

No. KFD/981/2024/AM

01-08-2024

Quotation Notification

Subject: Quotation Invitation for Cinema Theater Advertising Campaign During Onam Season in Kerala.

1. Overview

We are seeking proposals from reputable advertising agencies to manage and execute a cinema theatre advertising campaign across Kerala during the Onam season. The campaign aims to leverage the high footfall during this period to maximize visibility and engagement.

2. Scope of Work

- **Campaign Duration:** 2 weeks
- **Number of Theatres /Screens:** 50 **Geographic Area:** Kerala
- **Objective:** To create and manage an impactful cinema advertising campaign that captures the festive spirit of Onam and effectively promotes Kera brand/product.

3. Requirements

- **Advertising Content:** Advertising content (30 second duration)shall be provided by Kerafed.

4. Eligibility Criteria

- Proven experience in managing cinema advertising campaigns.
- Demonstrated capability to handle large-scale campaigns across multiple theaters.

5. Last Date of Submission : 10-08-2024 5PM

6. Evaluation Criteria

- Those who quote lowest rate shall be awarded the work.

7. Additional Information

For any queries or additional information, please contact- kerafedmktg@gmail.com / 6282900669

Interested parties may submit their detailed Proposal to “**The Managing Director, Kerafed, Nadhavanam, Thiruvananthapuram 695033**”.

S/d

Managing Director