



Delhi Tourism & Transportation Development Corporation Ltd.
18-A, DDA, SCO Complex, Defence Colony, New Delhi – 110024.

Greetings from Delhi Tourism!

DTTDC proposes to promote the forthcoming **32nd Garden Tourism Festival** scheduled to be held from **15th - 17th February 2019, at the Garden of Five Senses.**

Theme: Plants-Lifeline for everyone

DTTDC invites Professional Creative/ Designing Agencies for preparation of the following publicity elements:

1) Press ad (English and Hindi both)

Dimension:

- 16cm (W) x25cm (H)
- 20 cm (W) x 12 cm(H)

2) Invitation + Envelope

Dimension for invite: 5 inches (W) x7 inches (H)

3) Hoardings (Hindi & English)

Dimensions: 10ft (W) x 20 ft(H)

4) Radio Jingles (Hindi & English)

Duration: 30-50 seconds

Important Elements:

- Photographs of Hon'ble Dy. Chief Minister & Minister of Tourism, Govt. of Delhi, Logo of DTTDC & Govt. of Delhi
- Adherence to the theme of Gardening, Flowers, Plants etc
- Depiction of theme and venue either in photographic or illustrative form.
- A well-articulated caption. Copy needs to be short, catchy and accurate. The copy must highlight the aesthetic and functional value of plants.
- An attractive colour scheme and picture/illustration combination
- All creatives to be shared in PDF format, as per actual size only.
- Address of Garden of Five Senses (Said-ul-Ajaib, near Saket metro station)
- Social media handles of DTTDC (Facebook, Instagram, Twitter)

Deadline: 28th January, 2019

Please note, all mails must be marked to creatives.dttdc@gmail.com. For any further queries, Ms. Chitra can be contacted on 9643858329 or chitra.delhitourism@gmail.com

Regards

Sudhir Sobti
Chief Manager (PR)