

Invitation for Creatives for Signature Bridge Publicity Campaign:
Press ads, Radio Jingles, Street Furniture, Publicity Panels and Invitation Card

Dear Sir,

The "Signature Bridge", a prestigious project of Delhi Government, is a first of its kind in Asia. Connecting Wazirabad and Khajuri Khas, the Signature Bridge is Delhi's new Landmark which is being constructed by DTTDC. It is soon set to be inaugurated by Sh. Arvind Kejriwal, Hon'ble Chief Minister of Delhi & Sh. Manish Sisodia, Hon'ble Dy. Chief Minister & Minister of Tourism, Govt of Delhi.

In order to highlight its unique offerings, Delhi Tourism proposes to run a publicity campaign to promote the inauguration of Signature Bridge.

The campaign elements include:

- 1) Printing of Invitation Cards **(5 x 7)** along **with envelope**
- 2) Press Advertisements in National Dailies (**Half Page Ads in Hindi & English**)
- 3) Radio Jingles **(40-50 Seconds)**
- 4) Street Furniture, Publicity Panels **(10'1" W x 7'5" H and 16'W x 8'H)**

The bidding agency is **requested to specify the campaign element** while submitting entries. Please note that a **minimum of two creatives** for advertisements (Hindi & English), two options for Radio jingle, and invitation card design with the envelope are required, while applying for either of the above campaign elements.

For Radio Jingle, radio spot scripts of **not less than 40 seconds**, need to be submitted, clearly indicating the time mark, voice overs and music insertions. Recorded demo may be submitted along the script.

Submissions not adhering to the above requirements shall not be accepted.

For invitation cards, press advertisements and street furniture, the design can incorporate the following:

- 1) Images of Signature Bridge
- 2) Artwork, designs etc of Signature Bridge

Logos of Delhi Tourism & Govt. of Delhi should be used on each creative.

The selected agency will be paid on the basis of DAVP approved rates. You are requested to submit your designs (drafts) and/or radio jingle within 5 days from the briefing session in soft copy sent to creatives.dttdc@gmail.com

The briefing session on the above shall be held at DTTDC HQ on 8th October, 2018 at 11:00 a.m. Interested agencies may kindly attend. In case of any query, Ms. Chitra, PR Executive, may be contacted on 96438-58329

We value your participation!

Regards

Sudhir Sobti

Chief Manager (PR & Publicity)

98104-22633

Fact File for Signature Bridge:

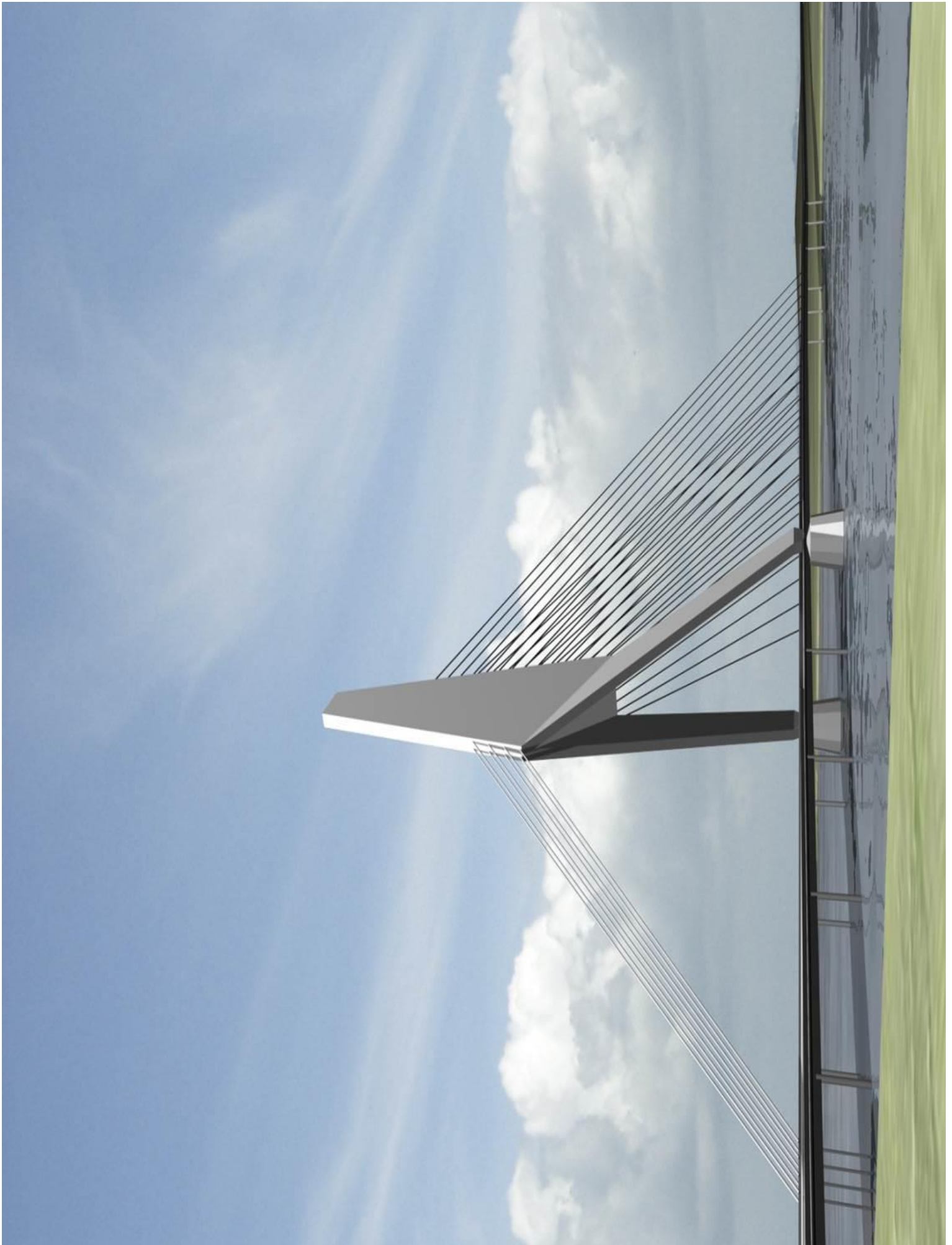
The Signature Bridge is Asia's first 154m high bow shaped asymmetric steel pylon and connects the ring road near Wazirabad to the north east part of the city at Khajuri Khas. Built by DTTDC it is set to be Delhi's new landmark.

The boomerang shaped pylon consists of 2 inclined legs, a main body and a pylon head. The tip of the pylon is created by a 22m high steel-glass structure that will be illuminated to make the landmark visible from afar. The central pylon of the bridge has an impression of peacock feather painted on it, designed by artist, Deb Dulal Dutta.

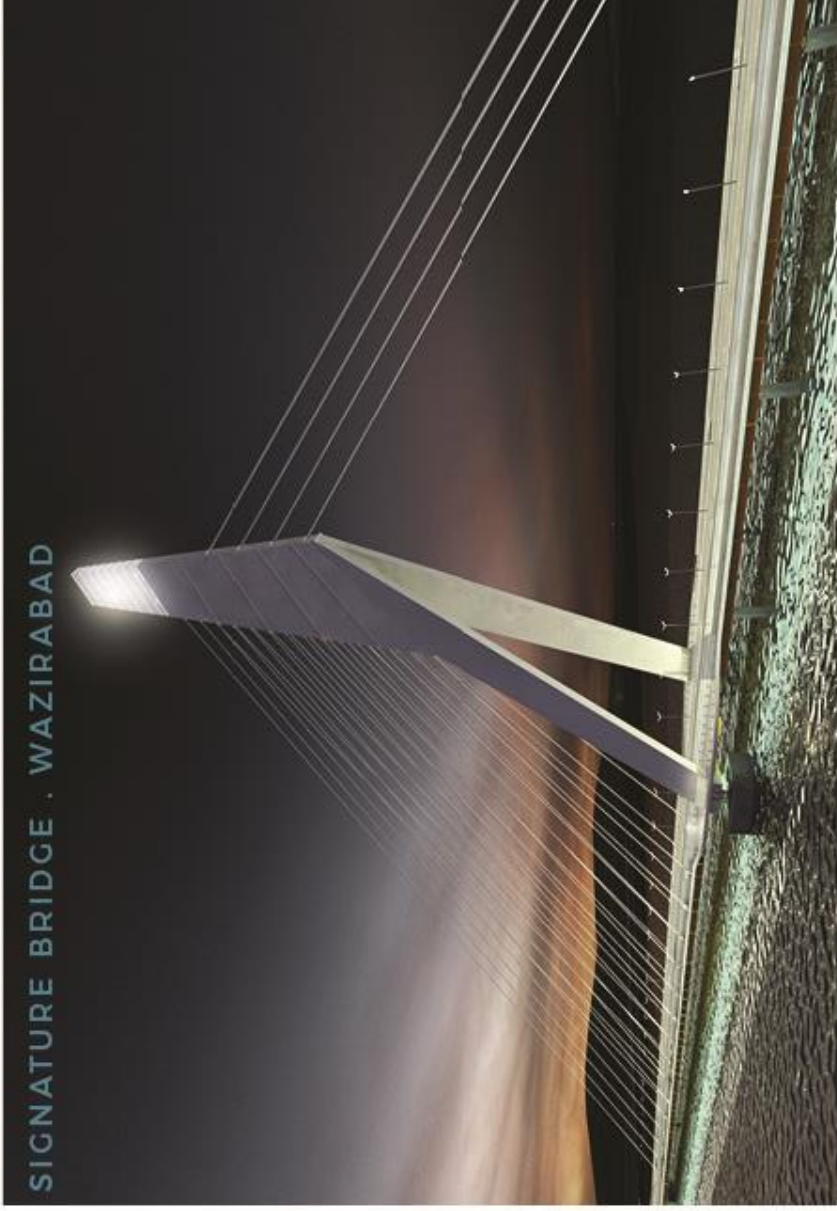
Key Highlights of the Signature Bridge:

- Total Length of the bridge:575 m
- Main Span:251 m above River Yamuna
- Side Span: 36m each. (9 nos.)
- Deck Surface: 25,000 m²
- Lanes: 2x4 carriageway over River Yamuna
- Width: 35.2m
- Height of Pylon-154 m above ground
- Total length of Infrastructure project: approx. 6 k.m.

**IMAGES FOR
REFERENCE
ONLY**



SIGNATURE BRIDGE . WAZIRABAD

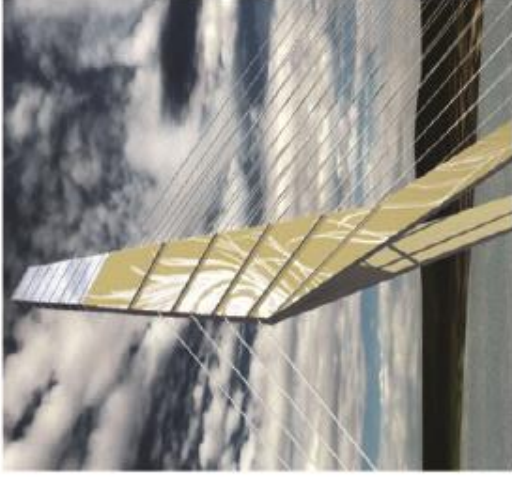
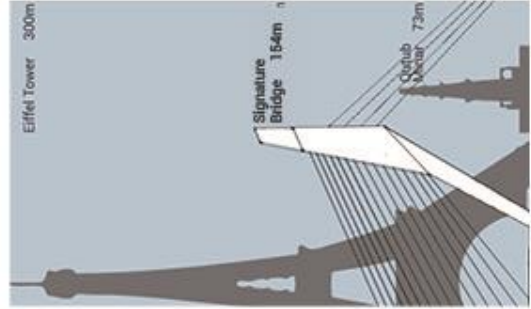


Asia's first 154m high bow shaped asymmetric steel pylon

- 15 Pairs- Front Cables.
- 4 Pairs- Back Stays.
- 22m high Glass Façade.
- Bridge Length - 675m

The 'Signature Bridge' as the new landmark of Delhi connects the ring road near Wazirabad to the north east part of the city at Khajuri khas. The boomerang shaped 154 m high pylon consists of 2 inclined legs, a main body and a pylon head.

The upper portion of the pylon anchors the back-stay cables as well as the main-span cables, arranged in a harp like manner. The tip of the pylon is created by a 22 m high steel-glass structure, which will be illuminated to create a landmark visible from afar at night.



INTEGRATING ART

The central pylon of the bridge has an impression of a peacock feather painted on it. The feather patterns add to the aesthetic quality of the bridge and is a symbolic representation of India.

"It's a signature of Indian Art and Modern Architecture in the capital city, the curvilinear character of Indian Art prevalent in Bharhut carvings and Ajanta murals reflected on the pylon walls as peacock feather compliments the bridge's sharp angular and dynamic shape. It bridges the gap between the long tradition of artistic creations on the banks of the Ganga-Yamuna and the modern face of India."

Deb Dulal Dutta, Artist

SIGNATURE BRIDGE - A TOURIST DESTINATION



FACT FILE

- Total length of bridge - 575 m
- Main span - 251 m over River Yamuna
- Side span - 36 m each. (3 nos.)
- Deck surfaces - 25,000 m²
- Lanes - 2 x 4 carriageway over river Yamuna
- Width - 35.2 m
- Height of pylon - 154 m above ground
- Total length of infrastructure project - approx. 6 Km

