual, media audit, etc.</li> <li>13. Monitoring of PR activities undertaken by the Client's competitors</li> </ol> <p>Note: Regular Social Media / Community Management is not the part of the PR agency responsibilities – there is the separate agency responsible for social media (but the PR agency can be asked to participate in some projects or to create broader communications projects with some overlap to social media).</p> |
| <p><b>Tasks for Companies</b></p> | <p><b>Request for the 1<sup>st</sup> round:</b></p> <p>In the form of a PowerPoint presentation (<b>maximum of 12 slides</b>), the participant is asked to provide (in English):</p>   |

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|  | <ol style="list-style-type: none"> <li>1. A profile of the company (incl. the date of establishment of the agency, history, experience, affiliations, certifications etc.)</li> <li>2. The full list of current clients.</li> <li>3. The list of current or past B2C electronic or technology company clients incl. the length and scope of cooperation.</li> <li>4. Agency organizational chart and information about the number of employees and contractors</li> <li>5. In case the agency uses any agency-client-agency software or interface for communication and sharing information/documents, it is asked to briefly introduce this tool.</li> <li>6. Introduction of the team that would work on Samsung Electronics account (names, experiences incl. its length in PR, education, etc. incl. on how long the given team members have been working for the agency and on what accounts) and their responsibilities.</li> <li>7. At least 2 case studies on PR projects done for B2C companies (at least one must be done for a B2C electronics or technology company).</li> <li>8. SWOT analysis on how the agency perceives the current PR of Samsung Electronics in the Slovak Republic.</li> <li>9. Official name of the agency and contacts.</li> </ol> <p><b>Request for the 2<sup>nd</sup> round:</b></p> <p>The request (there will be focus on the creative strategy capabilities of the agency) will be specified to the shortlisted agencies invited to take part in the 2<sup>nd</sup> round of the tender.</p> <p>Please note that Samsung may do its own investigation or ask the agency stakeholders (such as past or current clients, suppliers, journalists or influencers) for their feedback on the agency.</p> |
| <p><b>Evaluation criteria 1<sup>st</sup> round</b></p> | <ol style="list-style-type: none"> <li>1. Agency financial, organizational and human resources stability</li> <li>2. Agency and staff professionalism and experience</li> <li>3. Agency creativity</li> <li>4. Agency understanding of Samsung's business, tasks and priorities</li> </ol>   |