



ITALIAN TRADE AGENCY

July 15, 2022

Prot. 0083931/22

COAN U214C040E1/ U214C040D1C

CIG: 93295170FC

REQUEST FOR PROPOSAL (RFP) FOR THE JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT - COST AND QUALITY SELECTION PROCESS - EXTENDED SUBMISSION DEADLINE

NOTICE TO BIDDERS: PLEASE READ THIS RFP CAREFULLY AND VERIFY THE REQUIREMENTS IN ADVANCE. INCOMPLETE SUBMISSIONS WILL NOT BE ACCEPTED. ONCE A COMPLETE SUBMISSION IS RECEIVED, YOU ARE DEEMED TO HAVE UNDERSTOOD AND AGREED TO THE TERMS AND CONDITIONS OF THIS RFP.

SHOULD YOU HAVE ANY QUESTIONS BEFORE SUBMISSION, FEEL FREE TO CONTACT THE ITALIAN TRADE COMMISSION MONTRÉAL AT THE EMAIL INDICATED BELOW.

The Italian Trade Commission (ITA) offices in Canada, United States of America, and Mexico (CUSMA) are working together to revitalize its Machines Italia (MI) promotional campaign in the three countries. The marketing-communications initiative has been running for twenty years, and therefore the MI promotional campaign needs to be revisited and refreshed to maximize opportunities for Italian machinery manufacturers wanting to do business within the CUSMA countries.

ITA invites your Agency to submit a proposal taking the information, criteria and requirements in the sections below into account. Please refer to section 3. TECHNICAL DESCRIPTION – SCOPE OF THE WORK for the itemized lists of components to be included in the proposal and the relevant quotation.

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1. BACKGROUND

The Italian Trade Commission (ITA) is the government entity which promotes the internationalization of Italian companies, in line with the Italian Government's policies. ITA provides support to Italian and foreign companies. ITA is headquartered in Rome and operates with a network of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses.

ITA provides a wide range of services among which:

- The selection of business partners;
- Bilateral trade meetings with Italian companies;
- Trade visits to Italy;
- Participation to local trade events;
- Seminars conducted by Italian advisers.

In Canada, ITA is present in Toronto and in Montreal.

For more information on the ITA and its presence in Italy and the world, please visit our website www.ice.it (Italian/English).

Machines Italia (MI) focuses on promoting Italian manufacturers to North American (CUSMA) buyers in the following machinery sectors:

- Agricultural & Farm
- Ceramics
- Earthmoving
- Fluid Power Equipment & Components
- Food Processing
- Footwear, Leather Goods & Tanning
- Foundry & Metallurgical
- Gears & Transmission
- Glass
- Marble & Stone
- Metalworking
- Packaging
- Plastics & Rubber
- Power transmissions
- Printing, Graphic & Converting
- Textiles
- Wood

Machines Italia is a multi country project with activities ongoing in three focus offices, i.e. ITA Chicago, ITA Mexico City and ITA Canada (Toronto and Montréal). This request for proposals is for services to be carried out in favor of these offices. Other offices in the United States of America (ITA Houston, ITA Los Angeles) are sometimes called to collaborate in MI's activities.

Key Messages

The current MI campaign promotes Italy as a machinery-manufacturing 'hot spot' with the know-how and solutions to deliver innovative machinery and technology ecosystems focused on long-term growth and prosperity of its North American buyers.

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Tagline

The primary MI tagline is:

Canada/US: Turning Innovation into Productivity

Mexico: Transformando la innovación en productividad

A secondary tagline was developed but not frequently used: Whatever you make we (MI) can help you make it better/faster/cheaper

The three key terms (referred to as the campaign 'pillars') are:

- Flexibility
- Creativity
- Innovation

Target Audience

- Chief Executive/Operating/Financial Officers
- Presidents, Managing Directors
- Other production and technical managers involved in purchase decisions: e.g., Executive Vice Presidents, Production Managers, Plant Managers, Procurement Managers, etc.

For more information on MI, please visit our website www.machinesitalia.org

Gartner's report conducted in 2021 entitled 'Deliver the Digital Options B2B Buyers Demand', predicted that by 2025, almost 80% of B2B sales interactions between suppliers and buyers will occur through digital channels.

It is therefore imperative that MI concentrate promotional efforts with a digital-first mindset with supporting efforts targeting trade events. MI must create engaging digital content that drives the target audience toward the sales funnel.

2. AWARDING ENTITY

Mr. Marco Saladini

Trade Commissioner

Official Representative of the Contracting Authority (Responsabile Unico del Procedimento)

Italian Trade Commission - ITA Toronto

Tel.: 416-598-1566 Fax: 416-598-1610

E-mail: toronto@ice.it

3. TECHNICAL DESCRIPTION – SCOPE OF THE WORK

Bidders must provide a cost estimate for each of the following components. It is understood that core components will be commissioned at the start of the contract's life, while optional components may be commissioned, at the price offered by the bidder, at any given time before contract expiration.

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CORE COMPONENTS | PHASE 1**A. MARKETING AND COMMUNICATION (MARCOM) AUDIT + STRATEGIC MARCOM PLAN****A-1: MARCOM AUDIT**

Marketing-communications audit of existing materials used to promote the MI campaign.

Audit of MI MARCOM materials including, but not limited to:

- Tagline and key messages
- Print advertising templates
- Videos
- Brochures
- Magazine
- Semi-annual e-newsletter
- Other, as required

Research into competition including an overview of their position, key messages, targets, USP, etc.

DELIVERABLE(S): MARCOM audit results with recommendations based on the need to focus on digital initiatives.

A-2: STRATEGIC MARCOM PLAN

The Strategic MARCOM Plan will set the stage for a strategic communication outlook for 2022-23 (Year 1) and provide scalable and sustainable strategies for continuing the campaign to 2023-24 (Year 2) and 2024-25 (Year 3).

DELIVERABLE(S): Strategic MARCOM Plan detailing reasoning, tactics, preliminary budgets, and timelines.

CORE COMPONENTS | PHASE 2**B. CAMPAIGN DELIVERABLES**

From the Strategic MARCOM Plan additional requirements may be required however the ITA has established the following fixed campaign deliverables for Year 1.

B-1: TAGLINE + KEY MESSAGES

Development of an updated or new tagline and key messages that will be used to reinforce the Made in Italy brand and MI campaign throughout all MARCOM initiatives.

DELIVERABLE(S): Tagline and key messages for the MI campaign.

B-2: MI CAMPAIGN CONCEPT

Development of a new visual concept that will become the template for which all creative materials are adapted from. The process will include:

- Design and mockup presentation of three (3) concepts built to a full-page ad (8.5" x 11")
- The ITA will select one (1) concept and provide feedback for revisions, if necessary
- Modification by the design team of the selected concept and presentation of the final, revised, concept

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DELIVERABLE(S): Campaign visual concept built to a full-page ad (8.5" x 11").

B-3: WEBSITE DESIGN + PRODUCTION

B-3-1: WEBSITE AUDIT + STRATEGY

- Initial assessment (audit) of full MI website <https://www.machinesitalia.org/>
- Proposal of a new website strategy (revision of existing site or new website)
- Development of the sitemap
- Keyword development and integration for SEO in English, French and Spanish
- Content will be provided in English, French and Spanish by the ITA

DELIVERABLE(S): Website audit and recommendations, strategy for moving forward, sitemap, other elements, as described above.

B-3-2: NEW WEBSITE

Creation of a new MI website or adaptation of the existing one, incorporating the recommendations from the Website Audit + Strategy (B-3-1).

Design

- Research – visual and photo
- Working from the final MI Creative Concept (B-2) design adaptation to the format of this component
- Presentation of two (2) design concepts
- Up to two (2) sets of design revisions
- Presentation of final design concept to commence production
- Design application
- Wireframing
- Image slices to prepare for programming

Content Manager - Basic functionality of the site

- Dynamic website managed by a database
- Content may be modified by the user without programming skills (i.e., text, images, forms, image galleries, etc.)
- Responsive design (suitable for desktop screens, tablets, and mobile devices)
- Easy navigation menu management
- SEO optimized database

Integration of text, images, and documents

- Content in English, French and Spanish to be provided by ITA
- Integration of text with search engine optimization
- Resizing, optimization and integration of images

Project Coordination

- Project coordination with ITA throughout the project

DELIVERABLE(S): Website, as detailed above.

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B-4: GOOGLE ANALYTICS + ADS

B-4-1: SET UP

- Creation of Google Analytics account and/or review and adjusting of the existing one
- Setup page view tracking
- Setup event tracking to measure:
 - Clicks on email links, telephone links and outbound
 - Downloads of PDFs
 - YouTube video engagement
 - Track contact form submissions
- Google Ads account setup, including
 - Keyword research
 - Ad copy development
 - Setup of tracking codes on website through existing Google Tag Manager (GTM) account

DELIVERABLE(S): Google Analytics account setup.

B-4-2: SEM STRATEGY + MANAGEMENT

Presentation of a detailed strategy to use paid methods to have MI appear in search results. The strategy should include, but is not limited to:

- Defining SEM goals
- Recommended PPC advertising platforms
- Recommended budget
- Ongoing management of the account to increase conversions

DELIVERABLE(S): SEM Strategy, recommended budget, and ongoing SEM management.

B-5: E-NEWSLETTER

B-5-1: E-NEWSLETTER TEMPLATE

Design and programming of an electronic newsletter template to be used for various email distribution requirements.

- Creative design and production
 - Working from the final MI Creative Concept (B-2) design adaptation to the format of this component
 - Presentation of two (2) design adaptations
 - Modification of one (1) concept for design approval
 - Programming of e-newsletter
 - ITA review of set up document, includes up to two (2) rounds of changes
 - Modifications, if required
 - Delivery of final files in PDF for final approval
- Project coordination with the ITA team

DELIVERABLE(S): E-Newsletter Template, as described above.

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B-5-2: E-NEWSLETTER SETUP + DISTRIBUTION OF FIRST ISSUE

Working from the e-Newsletter Template (B-5-1)

- Setup
 - Programming of each eblast in an email distribution system (third party system e.g. MailChimp, Constant Contact or revamped existing CMS routines, to be integrated with website users' databases) based on bidder's recommendations and then mutually agreed to with ITA
 - Client review, includes two (2) rounds of changes
 - Modifications, if required
- Distribution
 - ITA to provide email distribution list in MS Excel, as needed
- Reporting of open-rates and lists (open, unsubscribed, bounced, etc.) to be provided two (2) business days following the distribution

DELIVERABLE(S): E-Newsletter Setup and Distribution, as described above.

B-6: VIDEO PRODUCTION

B-6-1: GENERIC MI VIDEO

Create two videoclips to showcase the overall MI campaign.

Running time: Approximately two (2) minutes and thirty (30) seconds

Format: HD 16:9 @ 30fps

Language: English

PRE-PRODUCTION

- Research
- Briefing document/preparation
- Storyboard with eight (8) to twelve (12) frames
- Voice over scripting (English), approximately three hundred (300) words
- Project management

PRODUCTION

- Creation of motion graphics and/or animation using screen captures provided by ITA
- Integration of video content provided by ITA
- Integration of stock footage
- Motion design for text overlays and call outs
- Voice-over artist (English, Spanish, French), rights buyout, studio, and sound engineer
- Stock music and stock footage
- Up to two (2) revisions to the edited video.
- Final files to be delivered in HD MP4 file, together with all original clips and modifiable video project.

DELIVERABLE(S): Video file, as detailed above.

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B-6-2: SOCIAL MI VIDEO TEMPLATE

Create one short-form video to showcase the verticals within the MI campaign.

Running time: Approximately 30-seconds

Format: HD 16:9 @ 30fps

Language: English

PRE-PRODUCTION

- Research
- Briefing document/preparation
- Storyboard with four (4) to six (6) frames
- Voice over scripting (English), approximately 100 words
- Project management

PRODUCTION

- Creation of motion graphics and/or animation using screen captures provided by ITA
- Integration of video content provided by ITA
- Integration of stock footage
- Motion design for text overlays and call outs
- Voice-over artist (English, Spanish, French), rights buyout, studio, and sound engineer Stock music and stock footage
- Up to two (2) revisions to the edited video.
- Final files to be delivered in HD MP4 file, together with all original clips and modifiable video project.

DELIVERABLE(S): Video file, as detailed above.

B-7: SOCIAL MEDIA STRATEGY

- Create a strategy and standardized document(s) for consistency in:
 - Voice
 - Tone
 - Overall content style
- Current social platforms include:
 - [Twitter](#) (under the ITA Chicago account)
 - [LinkedIn](#)
 - [Facebook](#)
 - [Pinterest](#)
 - [YouTube](#) (under the ITA Chicago account)
- Defining KPIs and metrics for success (goals and targets) for selected platforms (i.e., LinkedIn to be primary focus).
- Defining key messages to attract audience

DELIVERABLE(S): Social Media Strategy and recommendations, as detailed above.

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OPTIONAL COMPONENTS

C-1: CONTENT DEVELOPMENT COACHING

Coaching for content development and publishing including:

- One-on-one kick-off meeting of one (1) hour each, with each of the three (3) offices to establish exact content development requirements and discuss best practices, tips and tricks, content marketing trends, team collaboration and other relevant subjects for various content formats, including but not limited to:
 - Social media
 - Articles
 - Blogs
 - Newsletters
 - E-News alerts
 - White papers
 - Other, as deemed necessary
- Bi-weekly virtual group meetings (all three offices at once) for one (1) hour each, for a three (3) month term (6 meetings at least). These meetings would be to:
 - Review content topics
 - Establish editorial calendars
 - Ongoing recommendations for best-practices, tips and tricks, content marketing trends, etc.

DELIVERABLE(S): Content Development Coaching, as described above.

C-2: PUBLIC + MEDIA RELATIONS

C-2-1: PR STRATEGY

Define a Public Relations and Media Outreach Strategy, complete media outlet research and media list building, and develop media ITA themes.

- Defining key messages to attract media attention (business, trade, industry associations, etc.)
- Goals: Reinforce the Made in Italy brand and MI campaign manufacturers as industry leaders/experts.

DELIVERABLE(S): PR Strategy and recommendations, as detailed above.

C-2-2: PRESS KIT

Creative design and production of a press kit, including:

- Working from the final MI Creative Concept (B-2) design adaptation to the format of this component
- Presentation of up to two (2) design adaptations
- Modification of one (1) concept for design approval
- Typesetting/production of 2-pager (4 pages total) – 8.5” x 11”
- ITA review of set up document, includes up to two (2) rounds of changes
- Modifications, if required
- Delivery of final files in PDF, digital format
- Delivery of final files in print-ready format
- Project coordination with the ITA team

DELIVERABLE(S): Press kit in digital and print-ready formats, as detailed above.

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C-2-3: ONGOING PR + MEDIA OUTREACH

Once the PR Strategy is complete (C-2-1), the execution of the media outreach will begin, lasting for 3 months and including:

- Researching key media outlets including, but not limited to, TV, radio, online, blogs, podcasts, etc.
- Researching speaking engagements, as appropriate
- Creating a list of relevant tradeshows/conferences for speaking engagement, etc.
- Developing content for ITA, story angles, news releases, alerts, media talking points, scripting, etc.
- Coordinating with newswire services for release distribution – if required
- Communicating and liaising electronically and by phone with media, bloggers, podcasters, etc.
- Communicating with industry associations
- Sharing published content with the ITA
- Monitoring and creating a quarterly media coverage report.

DELIVERABLE(S): Monthly PR + Media Outreach activities, as described above.

C-3: MEDIA BUY PLAN

Creation of a media buy plan for one office, to include:

- Demographics
- Market analysis
- Media objectives
- Strategy (based on media assets available or planned)
- Budget
- Evaluation and recommendations

Media buy placements should include, but are not limited to:

- Podcasts
- 'Brought to you buy' sponsorships
- Social
- Pre-roll
- Webinars
- Fireside chats

DELIVERABLE(S): Media Buy Plan, as described above.

C-4: TWO-PAGE BROCHURE

- Content will be provided by ITA
- Creative design and production
 - Working from the final MI Creative Concept (B-2) design adaptation to the format of this component
 - Presentation of two (2) design adaptations
 - Modification of one (1) concept for design approval
 - Typesetting/production of 2-pager (4 pages total) – 8.5" x 11"
 - ITA review of set up document, includes up to two (2) rounds of changes
 - Modifications, if required
 - Delivery of final files in PDF, digital format (modifiable PDF file)
- Project coordination with the ITA team

DELIVERABLE(S): Digital version of brochure, as detailed above.

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C-5: SIGNAGE

C-5-1: BANNER STAND TEMPLATE

Design of a banner stand (roll up) template for use during trade shows, conferences and/or other promotional requirements.

- Creative design and production
 - Working from the final MI Creative Concept (B-2) design adaptation to the format of this component
 - Presentation of two (2) design adaptations
 - Modification of one (1) concept for design approval
 - Typesetting/production of a one-sided banner stand (33" x 80")
 - ITA review of set up document, includes up to two (2) rounds of changes
 - Modifications, if required
 - Delivery of final files in print-ready format
- Project coordination with the ITA team

DELIVERABLE(S): Banner stand template, as detailed above.

C-5-2: BANNER STAND ADAPTATION

Working from the Banner Stand Template (B-7-1)

- Creative design and production
 - Typesetting of banner stand based on the specific requirements (i.e., exhibitor list, show name, industry specific messaging, etc.)
 - Client review, includes two (2) rounds of changes
 - Modifications, if required
 - Delivery of final files in print-ready format
- Project coordination with the ITA team

DELIVERABLE(S): Banner stand design file, as described above.

C-6: SOCIAL MI VIDEO ADAPTATION

Working from the Social MI Video Template (B-9-2) adaptation to subsequent MI verticals.

Running time: Approximately 30-seconds

Format: HD 16:9 @ 30fps

Language: English

PRODUCTION

- Creation of motion graphics and/or animation using screen captures provided by ITA
- Integration of video content provided by ITA
- Integration of stock footage
- Motion design for text overlays and call outs
- Voice-over artist (English, Spanish, French), rights buyout, studio, and sound engineer Stock music and stock footage
- Up to two (2) revisions to the edited video.
- Final files to be delivered in HD MP4 file, together with all original clips and modifiable video project.

DELIVERABLE(S): Video file, as detailed above.

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4. SERVICE TIME FRAME

Start Date: **Contract signing date**

End Date: **Up to eight (8) months after contract signing date**

The contract will automatically terminate on its expiration date without any notifications between the parties. There will be no tacit renewal of the contract. ITA reserves the right to ask the awarded bidder to extend the duration of the contract for the time necessary to complete all the activities.

5. BUDGET

The total maximum budget allocated for all the services listed as CORE COMPONENTS (PHASE 1 AND 2) in section 3. TECHNICAL DESCRIPTION – SCOPE OF THE WORK is CAD 84,000.00 (eighty-four thousand dollars), excluding applicable taxes.

The estimated budget for the services listed as OPTIONAL COMPONENTS in section 3. TECHNICAL DESCRIPTION – SCOPE OF THE WORK is CAD \$50,000.00 (fifty thousand dollars), excluding applicable taxes. These services may be ordered and paid as needed, through the issuance of a purchase order by ITA Toronto and will be rendered to one or more of the North American offices partaking in the project.

6. MINIMUM REQUIREMENTS AND DOCUMENTS TO BE SUBMITTED FOR PARTICIPATION

In order to participate in the call for proposals, a bidder shall meet the following requirements.

- a) Be eligible and possess the necessary qualifications, in full compliance with the laws pertaining to the country of the awarded bidder.
- b) Have a proven track record of projects and clients in each of the CUSMA countries: Canada, USA, Mexico.
- c) Submit the following documents:
 - Detailed overview of the bidding company and its expertise in the area of integrated and strategic marketing and communications.
 - Description of experience in marketing and communications projects and clients in Canada, USA, and Mexico.
 - Description of experience in marketing and communications campaigns in the sectors that the MI campaign intends to promote. Please provide examples of this work and/or a project list of completed mandates.
 - Identification of the core team responsible for this mandate including:
 - Title
 - Years and areas of experience
 - Function, purpose, and responsibilities as related to this project
 - Description of the methodology that the bidder intends to use to deliver the strategic components identified in Core Components | Phase 1, A-1 and A-2.

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- Description of ITA staff's involvement required by the bidder to execute the Core Components of this project.

ITA accepts that bidders partner with third-party agencies and/or contractors to successfully deliver the components of this project. The main bidder, and any partners, will provide all the services set forth herein using their own resources, equipment, staff and without charging the ITA for any additional costs.

ITA reserves the right to further specify terms and conditions for providing such services in the contract to be stipulated with the awarded Agency.

7. ORGANIZATIONAL SUPPORT BY THE ITA

The ITA agrees to provide the Agency with the coordinates of its employee(s) who will act as project manager to supervise and assist with the execution of this project as described in the winning bid and award contract.

The ITA commits to dealing with any issues related to the provision of services in a timely and efficient manner, with a preference given to communication via e-mail.

8. SUBMISSION DEADLINES & REQUIREMENTS – CLARIFICATION REQUESTS

The envelope containing the offers, in English or French, must include all the documentation indicated below and must be received by ITA, under penalty of exclusion from the tender, **no later than Wednesday, August 31, 2022 by 4:00 PM EDT**, at the address indicated in Art. 1. The submission of proposals implies unconditional acceptance of the provisions contained herein.

Proposals received after the deadline will not be considered. Incomplete offers, even if mailed within the stated deadline, shall be excluded. It is recommended that the envelope be sent via courier rather than regular mail to avoid delays in the delivery and to allow for tracking of the parcel. An offer is deemed to be incomplete if a bidder does not accept all the terms of this RFP. Proposals, under penalty of exclusion, must be received in **one single, sealed envelope**, which must be signed on the flap closure and bear on the outside the sender's address (**legible address and telephone and/or fax number**) and the following caption.

CONFIDENTIAL - DO NOT OPEN - RFP DEPARTMENT OF THE ITA OFFICE IN TORONTO

“REQUEST FOR PROPOSAL (RFP) FOR THE JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT ”.

Receipt of these bid documents does not imply that the RFP requirements have been met. All efforts will be made to correct errors and omissions which may happen to be discovered during the proposal evaluation process. The ITA takes no responsibility for the success of such efforts and may reject non-compliant proposals at its own discretion.

The envelope, under penalty of exclusion, must contain two sealed envelopes that

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must be signed on the flap closures, bearing the sender's address and, respectively, the following captions:

“A – Administrative Documentation”, “B – Economic/Financial Offer”.

**ENVELOPE “A”
ADMINISTRATIVE DOCUMENTATION**

**RFP FOR THE JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND
COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT
(NAME OF THE BIDDING COMPANY)**

This envelope **must** contain each and every one of the following documents.

1. This RFP initialed on each page, duly signed as acceptance of the tender requirements.
2. Annex 1 - Acknowledgement of the RFP which states that the bidder is eligible and possesses the necessary qualifications, completed, and duly signed.
3. Annex 3 - Supplier registration package duly completed, dated, and signed in all mandatory fields; by filling out this form the bidder will be entered in ITA's suppliers' database and may be considered for certain restricted procurement procedures. If already registered, please provide a statement with your CAF number confirming that the information provided at the time of the registration has not changed. The Supplier registration package can be downloaded from the ITA web site at the following link: <https://www.ice.it/en/markets/canada/supplier-register>
4. Annex 4 - Declaration Statement duly completed, dated, and signed by the legal representative or its delegate with power of attorney accompanied by a **photocopy of a valid ID**, stating that the bidder is in compliance with the following requirements:
 - General requirements.
 - Requirements for professional competence in the sector of reference for the service to be rendered
 - Technical and professional skills (pursuant to Article 83, paragraph 1, letter c) of Legislative Decree 50/2016).

If the Declaration Statement has been provided at the time of registration as a supplier, please provide a statement with you CAF number confirming that the information provided at the time of the registration has not changed. The Declaration Statement can be downloaded from the ITA web site at the following link: https://www.ice.it/en/sites/default/files/inline-files/declaration-statement_0.pdf

Failure to include all of the above items will disqualify a bid.

**ENVELOPE “B”
ECONOMIC/FINANCIAL OFFER**

**RFP FOR THE JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND
COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT
(NAME OF THE BIDDING COMPANY)**

This envelope will include the Economic and Financial Offer which shall be made in accordance with the terms indicated in this RFP and using the form included in Annex 2A and 2B. It shall be expressed clearly in numbers and letters and signed by a legal or

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authorized representative of the bidding Agency. Multiple or conditional offers will not be considered.

The failure to include in your submission all the items requested by this RFP will render your bid void. Please fill the Economic Offer as per Annex 2A and 2B.

**ENVELOPE “C”
TECHNICAL OFFER**

**RFP FOR THE JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT
(NAME OF THE BIDDING COMPANY)**

This envelope will include the detailed description of work to be performed and deliverables for both the core and the optional components. Please refer to section 6 above for a list of documents to be submitted.

The failure to include in your submission all the items requested by this RFP will render your bid void.

Please indicate price information ONLY in your ECONOMIC/FINANCIAL OFFER and not in your administrative documents as that will invalidate your proposal.

Clarifications about this bid may be requested via e-mail only, writing to toronto@ice.it, by August 8, 2022 at 4:00 PM EDT. Replies will be posted on ITA’s website, on the page where this RFP was originally published, as soon as possible and in no case later than August 12, 2022 at 4:00 PM EDT. Please avoid calls or other forms of communication with the office about this RFP.

9. EVALUATION PROCESS AND AWARDING CRITERIA

Each proposal will be evaluated in accordance with the following itemized criteria and corresponding points scale.

CRITERIA	VALUE SCALE EXPRESSED IN % TERMS
Cost of offered services as per Economic/Financial Offer – Annex 2.	40%
Qualitative contents of the Technical Offer proposal, assessed based on the analysis of the documents listed in section 6.	60%

There is no assurance that the lowest bid will prevail. ITA reserves the right of asking for additional information in case one of the offers is substantially lower than the others.

The proposal must include all the materials and services required in accordance with

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the attached specifications. The bid must articulate the unit item price of each, and every service indicated in this RFP.

The contract will be awarded based on the criteria outlined in this RFP.

10. PAYMENT TERMS

Italian law does not allow full advance payments for public contracts.

Payments **shall be made only upon delivery of all services as stipulated in the contract and after submission of an original invoice** issued by the awarded service provider, in Canadian currency, made out to:

Consulate General of Italy - Italian Trade Commission
480 University, Suite 800
Toronto, ON - M5G 1V2
Tel. 416/598-1566
invoice.itacanada@ice.it

as will be indicated in the purchase order.

Payment will be issued by EFT-Direct Deposit in CAD within 15-30 days of receipt of an original invoice.

The following documents must be attached to the invoice.

- A statement of account, including services rendered, specifying for each service: name, itinerary, amount, and fee applied.
- Contract number indicated in the invoice.

Payment arrangements and down payment requests may be considered based on particular circumstances and according to industry practices. These may include payment schedules based on the campaign progress and activities completions. Payment arrangements may be agreed upon in the contract.

11. PENALTIES

For each one-week's delay with respect to delivery terms contained in the contract to be stipulated, a 2% (two percent) penalty of the agreed upon cost of the service to be provided may apply, calculated on the value of the delayed service rendered, without prejudice to claims for larger damages, if any. Please note that the ceiling for such a penalty is set at 10% of the value of purchased services.

For any breach of obligations under the contract, if considered serious, ITA will have the option to terminate it with no penalties and with full payment of services already rendered, minus any penalty to be applied per the contract and without any prejudice of its rights.

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12. NO SUBCONTRACTS OR TRANSFER OF SERVICES

It is expressly forbidden to resort to subcontracts, in consideration of the nature of the services, which need a trustworthy interlocutor capable of ensuring a fast execution of services. Bidding consortia are allowed.

13. OBLIGATION OF CONFIDENTIALITY, PROTECTION OF PRIVACY, AND INTELLECTUAL PROPERTY

The winning Agency agrees to consider all information, concepts, ideas, procedures, methods, and/or technical data that the employees will learn during the execution of the services herein as confidential and covered by the obligation of professional secrecy. In this regard, the winning Agency, together with its employees and consultants, agrees to adopt the necessary caution to protect the confidentiality of said information and/or documentation.

The winning Agency must adopt all measures that ensure the safe processing of personal data, as well as the protection of the rights of natural and legal persons.

The winning Agency will not disclose, communicate, or disseminate the data acquired on account of its contractual work nor will it use said data to promote or market its own services. The only permissible use is the one provided and governed by the Invitation to Bid and the contractual documents.

At the same time, ITA, too, guarantees the confidentiality and secrecy of the data, information, and commercial know-how contained in the documentation furnished by all bidding agencies.

The contract to be stipulated with the awarded bidder will include a clause for the transfer of all intellectual property produced under the contract to the ITA, together with a copy of all digital assets in modifiable format, at the awarded bidder's cost and expense.

14. ADDITIONAL CLAUSES

As required by the applicable Italian Law, by submitting its offer the Agency agrees to the following provisions, to be included in the contract with the awarded bidder.

- Anti-pantouflage
- Code of Conduct
- Transparency and anti-corruption clause
- Whistleblowing

These are standard clauses required by Italian laws and ITA's internal regulations and cannot be waived or modified. Please feel free to ask for the text of such clauses by writing to the ITA.

Initials _____

Date _____



ITALIAN TRADE AGENCY

15. NO EXCLUSIVITY

The ITA recognizes the awarded Supplier as the regular but not exclusive service provider; therefore, it reserves the right to contract other suppliers for services similar to those described herein, during the life of the awarded contract.

Sincerely,

Pietro Goglia
Deputy Trade Commissioner - ITA Canada

On behalf of Marco Saladini
Italian Trade Commissioner - ITA Canada

Initials _____

Date _____

ANNEX 1

COAN U214C040E1/ U214C040D1C
CIG:

**To be duly signed and inserted only inside the ENVELOPE marked
“A - ADMINISTRATIVE DOCUMENTATION”**

**ACKNOWLEDGEMENT OF THE RFP
JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND
COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT.**

The proposed bid must include all the materials and services in accordance with the attached specifications.

The undersigned firm engages itself to perform the work in compliance with the clauses, charges, conditions, and descriptions provided in this IFB.

The contract will be awarded to the best offer based on the criteria indicated in section 9. EVALUATION PROCESS AND AWARDED CRITERIA OF THE RFP DOCUMENT.

I have received, read, and understood all the material pertaining to the RFP for the
JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND
COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT.

(Company name)

(Print & Sign name)

Initials _____

Date _____

ANNEX 2A

To be inserted only inside the envelope marked "B" – "Economical/Financial Offer"

do not insert any other documents inside of envelope "B" other than Annex 2A and 2B

COAN U214C040E1/ U214C040D1C

CIG:

**JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND COMMUNICATION
CAMPAIGN FOR THE MACHINES ITALIA PROJECT**

ECONOMIC/FINANCIAL OFFER - CORE COMPONENTS

(Please indicate the amounts in numbers and letters)

Components	Total Letters	Total Numbers
A. MARCOM AUDIT + STRATEGIC MARCOM PLAN		
A-1: MARCOM AUDIT		
A-2: STRATEGIC MARCOM PLAN		
B. CAMPAIGN DELIVERABLES		
B-1: TAGLINE + KEY MESSAGES		
B-2: MI CAMPAIGN CONCEPT		
B-3: WEBSITE DESIGN + PRODUCTION		
B-3-1: WEBSITE AUDIT + STRATEGY		
B-3-2: NEW WEBSITE		
B-4: GOOGLE ANALYTICS + ADS		
B-4-1: SET UP		
B-4-2: SEM STRATEGY + MANAGEMENT		
Strategy:		
Monthly:		
B-5: E-NEWSLETTER		
B-5-1: E-NEWSLETTER TEMPLATE		
B-5-2: E-NEWSLETTER SETUP + DISTRIBUTION		

Initials _____

Date _____

1 additional		
B-6: VIDEO PRODUCTION		
B-6-1: GENERIC MI VIDEO (2:30 minutes)		
B-6-2: SOCIAL MI VIDEO TEMPLATE		
1 additional		
B-7: SOCIAL MEDIA		
B-7-1: Social Media Strategy		
COST FOR ALL CORE COMPONENTS		

Signature _____ Company name _____

Name/Print _____ Title _____

Initials _____

Date _____

ANNEX 2B

To be inserted only inside the envelope marked "B" – "Economical/Financial Offer"

do not insert any other documents inside of envelope "B" other than Annex 2A and 2B

COAN U214C040E1/ U214C040D1C

CIG:

JOINT CUSMA, NORTH AMERICA WIDE, MARKETING AND COMMUNICATION CAMPAIGN FOR THE MACHINES ITALIA PROJECT

ECONOMIC/FINANCIAL OFFER - OPTIONAL COMPONENTS

(Please indicate the amounts in numbers and letters)

Components	Total Letters	Total Numbers
C-1: CONTENT DEVELOPMENT COACHING		
Additional bi-weekly		
Hourly cost		
C-2: PUBLIC + MEDIA RELATIONS		
C-2-1: PR STRATEGY		
C-2-2: PRESS KIT		
C-2-3: ONGOING PR + MEDIA OUTREACH		
C-3: MEDIA BUY PLAN - 3 offices		
C-3-1: MEDIA BUY PLAN - 3 offices		
C-3-2: MEDIA BUY PLAN - per office		
C-4: TWO-PAGE BROCHURE		
Additional brochure:		
C-5: SIGNAGE		
C-5-1: BANNER STAND TEMPLATE		
Additional template:		

Initials _____

Date _____



ITALIAN TRADE AGENCY

C-5-2: BANNER STAND ADAPTATION		
COST FOR ALL OPTIONAL COMPONENTS		
C-6: SOCIAL MI VIDEO ADAPTATION		
COST FOR ALL OPTIONAL COMPONENTS		

Signature _____ Company name _____

Name/Print _____ Title _____

Initials _____

Date _____