

「2024 年印尼大雅加達地區臺灣觀光主題車體廣告整合宣傳案」 2024 Taiwan Tourism Theme Car Body Advertisement Integrated Promotion Prospectus in Greater Jakarta, Indonesia

招標規範

Bidding Specifications

- 一、本採購案適用政府採購法（以下簡稱本法）及其主管機關所訂定之規定。The “Government Procurement Act” (hereinafter referred to as the “Act”) and its related regulations promulgated by the responsible entity of the Act apply to this procurement.
- 二、招標機關 Tendering agency：台灣觀光協會吉隆坡辦事處（以下簡稱機關）。Taiwan Visitors Association Kuala Lumpur Office (hereinafter referred to as the “Agency”).
- 三、計畫名稱 Project name：2024 年印尼大雅加達地區臺灣觀光主題車體廣告整合宣傳案。2024 Taiwan Tourism Theme Car Body Advertisement Integrated Promotion Prospectus in Greater Jakarta, Indonesia
- 四、計畫目標 Project Objectives：為提高臺灣觀光品牌於印尼地區知名度，強化目標客群認識臺灣觀光多元主題，爰以電子召車系統之小客車及雅加達專線巴士(Transjakarta)車體廣告創造臺灣相關宣傳話題，輔以波段媒體宣傳，以開拓印尼旅客赴臺觀光商機。To increase the visibility of Taiwan’s tourism brand in Indonesia and to strengthen the target audience’s awareness of Taiwan’s diverse tourism themes, car body advertising featuring Taiwan shall be placed on small passenger cars using the e-hailing system and on Transjakarta buses. This will create Taiwan-related promotional topics, supplemented by phased media promotions, in order to develop business opportunities for Indonesian tourists to visit Taiwan.
- 五、經費預算 Budget：預算金額美金 560,000 元整（含稅，約合新臺幣 1,827 萬 5,600 元）。The budget amount is USD 560,000 (including tax, approximately NT\$18.27 million).
- 六、履約期間 Performance Period：自決標日起 8 個月內履行採購標的之供應。The procurement subject shall be supplied within 8 months from the date specified by

the Agency.

七、委託辦理內容 Contents of entrustment：

(一) 主題車體廣告整合設計、製作、安裝及維護：依據臺灣觀光宣傳主題，規劃辦理下列車體廣告作業：

(1) Integrated design, production, installation and maintenance of theme car body advertising: Based on Taiwan's tourism promotion themes, the following car body advertising operations are to be planned and executed:

1. 小客車車體廣告：於大雅加達地區募集電子召車系統（例如 Grab 或 Gojek 等）所屬小客車至少 300 台；提案至少 3 款主題車體廣告設計（Full Wrap 全車體包膜，含兩側車門、整體後備箱、引擎蓋及車內廣告裝飾），其中至少 150 台需設有 LED 車頂廣告，相關設計規格需符合印尼政府之小客車相關管制規定並取得刊登權利。機關擇定設計稿後進行全車體廣告物製作、安裝及宣傳期間安全維護，相關車體廣告須連續宣傳至少 3 個月，每月每台車應累計行駛至少 3,000 公里，應於考量宣傳效益後於服務建議書敘明上路宣傳期程。

1. Small Passenger Car Body Advertising: Recruit at least 300 small passenger cars belonging to e-hailing systems (such as Grab or Gojek, etc.) in the Greater Jakarta area. Propose at least 3 themed designs for car body advertising (Full Wrap, including doors on both sides, the entire rear trunk, hood and interior advertising decorations). Out of these, at least 150 must be equipped with LED rooftop advertising. The related design specifications shall comply with the relevant Indonesian government's regulations for small passenger cars and obtain publishing rights. After the Agency selects a design draft, it shall proceed with the production, installation and safety maintenance of the entire car body advertising materials throughout the promotion period. The relevant car body advertising shall be continuously displayed for at least 3 months, with each car accumulating a minimum of 3,000 kilometers per month. The promotional period shall be clearly stated in the service proposal

after considering the promotional benefits.

2. 大巴士車體廣告：於大雅加達巴士快速交通系統(BRT)之雅加達專線巴士(Transjakarta)，針對蘇迪曼大道路線至少執行 10 台加長型巴士(Articulated bus)車體廣告；提案至少 2 款主題車體廣告設計 (Half Wrap 車體包膜，Side Window 含兩側車門、Full Back 整體後備箱)，相關設計規格需符合印尼政府之巴士相關管制規定並取得刊登權利。機關擇定設計稿後進行全車體廣告物製作、安裝及宣傳期間安全維護，相關車體廣告須連續宣傳至少 3 個月，應於考量宣傳效益後於服務建議書敘明上路宣傳期程。

2. Big Bus Body Advertisements: Execute advertisements on at least 10 articulated buses along the Sudirman Avenue route of the Jakarta Transjakarta buses within the Bus Rapid Transit (BRT) system in Greater Jakarta. Propose at least 2 themed designs for bus body advertisements (Half Wrap, covering the body partially, including Side Window advertisements on both sides of the doors and Full Back advertisements on the entire rear trunk). The related design specifications shall comply with the relevant regulations of the Indonesian government for buses and obtain publishing rights. After the Agency selects the design drafts, proceed with the production, installation, and safety maintenance during the promotional period. The related bus body advertisements shall be continuously displayed for at least 3 months. The promotional period shall be clearly stated in the service proposal after considering the promotional benefits.

(二) 車體廣告首發宣傳活動：配合車體廣告上路宣傳造勢，規劃辦理至少 1 場媒體宣傳活動 (記者會)；需邀請印尼地區平面(須含印/英/中文各 3 大主流媒體如 KOMPAS、The Jakarta Post、國際日報等)或網路媒體 (瀏覽量至少 10 萬或粉絲數至少 10 萬) (媒體名單應經機關同意) 至少 20 家，後續應確保每家媒體報導露出 1 篇以上。費用包含新聞稿撰寫、媒體邀請、場地租用及設備佈置及司儀接待人員等費用。

(2) Launch Promotion Event for Car Body Advertisements: In conjunction with

the launch of car body advertisements, plan to organize at least 1 media promotion event (press conference). Invite at least 20 Indonesian mainstream media outlets (including print media with coverage in Indonesian, English, and Chinese such as KOMPAS, The Jakarta Post, International Daily, etc.) or online media outlets (with at least 100,000 page views or 100,000 followers). The list of media outlets shall be approved by the Agency. Ensure that each media outlet provides coverage of the event with at least one article. The expenses shall cover the costs of drafting press releases, inviting media outlets, venue rental, equipment setup, and reception personnel, etc.

(三) **網路社群媒體互動宣傳**：於車體廣告宣傳期間，規劃運用網路媒體平臺（Facebook、Instagram 或 YouTube 等多元網路社群平臺）辦理抽獎互動遊戲（含活動贈品）及宣傳貼文至少 50 篇；並辦理相關虛實整合宣傳活動以擴大實體車體廣告之網路宣傳效益。

(3) **Online Social Media Interactive Promotion**: During the promotion period of the car body advertisements, plan to utilize various online social media platforms such as Facebook, Instagram, or YouTube to conduct interactive prize draw games (including event giveaways) and to publish at least 50 promotional posts. Additionally, organize related integrated virtual and real-world promotional activities to expand the online promotional benefits of physical car body advertisements.

(四) **其他創意加值宣傳服務** Other creative value-added service proposals：辦理提升本案整體執行效益之加值創意提案，惟本項工作不納入經費預算分配，並請註明搭配之工作項目及執行成本，以便機關履約管理。Conducting value-added creative proposals to enhance the overall implementation efficiency of this project. However, this task is not included in the budget allocation. Please specify the accompanying work items and implementation costs to facilitate the Agency's contract performance management.

機關為執行本計畫，得經雙方確認工作項目後委請廠商為之，廠商除有正當理由外，應配合辦理；本案廣告素材或執行計畫需於事前送機關審核，通過

後始執行、刊登。For the implementation of this project, the Agency may, after confirming the work items with both parties, entrust the supplier to carry them out. The supplier should cooperate with the Agency unless there are legitimate reasons for not doing so. The advertising materials or implementation plans for this project must be submitted to the Agency for review in advance, and be executed or published after approval.

八、經費預算建議分配比例 Recommended budget allocation proportions：廠商可參考下列比例自行調配 $\pm 2\%$ The supplier may adjust the allocation based on the following proportions, with a variance of $\pm 2\%$

(一) 主題車體廣告整合設計、製作、安裝及維護 **Integrated design, production, installation and maintenance of Theme Car Body Advertisements**：約 80%。approximately 80%.

(二) 車體廣告首發宣傳活動 **Launching for Car Body Advertisements**：約 10%。approximately 10%.

(三) 網路社群媒體互動宣傳 **Online social media interactive publicity**：約 10%。approximately 10%.

九、著作權相關規定 Relevant provisions on copyright：

(一) 廠商因履行本案契約所完成之著作，其著作財產權之全部於著作完成之同時讓與機關。廠商並同意不行使著作人格權。廠商保證對其人員因履行契約所完成之著作，與其人員約定以廠商為著作人，享有著作財產權及著作人格權。For the work completed by the supplier as a result of fulfilling the contract in this Prospectus, the entire property right of the work shall be transferred to the Entity at the same time as the work is completed. The supplier also agrees not to exercise the personality right of the copyright. The supplier guarantees that the supplier shall be the author of the works completed by its personnel due to the performance of the contract, and shall enjoy the property rights and personality rights of the copyright.

(二) 廠商應保證本案完成之著作所引用的材料、道具、音樂或其他著作，已依法取得在國、內外重製、編輯、公開播送、公開演出、公開上映、公開傳輸、租售、視聽產品之重製發行及剪輯為影音出版品之著作權

或授權，使其併同本案服務建議書所完成之著作，機關得為任何利用，並得授權非營利機構作非營利行為之觀光宣傳，無須另行支付費用。The supplier shall guarantee that the materials, props, music or other works quoted in the completed work of this service proposal have been legally obtained for local and foreign reproduction, editing, public broadcasting, public performance, public screening, public transmission, rental and sale, audio-visual, and that the reproduction, distribution and editing of the product is the copyright or authorization of audio-visual publications, so that it can be used in any way with the work completed in the service Prospectus of this Prospectus, and can authorize non-profit organizations to conduct non-profit tourism promotion without the need of additional fees.

- (三) 因著作權或授權等所衍生之法律、權利糾紛，均由得標廠商自負全責；如因此致機關遭受第三人主張權利或指控違法者，應由得標廠商賠償機關因此所受一切費用及損失，包含但不限於律師費用、訴訟費用、和解賠償金、差旅費等。The successful bidder shall be fully responsible for legal and rights disputes arising from copyright or authorization; and in the event the Entity is subject to a third-party claiming rights or accusing the Entity of breaking the Law, the successful bidder shall compensate the Entity for all costs of the resulting damages, including but not limited to attorney fees, litigation costs, settlement compensation, travel expenses, etc.
- (四) 本案其他著作權相關規定，詳見本案契約書。For other copyright-related provisions of this Prospectus, see the Contract of this Prospectus for details.

十、服務建議書格式及內容 Format and content of service Prospectus：

(一) 裝訂規則及交付 Binding rules and delivery：

1. 採中文或英文橫式書寫，以 A4 格式印製，採雙面印刷為原則，並編列頁碼及加裝封面。Written in Chinese or English horizontally, printed in A4 format, double-sided printing on principle, with page numbers and a cover.
2. 封面應書明採購案名稱、廠商名稱、負責人及本案聯絡人聯繫資訊。The cover should state the name of the procurement Prospectus, the name of the supplier, the person in charge and the contact information

of the contact person of the Prospectus.

3. 裝訂方式 Binding method：裝訂線在左側，裝訂成冊。the binding line is on the left, bound into a booklet.

(二) 份數 Number of copies：一式 6 份並附電子檔 1 份。6 copies and 1 electronic file attached.

(三) 服務建議書至少應包含以下內容 The service proposal should at least include the following contents：

1. 目標對象分析及行銷主軸。Target audience analysis and marketing axis.

2. 針對第 7 點委託辦理內容提出內容規劃構想、本計畫預計效益及關鍵績效指標，必須載明廣告上刊日期。To propose content planning concept, expected benefits and key performance indicators of this Prospectus for the entrusted handling content of point 7, the date of publication of the advertisement must be stated.

3. 執行本案工作人員人力計畫（須籌組專案團隊辦理，並應明確區分其工作責任及作業方式）。To execute the manpower plan for the staff of this Prospectus (a special case team shall be formed to handle it, and their work responsibilities and operation methods should be clearly identified).

4. 本案計畫時程及進度表。The planned schedule and progress of this Prospectus.

5. 專案內容暨經費單價表。Prospectus content and cost unit price list.

6. 其他可提供之專業服務及增值服務（納入評分考量，得標後列為應執行事項。Other professional services and value-added services that can be provided (included in scoring considerations, listed as matters to be implemented after winning the bid.

7. 過去執行相關案件實績說明。Explanation on the actual performance of related cases in the past.

(四) 本案其他著作權相關規定，詳見本案契約書。For other copyright-related provisions of this Prospectus, see the Contract of this Prospectus for details.

(五) 服務建議書內容於交付後，廠商不得主動提出修改或增訂。After the

content of the service proposal is delivered, the supplier shall not initiate amendments or additions.

十一、評選標準與評選方式 Selection criteria and selection method :

- (一) 評選標準：由機關依規定組成「採購評選委員會」，並根據政府採購法第 22 條第 1 項第 9 款規定「委託專業服務、技術服務或資訊服務，經公開客觀評選為優勝者」為優勝廠商。Selection criteria: The Entity shall form a “Procurement Evaluation Committee” in accordance with the regulations, and in line with Sub-paragraph 9 of Paragraph 1 of Article 22 of the Government Procurement Act: “in the case of contracts for professional services, technical services or information services awarded to the winner selected publicly and objectively” for the winning supplier.
- (二) 評選方式：廠商經簡報、答詢後，由各評選委員分別評分。Selection method: After briefing and answering questions, the suppliers shall be appraised by each selection committee.
- (三) 評選項目與配分 Selection Items and Allocation :

	評選項目	配分 (分)
1	車體廣告設計及理念 Car body advertising design and concept.	35
2	整體宣傳計畫規劃與廣告效益 Overall publicity proposal planning and advertising effectiveness.	25
3	經費運用合理性 Reasonable use of funds.	20
4	廠商之規模、能力與類似專案實績；本案工作團隊學經歷專業性與配合度 The scale, capability and actual performance of similar cases of the supplier; the professionalism and cooperation of the working team in this Prospectus.	5
5	增值服務 Value-added service	10
6	簡報及答詢 Debriefing and Q&A	5
	合計 Total	100

(四) 評選程序 Selection procedure：詳投標須知第 63 點。Refer to Article 63 of the Instructions to Tenderers.

Note: In case of any discrepancies or inconsistencies between the Mandarin and English text, the Mandarin version shall prevail.