



## Call for a partner

### Agency or team to carry out a communication campaign

We are looking for an agency or team to carry out a communication campaign. The goal of the campaign is to turn House of Europe top-of-mind for Ukrainians searching for grants, mobilities, scholarships, residencies, courses, and other opportunities.

The campaign shall be done in late 2021 with a possible prolongation into 2022.

#### House of Europe

1

House of Europe is a EU-funded programme fostering professional and creative exchange between Ukrainians and their colleagues in EU\*<sup>1</sup> countries. The programme focuses on culture and creative industries, education, health, social entrepreneurship, media, and youth.

This encompasses 20+ separate programme lines enabling us to go for conferences, professional events, internships, and networking in the EU\*, or to enrol in study tours, residencies, training, and other forms of support. House of Europe funds cultural coproductions and cooperations between Ukrainian and EU\* organisations, along with the development of cultural infrastructure and artistic concepts for youth in Ukraine. Finally, the programme offers various youth camps and an intra-Ukrainian university exchange.

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<sup>1</sup> Here and further in the text whenever marked with \*: plus the United Kingdom. The EU countries include Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden.



Implementation of House of Europe is led by Goethe-Institut Ukraine, with The British Council, Institut français, and Czech Centres as consortium partners.

### What is the scope of work?

- Communications campaign increasing followers in Instagram and Telegram as well as increasing awareness and engagement. It should also be performed with obvious increasing the number of opportunities in the [opportunities catalogue](#).
- Create, test, and launch a framework for the in-house creation and promotion of [opportunities](#) starting to work already during the campaign and carrying on autonomously after the campaign finishes.
- Create, test, and launch a retention funnel for the first users using social media ads and a framework to work with it further in-house.
- Take deep interviews with users before and after the campaign to measure the campaign impact.
- Provide quantitative and narrative analytics, which will explain, how the campaign worked and what major changes it brings. Those analytics should also contain necessary information on whether certain actions, tested during the campaign can be prolonged in-house or with the communications agency, and what impact it might have.

2

### Are there any important conditions?

- Please keep to the current tone of voice and branding of the House of Europe.
- Opportunities for the catalogue of opportunities should be bilingual: in English and Ukrainian.

### What are the goals of campaign?

- We are looking for a significant increase in the followers and newsletter user base for the House of Europe programme channels. The focus must be put on Instagram and Telegram.
- Create paid promo and user retention frameworks on Facebook and Instagram.



- Onboard programme staff for further successful in-house development of House of Europe channels after the campaign is finished.
- House of Europe resources should become top-of-mind among people looking for grants, internships, exchanges, and other opportunities.

### What are the quantity KPIs?

- Telegram followers reaching 15 000.
- Instagram followers reaching 10 000.
- Newsletter subscribers base reaching 20 000.
- Website unique visitors sourcing from Telegram increase by 300%.
- Website unique visitors sourcing from Facebook increase by 50%.
- Website unique visitors sourcing from Instagram stories and posts increase by 500%.
- Website unique visitors sourcing from newsletter increase by 100%.

3

### What are the quality KPIs?

- Executing 20 deep user interviews.
- Questionnaire, interview strategy, and a list of interviewed persons should be coordinated with the House of Europe.
- The first series of interviews should be held before the campaign, the second – after the campaign is running for 3 months.

### How will you follow the development of the campaign?

- Each week, we will have short meetings to track the success of campaign
- In the middle of campaign, we will review the campaign to see whether changes are needed

### How do I apply?

Please mail your offer to [oleksii.pedosenko@houseofeurope.org.ua](mailto:oleksii.pedosenko@houseofeurope.org.ua). The application deadline is 13 October 2021 15:00 Kyiv time.



Your offer should include:

- Brief proposal for the campaign (500 words max)
- Transparent and detailed budget
- Names and brief information about the professional experience of members of the team that will work on the campaign

### How is the partner selected?

Selection criteria include price quote, experience, quality of the previous campaigns, transparency of the budget, and business reputation. There will be at least three other bidders.

### How will the partnership be regulated?

You will sign the contract with the Goethe-Institut Ukraine as part of the Embassy of the Federal Republic of Germany. The language of the contract is Ukrainian.

### Contacts

4

If you have any questions, please contact [oleksii.pedosenko@houseofeurope.org.ua](mailto:oleksii.pedosenko@houseofeurope.org.ua).