



ASSOCIATION FOR INTERNET PROGRESS

**Invitation to Tender for the Implementation of
internet Advertising Monitoring in the Czech
Republic**

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1. Introduction

The Association for internet Progress (SPIR) is a professional association of companies engaged in online advertising in the Czech Republic. It consists of 54 members, the largest providers of advertising space and sponsors of internet advertising.

One of the SPIR's projects is the monitoring of display internet advertising expenditures ([AdMonitoring](#)). The current monitoring is carried out by the Nielsen Admosphere agency.

By means of this document, SPIR invites those interested in implementation of the online advertising expenditures monitoring to submit their bids and define its basic requirements and parameters of the project. The assumed start of the new project wave is the third quarter of 2016. Expected length of the contract is three years with option to prolongation.

1.1. Sponsor Identification Data

Name	Sdružení pro internetový rozvoj v ČR, z.s.p.o. (SPIR)
Headquarters	Korunní 89, 130 00, Praha 3
Business ID number	701 080 05
Tax ID number	CZ701 080 05
Bank	Raiffeisenbank, bank account: 375076001/5500
Contact	Kateřina Hruběšová, Peter Kokavec katerina.hrubesova@spir.cz ; peter.kokavec@spir.cz
www	http://www.spir.cz

1.2. Basic Information about the Market and Current Advertising Monitoring Methods

AdMonitoring is a project that monitors display advertising expenditures. It is based on the combination of three methods:

- Declaration of campaigns and their effect by cooperating media.
- The Nettrack scanning robot identifies and downloads advertisements in monitored media.
- Regular audit of output samples by media agencies.

The outputs provide information on the level of advertising expenditures in both the terminated and on-going campaigns up to the level of individual visuals (creatives) that are stored in a database and made available to clients. The main types of monitored ads include banner, flash, text and combined ads. Collected data are released on a monthly basis via an online application. The outputs include information on campaigns in cooperating media as well as estimated advertisement effect in non-partner media. The project includes a central Pricelist Centre that collects information on purchase terms and conditions of advertising space on individual servers and their sections. Data from the database together with the price database allow for calculation of the gross price paid by the advertisers on reporting servers (members) in the product segments and defined periods of time.

Media (media representations, networks...) involved in the project now cooperate significantly in the course of data reporting. The operators guarantee updating of pricelist purchase terms and conditions for offered advertising positions and send data to a declarative database that collects information on terminated, on-going and planned campaigns:

- Campaign description and list of their positions in relation to the pricelist.
- Declaration of the campaign effect in pricelist positions.
- Advertising objects with unique metatags.

Agencies participate in the project by regular audits of a smaller sample of terminated campaigns. All declarations primarily use automatic solution requiring integration of the AdMonitoring system with advertising systems of cooperating entities.

Declaration content: Apart from the title and optional detailed description (version, slogan) the campaign carries information related to the investor, brand, product, product segment and agency. The individual declarations deal with the combination of a campaign and pricelist position. Moreover, they include information on the period, number of impressions or another indicator (e.g. clicks for the PPC purchase model) that quantify the advertisement effect depending on the selected purchase model.

Concurrently with the AdMonitoring tender we invite also tenders focused on internet audience measurement project NetMonitor. Its main purpose is to provide reliable data for advertisement planning in this media type market. Requirements of the AdMonitoring project are available here; both competitive tendering procedures are concurrent. Applicants may, if interested, submit a bid for this project as well and make use of possible synergies (e.g. a common panel, scripts, etc.)

2. Solution Description

2.1. Project Objectives

- The main objective of the project is to monitor and collect information on volume, format, period and investors of advertising campaigns on the internet, for various advertising forms and advertising format types in the most extensive possible scope, including a database of advertised creative ads.
- The output will be information on volume and value of online advertising in individual monitored types of campaigns regardless the manner of purchase.
- The Implementer is expected to respond to the development of advertising forms and formats during the course of the project and to adapt its methodology to the changes in the market.

2.2. Description of Proposed Solutions

- Bidders shall describe the proposed methodology of measurement. For the purpose of the AdMonitoring project SPIR may ensure cooperation of involved media and agencies and invites the interested parties to submit an alternative solution with and without participation of cooperating entities (media/agencies) or, as the case may be, both alternatives.

- The bids shall include separate description of the technical solution (e.g. use of tracking robots, scripts, tags, etc.) including description of functions and possible effect on the media audience.
- If the proposed solution counts with a panel, the Bidders shall propose the recommended size and structure of the panel, the manner of recruiting, motivation, remuneration and rotation of panel members.
- If the proposed solution counts with cooperation by participating media or agencies (reporting effects, volume audits, etc.), the Bidders shall describe the expected manner of participation and specify the content and scope of work to be done by the media and agencies.
In case of proposed cooperation of media during the reporting of campaign effect, the Bidders shall propose a suitable form of campaign information sending and processing (impression, position, prices, etc.¹). They shall also describe control mechanisms in order to eliminate errors caused by a human factor.

¹ For implementation of this part of the project SPIR may negotiate use of the existing systems in the market.

- The bids shall state, which types of advertising will be monitored, how and to what extent: display, mobile ads, video streaming, programmatic, direct mails, PR articles, advertising and social networks, etc.
- The Bidders shall specify data outputs of the proposed monitoring. SPIR requires the following minimal outputs related to the monitored campaigns:
 - investor
 - medium and operator
 - brand
 - product and category
 - period
 - format
 - effect in impressions and pricelist prices
- The Bidders shall describe whether, how and to what extent creative ads from monitored campaigns will be stored and described, and how their availability in outputs will be ensured. They will also describe possible risks related to the copyright issues.
- The bids shall include description of determination of the campaign size and pricing, i.e. how the volume of advertising space (impression/time...) and the value (money) will be defined regardless the method of purchase (model of sale). The Bidders shall specify how the project will handle various models of sale.
- The Bidders shall propose definition of main used advertising formats, specify the manner of differentiation of various advertising forms at one location and propose solution for keeping records of floating campaigns (whether and how breakdowns to specific media and sections will be possible).
- The bid shall include a proposal of expected product segmentation and description of data cleaning, integration of advertisers' ID and campaign titles in outputs and division in categories.
- The bid shall include description of reporting instruments, analytical software, interface for data access, etc. The Sponsor will appreciate the possibility of testing access and examples of work with output data.

2.3. Scope of Cooperation with the Sponsor

- The project includes regular reporting of outputs and any possible problems/methodology modifications to the Sponsor. The assumed scope is the following:
 - the extent and guarantees for storage, availability and delivery of data;
 - information on the project status, e.g. by means of regular written reports and personal meetings, participation in the methodology commission meetings, participation in PR presentations;
 - availability and readiness of the Implementer's personnel for problem resolution, the possibility of day-to-day communication, guaranteed response times;
 - information on problems, planned changes, etc., sufficiently in advance, automatic notifications in case of application malfunction, etc.;
 - preparation of billing documents on a regular basis.
- SPIR shall ensure the agreed scope of cooperation by cooperating media and agencies.

3. Requirements of the Bid Form and Submission

- All bids, oral presentations and contract wording shall be in the Czech language.

- Bidders shall submit their bids in an electronic format in two copies (MS Word and PDF format) within the given deadline, i.e. November 13, 2015 to the addresses: katerina.hrubesova@spir.cz; peter.kokavec@spir.cz .

- E-mail containing both attached versions of the bid shall be marked in the “subject” as “Monitoring of internet Advertising in the CR”. The Sponsor will confirm the bid receipt by e-mail to the Bidder’s address, from which the bid was sent.

The Bidders shall submit a draft of the contract, guarantees of the system functionality, and SLA defining the scope and level of provided services. The draft shall contain the rules of communication between the Sponsor and the Implementer, guaranteed availability of the Implementer's personnel, the manner of continuous information on the status of the project, etc.

4. Time Schedule

Within the preparatory period the Bidders may contact SPIR’s representatives by e-mail with their questions related to the competitive tendering. SPIR will answer them within 5 working days.

SPIR reserves the right to open more detailed negotiation with any Bidder during the whole tendering period.

Tenders invited on: September 11, 2015

Bids received by the Sponsor: November 13, 2015

11-12/2015	Evaluation of written bids
12/2015	Personal presentation by the Bidders (approximately 1 hour of presentation and 30 minutes of subsequent discussion/questions)
1/2016	Clarification of specifications by SPIR, additional questions to Bidders
2/2016	Second evaluation round, announcement of the winner
3-6/2016	Measurement preparation
Q3/2016	Commencement of the new wave of internet advertising monitoring

5. Qualification Requirements

In their bids the Bidders shall present:

- The organization, its local office and project team (project managers, statisticians, analysts, methodists, etc.). If the Bidder does not have a local office, he will describe how the office will be set up, how it will operate and which personnel will be employed.
- Experience of the Bidder with similar projects, referential projects including contact information of persons, who are able to provide references/recommendations.
- Information whether the solution has been implemented in the Czech Republic or abroad. If yes, the Bidder will describe its use and enable testing access to its outputs.
- Compliance with professional and ethical standards (membership in professional organizations).

6. Evaluation of Bids

- Bids will be evaluated by an authorized commission in two rounds (written bids and personal presentation). The commission will recommend the most suitable bids to the SPIR Executive Board.
- Negotiation of the contract will be initiated with the winning Bidder. If an agreement with the selected Bidder is not achieved, the next Bidder in order will be addressed.

7. Price Bid

The price shall be indicated with and without VAT and broken down as follows:

- the total price of the project implementation;
 - functioning of an independent monitoring system without cooperation with involved entities (if it is a part of the bid);
 - the panel part of the measurement (if it is a part of the bid);
 - data processing and output preparation;
 - client service.
- The Sponsor accepts another price breakdown if the bid structure does not allow for the above mentioned breakdown.

8. Final Provisions

- Data ownership: the gross measured data as well as the output aggregated data shall be owned by the Sponsor and the Sponsor shall be authorized to use them for commercial or marketing purposes and to make them available to third parties. If a new panel is created, it shall be owned by SPIR. The possibility to use an existing panel of the Bidder (if it is available) shall be specified in the bid. SPIR assumes it will have access to databases, if it is necessary for the check of measurement correctness.
- Exclusivity: during the term of the project the Implementer may not carry out identical activities in the Czech Republic, process the same type of project or offer a product, which is similar to the project, to another client with the exception of cases agreed upon by the Sponsor.
- The Implementer may delegate a part of the project to its subcontractor; however, he retains the same responsibility as if he realized this part himself (including the exclusivity commitment compliance by the subcontractor). The Sponsor requires that the Bidder's bid specifies which part of the project is to be delegated to one or more subcontractors. Nevertheless, SPIR will communicate only with the Implementer that is responsible for the whole project in compliance with provisions of the SLA and the contract. Bidders, who will implement a part of the project with subcontractors, shall specify identification and contact data of the subcontractor in their bid and enclose the subcontractor's references and binding written statement on future cooperation.
- The project implementation shall include high-quality client service that is able to solve various methodological and technical problems. We also expect a proactive approach to technological challenges that will occur during the research stage. SPIR's commissions and workgroups shall collaborate with the Implementer in the course of on-going improvement of measurement.

- The winning Bidder shall be bound to implement the project. Any subsequent modifications to the solution are possible if approved by the SPIR Executive Board.
- Any disputes between the Sponsor and the Implementer shall be solved in the Czech Republic.

The Sponsor reserves the right to:

- amend or modify the wording, conditions and terms of the tendering procedure;
- change the specified dates of the tendering procedure;
- cancel the tendering procedure without giving any reason;
- refuse all of the submitted bids;
- request additional information and amendments of the submitted bids;
- verify the data stated by the supplier in the bid;
- negotiate about the final form of the project and the wording of the contract with the Bidder /Bidders with the most appropriate bids;
- not cover the costs that the Bidders incur in respect of participation in the existing competitive tendering;
- not return received bids.