



ITALIAN TRADE AGENCY

TORONTO

June 10, 2022

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MARKET SURVEY NOTICE

MARKETING SERVICE PRODUCTION , DESIGN AND DELIVERY BOTH DIGITAL AND PRINT FOR THE "FALL INTO ITALY!" WINE CLUB CAMPAIGN 2022 .

PLEASE READ THIS MARKET SURVEY NOTICE CAREFULLY AND VERIFY THE REQUIREMENTS IN ADVANCE. INCOMPLETE SUBMISSIONS WILL NOT BE ACCEPTED.

The Italian Trade Commission Canada is searching for a provider for the above service. If you are interested, you are invited to submit an offer taking the following into account:

1. AWARDING ENTITY

Consulate General of Italy – Italian Trade Commission (ITC) - Toronto Office
480 University, Suite 800
Toronto, Ontario M5G 1V2
Canada

Mr. Marco Saladini
Trade Commissioner - ITC Canada
Official Representative of the Contracting Authority (Responsabile Unico del Procedimento)
Tel. 416-598-1566
toronto@ice.it

2. BACKGROUND

The Italian Trade Commission is the government entity which promotes the internationalization of Italian companies along with the policies of the Italian Department for Economic Development. ITC provides support to Italian and foreign companies. ITC 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.

ITC 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 fairs;
- Seminars conducted by Italian advisers.

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

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

3. BUDGET AND TERMS OF EXECUTION

Total maximum budget allocated for the service is **CAD \$40.000.00** (CAD forty thousand dollars and zero cents), excluding applicable taxes.

TORONTO office

480 University Avenue, Suite 800
Toronto, Ontario, Canada M5G 1V2
T +1 416 598-1566 / F +1 416
598-1610
E-mail: toronto@ice.it
www.ice.it

MONTREAL office

1000 Rue Sherbrooke Ouest, bureau
1720
Montréal, Québec, Canada H3A 3G4
T +1 514 284-0265 / F +1 514
284-0362
E-mail: montreal@ice.it
www.ice.it

Certificate N. 38152/19/S
ISO 9001 / UNI EN ISO 9001:2015





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It is understood that your offer (including all fees, expenses, services, goods, products etc.) cannot exceed **CAD \$ 40,000.00** (CAD forty thousand dollars and zero cents), excluding applicable taxes.

ITC reserves the right to increase or decrease the contractual amount by 20% max as needed, without any further obligation toward the awarded Supplier.

ITC will not consider claims for an increase or decrease of the total contract value.

4. DESCRIPTION OF SERVICES REQUESTED

The Italian Trade Commission (hereinafter "ITC") is spearheading a promotional campaign "Fall Into Italy" with a group of approximately 5 Canadian Wine clubs, during the month of October 2022 with the main focus of expanding brand awareness and drive consumers of Italian wines in Canada via domestic wine- clubs and e-commerce websites.

The Mission of the campaign is to spotlight the following.

- A Better Way To Discover And Buy Italian Wine
- Selection, Guidance And Convenience Not Found In Stores
- To Inspire The Wine Lifestyle, Through Innovation
- E-Commerce Sales Direct To Consumer (dtc)
- Offer Of Mix Of Italian Wines In Curated Cases
- Unified Messaging Of The Campaign "FALL INTO ITALY"

ITC is looking for a supplier that can provide the following marketing services which must be provided and included in your offer.

1. CREATIVE FOR BOTH DIGITAL AND PRINT

- Branding image design of the campaign "Fall Into Italy": design and submit 3 proposals in Letter format, to be then adapted to different uses across media channels

2. DIGITAL

- Creation and handling of a **website** as a landing page for the campaign, also to promote all the participating wine clubs
- Customized **social media** campaign through paid ad, targeted according to demographic and other socio-economic categories, with the aim of increasing the wine club subscription engagement and furthering sales of Italian wines via the participating wine clubs
- Preparation of a **digital newsletter** that the wine clubs can use to promote the campaign; please indicate number of issues, reach and number of articles per issue
- **eBlast** to targeted audiences, please indicate number of issues and reach
- Social media contents to be published by the awarded contractor on ITA's social media accounts (Instagram, LinkedIn); please indicate number of posts and/or articles

3. PRINT

- Creation, printing and delivery of a **postcard** highlighting the campaign in full colour 5,000 total (1,000 per wine club)
- Creation, printing and delivery of an **adhesive sticker** to distribute to wine clubs for branding the curated Italian wine wood cases that they will offer.

4. FINAL REPORT

- Post campaign report highlighting the breakdown of the campaign results to account for actual reach and other key metrics, ad display, actual web page views and further analytics to be agreed upon, that prove the outcome of the campaign, indicating sources of the data and methodologies applied to obtain it.





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5. REQUIREMENTS FOR THE SUBMISSION OF OFFERS AND DEADLINE

Bids must be sent to the e-mail address **toronto@ice.it** no later than **3:00 PM (EAST)** of **June 27, 2022** clearly indicating in the subject of email the following statement: **"FALL INTO ITALY!" WINE CLUB CAMPAIGN 2022**

Receipt of a bid does not imply satisfaction of the above requirements.

Please include in your bid

- the datasheet in Attachment 1, on your letterhead, duly and completely filled out, signed and stamped
- the ID scan of the signatory to the datasheet
- a short (tentatively, twenty to forty lines) description of how you would implement the campaign
- a timeline of all actions listed in section 4 above, compatible with a campaign start date of October 1, 2022.

Incomplete submissions may be rejected. Quotes received after the above deadline will not be considered.

Additionally, we require that you register as a vendor by following the instructions at the following link: <https://www.ice.it/en/markets/canada/supplier-register>

Regulations for the enrollment and management of the register of suppliers

- Application form
- Annex 1
- Declaration statement
- Terms and conditions
- Residence declaration

If you have already done so, please include your registration number in your quotation, along with an updated signed Declaration statement and Terms and Conditions form

6. SELECTION

The contract will be awarded to the bidder who offers the best terms, with respect to price and quantity of content items.

7. PAYMENT TERMS

Italian law does not allow advance payments for public contracts. Therefore, the payment schedule must comply with the following criteria.

- 20% of the fee payable after signing the contract, upon receipt of an invoice
- The final 80% payment shall be made only upon deliveries of services and receipt of an invoice

Payment will be issued by EFT-Direct Deposit in CAD within 30 days of receipt of original invoice addressed to the ITC office as detailed below.

Consulate General of Italy – Italian Trade Commission
480 University, Suite 800
Toronto, Ontario M5G 1V2
Canada
Partita IVA: IT12020391004



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8. PENALTIES AND TERMINATION CLAUSE

The contract that will be signed between the Consulate General of Italy-Italian Trade Commission and the selected bidder will include a clause specifying penalties to be applied in case of delays and non-compliance in delivering the goods and services. If the agreed-upon project timeline and deadlines are not met, ITC shall apply a penalty fee equal to the amount of 5% of the total price set forth in the contract, in addition to any other right or remedy that ITC may have at law or otherwise.

9. OBLIGATION OF CONFIDENTIALITY AND PROTECTION OF PRIVACY –ARTICLES ET SEG. OF THE EU REGULATION 679/2016

In compliance with the provisions of art. 13 and under the EU Regulation 679/2016 on the protection of personal data of physical persons, as referred in art. 4 of the aforementioned Regulation we inform you that your personal data is collected, processed, used and disseminated solely for the institutional purposes of ITA-Agency (ITC), as required by art. 14, paragraph 20, D.L.98/11 converted into L.11/11 as replaced by art. 22 c. 6 D.L. 201/11 converted into L. 214/11 and for this purpose will be included in the Central Data Bank of ITA.

This process will take place by means of paper and/or computerized methods. The data will be communicated and disseminated to other public entities to fulfill specific legal obligations.

We also remind you that you may exercise, at any point of time, the rights referred to in articles 17 and the ones EU Regulation 679/2016.

The awarded bidder 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 Supplier, together with its employees and consultants, agrees to adopt the necessary caution to protect the confidentiality of said information and/or documentation.

The winning Supplier 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 only permissible use is the one provided and governed by the request for quotes and the contractual documents.

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

10. INTELLECTUAL PROPERTY

The intellectual property and all copyright of all assets created for the purpose of implementing this contract shall be transferred to the ITC at its request and in any case before payment, together with modifiable versions of such assets.

If you have any questions, please contact our office toronto@ice.it or 416-598-1566.

We look forward to receiving your offer.

Cordially,

Marco Saladini

Trade Commissioner

ITC Canada



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Fall Into Italy! - Wine Club Campaign 2022
Attachment 1 - Data sheet

Bidder _____

Bidding item	Cost, all inclusive	Number
1. Creative		
2. Digital - Website		
Newsletter - no. of issues		
Newsletter - no. of articles		
Newsletter - reach		
E-blast - number		
E-blast - reach		
Social media assets - no.		
3. Print		
TOTAL		

