

AŽ 017/2026 Call for Quotations for the Development and Production of the Smart Travel National Youth Information Campaign 2027 - TRAVEL SMART. *Plans made. Bags packed. Ready to go?* By Aġenzija Żgħażaġh.

1.0 Context

Young people increasingly travel abroad for holidays, education, employment, Erasmus+ and other mobility opportunities, volunteering, international projects, festivals, sporting activities and personal development. Planning a trip today is easier and faster than ever. Flights can be booked, accommodation secured and itineraries planned within minutes. Yet being ready to travel requires more than having the plans made and the bags packed.

Young travellers need reliable information and practical awareness to make informed decisions, manage unexpected situations, protect their health and wellbeing, safeguard their finances and personal information, and travel confidently and responsibly.

Aġenzija Żgħażaġh therefore intends to launch a national Smart Travel Campaign aimed at positioning smart travel preparation as an essential part of the travel experience.

The campaign shall also strengthen recognition of Aġenzija Żgħażaġh and Youthinfo Malta as trusted sources of practical youth information before and during travel.

2.0 Campaign Aim

To encourage and empower young people to travel informed, prepared, confidently and responsibly, by presenting smart travel preparation as a natural part of getting ready to go.

3.0 Campaign Objectives

The campaign shall seek to:

3.1 Inform

Increase young people's awareness of practical travel considerations including:

- travel planning and documentation;
- healthcare and travel cover;
- financial preparedness;
- personal and digital safety;
- scams and consumer awareness;
- emergency preparedness;
- health and wellbeing;
- local laws and cultural awareness;
- sustainable and responsible travel; and
- youth mobility opportunities.

3.2 Empower

Encourage young people to:

- make informed travel decisions;
- prepare effectively before travelling;
- respond confidently to unexpected situations;

- know where to seek reliable information and assistance;
- travel independently and responsibly; and
- develop practical life skills through travel.

3.3 Inspire

Present travel positively as an opportunity for:

- discovery;
- learning;
- independence;
- personal growth;
- cultural understanding;
- international experiences; and
- meaningful engagement with different people and places.

3.4 Connect

Strengthen awareness of Aġenzija Żgħażaġħ and Youthinfo Malta, including relevant Eurodesk and European youth mobility information, as reliable sources of youth travel information.

4.0 Target Audience

The campaign shall primarily target young people aged 16–30 years, with particular creative relevance to young adults aged approximately 18–24 years.

The campaign should reflect the diversity of young people's travel experiences, including holidays, independent travel, group travel, Erasmus+ mobility, volunteering, education, employment, internships, festivals, sporting activities and other international experiences.

Secondary audiences may include parents, youth workers, educators and organisations supporting young people's mobility.

5.0 Campaign Creative Direction

The campaign shall be developed around the following creative direction:

TRAVEL SMART

Plans made. Bags packed. Ready to go?

The central campaign idea is that being ready to travel means more than booking the trip and packing the suitcase.

The campaign should progressively reinforce the message:

PLANS MADE.

BAGS PACKED.

TRAVEL SMART.

READY TO GO.

A possible supporting message is: Ready is more than packed. Travel Smart.

The successful bidder shall creatively develop and refine this direction into a distinctive, contemporary and integrated national campaign.

The campaign must be:

- youth-centred;
- stylish and contemporary;
- positive rather than alarmist;
- concise;
- relatable;

- engaging;
- informative without becoming instructional;
- suitable for adaptation across different media; and
- immediately recognisable as one integrated campaign.

The approach should reflect the way young people currently communicate, consume content and experience travel, while avoiding short-lived trends or language that may quickly become dated.

Creative agencies shall retain sufficient freedom to propose the strongest visual, narrative and communication treatment within this overall campaign direction.

6.0 Assignment and Required Deliverables

Aġenzija Żgħażaġħ is seeking to contract a suitably qualified marketing and/or advertising agency to creatively develop and produce the Smart Travel campaign.

The following constitute the required deliverables:

Deliverable	Requirement
Campaign Concept and Identity	Develop and refine the campaign concept, slogan/supporting messages, visual identity and common creative treatment to be applied consistently across all campaign materials.
TV Advertising	Develop, script and produce in mp4 and mxf formats three (3) television/video adverts of up to 30 seconds each, forming part of one coherent campaign.
Radio Advertising	Develop and produce three (3) radio/audio adverts of up to 30 seconds each, creatively adapted from the overall campaign concept.
Social Media Campaign	Develop a coordinated package of youth-oriented social-media content including short-form video, Stories, interactive/scenario-based content and static visual material suitable for the Agency's relevant social-media platforms.
Electronic Banners	Design a coordinated set of electronic campaign banners suitable for digital advertising, social platforms and online news portals.
Bus Shelter Advertising	Develop three (3) complementary bus-shelter advertising designs forming part of the wider campaign identity.
Billboard Advertising	Develop two (2) high-impact billboard concepts/designs, using concise and immediately recognisable campaign messaging.
Public Transport Bus	Develop one (1) complete creative concept and artwork for the external wrapping of a public transport coach.
Travel Smart Digital Resource	Develop and design a concise, youth-friendly digital Travel Smart resource/checklist containing practical information to support young people before and during travel.
Digital Call-to-Action	Develop a common campaign call-to-action, including a QR-based mechanism where appropriate, directing young people to the relevant Aġenzija Żgħażaġħ/Youthinfo Malta travel information.
Campaign Performance Report	Submit a concise post-campaign report covering agreed campaign reach, engagement and digital performance indicators, where measurable.

All campaign materials shall share a consistent visual, verbal and creative identity.

Materials shall be produced and supplied in the appropriate professional formats and specifications required for their intended television, radio, digital, social-media and outdoor advertising use.

Maltese and English shall be used as appropriate to the respective campaign material and target audience, in consultation with Aġenzija Żgħażaġh.

7.0 Indicative Narrative Direction

The following is intended to communicate the strategic relationship between the three principal advertisements. It should not restrict agencies from proposing stronger creative interpretations.

7.1 Advert 1 – Plans Made

The excitement of planning the trip: destination selected, flights booked, accommodation confirmed and itinerary planned.

The campaign introduces the question: Plans made. But are you Travel Smart?

The execution should introduce the importance of being informed and prepared beyond simply organising the trip.

7.2 Advert 2 – Bags Packed

The familiar experience of packing for a trip: clothes, technology, personal items and everything considered essential.

The narrative introduces the less obvious preparations that matter when travelling, such as documentation, health considerations, payment alternatives and access to important information.

Bags packed. But are you Travel Smart?

7.3 Advert 3 – Ready to Go

The journey begins.

The young traveller encounters an unexpected but relatable travel situation and responds confidently because they are informed and prepared.

The message should reinforce that smart travelling does not mean expecting something to go wrong. It means knowing what to do if plans change.

The campaign culminates in:

**PLANS MADE.
BAGS PACKED.
TRAVEL SMART.
READY TO GO.**

Agencies may develop alternative narrative treatments provided that the overall campaign objectives and creative direction are retained.

8.0 Outdoor and Environmental Advertising

Outdoor executions shall prioritise visual impact and minimal copy.

Possible messaging may include:

**PLANS MADE. BAGS PACKED. TRAVEL SMART.
READY IS MORE THAN PACKED.
READY TO GO? TRAVEL SMART.**

Outdoor executions shall clearly connect with the wider campaign identity and direct audiences towards the campaign's digital information source.

The public transport coach should be treated as a high-visibility moving campaign asset, rather than merely reproducing a conventional advertisement.

9.0 Campaign Launch and Duration

The Smart Travel campaign is intended to officially launch on 9th May 2027 and shall be implemented during the principal pre-summer and summer travel period, with the exact campaign duration and media schedule determined by Aġenzija Żgħażaġħ.

All approved campaign materials shall therefore be finalised and delivered sufficiently in advance of the launch date.

The successful bidder shall submit an appropriate production schedule covering creative development, approval, production and final delivery.

10.0 Eligibility

Interested bidders shall demonstrate:

10.1 Experience in developing integrated marketing, advertising, public-awareness and/or social-impact campaigns.

10.2 Experience in developing creative campaigns targeting young people and/or comparable audiences.

10.3 Professional capacity in video, audio, digital, social-media and visual advertising production.

10.4 Proof that they can deliver all the assignments mentioned under clause 6.

11.0 Submission Requirements - Interested bidders shall submit the following documentation:

11.1 Company Profile - A concise profile outlining the bidder's relevant expertise and experience.

11.2 Relevant Portfolio - Examples of previous comparable campaigns or creative assignments.

11.3 Creative Treatment - A concise proposal explaining how the bidder intends to creatively develop: TRAVEL SMART – Plans made. Bags packed. Ready to go?

The proposal should demonstrate the bidder's understanding of the target audience, intend campaign tone and proposed integrated creative approach.

11.4 Indicative Visual Direction - A mood board, indicative visual direction or equivalent representation of the proposed creative treatment.

11.5 Methodology and Timeframe - A concise implementation approach and production schedule demonstrating the bidder's ability to complete the assignment ahead of the campaign launch must be submitted, with the latest date by which the developed, approved, and submitted deliverables to Aġenzija Żgħażaġħ must be submitted is 30th March 2027, end of business.

11.6 Financial Offer

An itemised financial offer covering all deliverables specified under Section 6.0.

The financial offer shall clearly indicate:

- price per principal deliverable, including VAT
- Total Quotation Cost, including VAT.

12.0 Budget

The maximum allocated budget for the complete assignment is €11,800 VAT inclusive.

The budget relates to the creative development and production of all deliverables specified under Section 6.0.

Unless otherwise expressly requested by Aġenzija Żgħażaġħ, external media-buying costs, advertising-space rental, airtime, printing, installation and physical coach-wrapping costs shall not form part of the quoted creative-production budget.

No quotation exceeding the maximum allocated VAT-inclusive budget shall be considered.

13.0 Award Criteria

The contract shall be awarded to the most economically advantageous compliant offer based on the following criteria:

Financial Offer – 30%

Technical and Creative Offer – 70%

The technical and creative assessment shall consider:

- understanding of the campaign objectives and target audience;
- strength, originality and relevance of the proposed creative treatment;
- ability to engage young people effectively;
- quality and consistency of the proposed integrated campaign approach;
- quality and relevance of previous comparable work; and
- feasibility of the proposed methodology and production timeframe.

Aġenzija Żgħażaġħ may request clarification of any aspect of a submission where considered necessary.

14.0 Collaboration and Approval

The successful bidder shall work in close collaboration with designated Aġenzija Żgħażaġħ representatives throughout the creative-development and production process.

All concepts, scripts, designs and final campaign materials shall be subject to the prior approval of Aġenzija Żgħażaġħ.

Aġenzija Żgħażaġħ reserves the right to request reasonable amendments necessary to ensure that campaign materials remain consistent with the approved brief and organisational identity.

15.0 Rights and Use of Campaign Material

The successful bidder shall ensure that all necessary permissions, releases and usage rights required for the campaign are appropriately secured.

Any third-party licensed material shall be clearly identified, together with any applicable restrictions or limitations on its use.

Final campaign material produced specifically under this assignment shall be made available to Aġenzija Żgħażaġħ for its campaign and communication purposes in accordance with the contractual conditions.

16.0 Deadline for Submission

Interested parties must submit their proposal, including the VAT-exclusive financial offer, to Aġenzija Żgħażaġħ, St. Joseph High Road, St. Venera SVR 1013, in a sealed envelope addressed to Rowena M Borg by 12:00 CET on 18th September 2026. All submissions will be acknowledged within one working day of receipt.

17.0 Disclaimer

Aġenzija Żgħażaġħ reserves the right to reject any or all submissions received in connection with this Call for Quotations.

The Agency shall not be bound to accept the lowest financial offer where another compliant submission achieves a higher overall score in accordance with the published award criteria.

For further information or queries, kindly contact Rowena Borg by phone on 99891714 from Monday to Friday from 08:30 to 13:00 hours or via e-mail at rowena.borg@gov.mt.