



ITALIAN TRADE AGENCY

Seoul Office

ANNEX 1

OPEN CALL FOR BIDS

Procurement of Marketing and Communication services for High Street Italia project under art. 7 section 2, letter b) of Ministerial Decree no. 192/2017 (MD 192/2017). CIG n° A00D7C5FD2

TECHNICAL SPECIFICATIONS

This document is an **integral part of the contract** and contains a detailed description of the requested services, duration of the contract, applicable penalties and termination rules.

The contracting Authority for the purpose of this Open Call for Bid is the Italian Trade Agency - Seoul Office ("ITA").

SPECIFICATION OF REQUIREMENTS

Defined below are basic requirements to fulfill the needs of the ITA for the duration of the High Street Italia project. These requirements are not exhaustive, and the awarded bidder must ensure that the service provided meets the needs of the Agency in a cost-effective and timely manner.

In particular, the main aim of ITA is to spread the knowledge of High Street Italia among Korean public and to increase the overall number of visitors, especially to the Made in Italy showroom which is open to the public 6 days a week. At the same time ITA wants to expand and consolidate a inner circle of High Street Italia fans and lovers.

Therefore, the High Street Italia communication strategy shall be pursuing the above-mentioned objectives targeting the Korean potential visitors and loyal customers.

In addition to that, the communication shall also strictly interact and coordinate with all partners involved in the Made in Italy showroom (usually around 40 partners exhibiting and selling Italian products during 6-months rotation cycles) as well as with all events organized at High Street Italia both by ITA or by other players.

Requested services for implementing the communication strategy are divided in 3 areas:



Initials

1. Digital Communication

Planning, managing, and implementing the communication activities through following digital channels with specific tasks detailed below:

- **High Street Italia Website**

- Reorganizing contents and graphic restyling
- Designing and managing English version
- Web domain license, webmaster and website maintenance

Target: 30% increase of number of pageviews and visitors on 2022 metrics

- **Instagram**

- Uploading 2 posts per week at least
- Monitoring continuously the other partners and Italian institutions postings, tagging them when requested
- When there is an event organized by ITA, postings are uploaded every day during the event period.
- When there is an event organized by ITA, upload a Story Video provided by ITA in coordination with photo/video producer entrusted by ITA.
- When there is an event held at HSI, not organized by ITA, visit in person HSI to take photos and story videos if necessary.

Upload additional posts upon request of ITA

Target: 35% increase no. of followers

- **You Tube**

- New account creation and management
- Regular feeding of video contents both produced by ITA or by its partners in order to ensure coverage of all activities happening at High Street Italia
- Strict interaction with website and Instagram account

Target: at least 30.000 views in 1 year

2. Media/PR relations

- Supporting ITA in engaging relations with Korean media and influencers
- Ensuring regular media coverage of High Street Italia along the year
- Involving major influencers and ensuring social media coverage

Targets:

- **100 journalists and influencers invited to visit High Street Italia**
- **10 media releases focused on High Street Italia (1 each 1-2 months)**
- **20 posts about High Street Italia published by targeted influencers with more than 20,000 followers**

3. Marketing services

- Organize **online/offline marketing in-store promotions** at Made in Italy Showroom in High Street Italia in coordination with showroom management company
- Onsite visual AD in coordination with ITA and showroom management company
- Active promotion through tourist channels in coordination with ITA

Initials



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- Facilitating and coordinating co-marketing events with showroom partners (each partner is committed to organize at least 1 in-store promotion during 6-months period)
- Planning and supervising production of promotional videos to be used in digital media
- In case of cooperation requested by major retailers or department stores, provide support to ITA in planning temporary pop-ups and in-store promotion events.

Target: at least 20 online + 2 offline promotions organized during the year

!!! All the above-mentioned communication and marketing activities shall be designed and planned by the awarded bidder in constant interaction with ITA. Implementation and execution shall always follow ITA's formal approval on submitted written plans!!!

Please be informed that the creation of Tik Tok and YouTube accounts are subject to authorization by ITA's Headquarters which, at the moment of this bid is published, has not been released. Should this authorization be denied, ITA Seoul Office will require additional services to increase the digital communication activity through other authorized channels.

The bidder's Economic Offer shall be submitted through Annex 3, please follow instructions as provided in the art. 7 of the Open Call for Bids.

Ferdinando Gueli
Italian Trade Commissioner in Seoul

Legal representative of bidding company:

(to be signed and stamped for acceptance)

● _____ ●
Initials
