



## Chicago Office

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### **ITALIAN TRADE AGENCY CHICAGO: REQUEST FOR PROPOSAL - STRATEGIC BRAND POSITIONING SERVICES**

The Italian Trade Agency is looking to acquire the assistance of a media placement agency to handle its strategic brand positioning initiative for its Machines Italia campaign. This Office looks forward to having the following particulars executed within the first half of the 2023 calendar year:

Negotiated brand placements within a number of media outlets are suggested as follows in digital formats and / or brand recognition activities (\*).

- YouTube Ads
- Google Ad Words
- LinkedIn Navigator
- Twitter - Image / Video / Carousel Ads

Agencies may submit alternative or additional social media outlets, which could provide a larger engagement audience within those targeted within the US manufacturing community. Strategic brand placements carried out on the Agency's behalf will be all-inclusive and at net cost.

Confirmation of brand placements from the selected media outlets and/or activity organizers.



ITALIAN TRADE AGENCY

The Italian Trade Agency through the awarded company's agreements on its behalf will provide all material directly to the selected media and / or brand placement providers in either digital formats as required.

The awarded company will issue necessary payments for these brand placements in accordance to the terms prescribed by the selected providers.

The maximum amount available for these services is **\$40,000.00 USD** (Forty Thousand Dollars and No Cents) which would include your company's percentage as per a handling fee for carrying out said placement services, and to cover the costs of the actual placements rendered on behalf of the Italian Trade Agency.

### **PAYMENT TERMS**

This Office will make two (2) payments for the aforementioned total all-inclusive amount to the awarded company as follows:

- 1.) 10% upon the awarded company's signing of an LOO.
- 2.) 90% upon receipt by the awarded agency of a brand placement strategy confirmed with a report listing all actual placements to be made. This report must be provided by no later than one-week upon signing of this agreement in order to receive payment. By the agreed date, should unallocated funds remain, this Office will be reimbursed all unused funds.

### **SERVICE DATES**

The estimated completion date for the awarded company to successfully secure placements of this strategic brand positioning initiative is no later than May 31, 2023, however it may be modified due to unforeseen developments and or positioning particulars.

### **DEADLINE FOR PROPOSALS**

The deadline for the Italian Trade Agency to receive proposals is **5 PM CST, April 16, 2023**. For any inquiries regarding the terms, conditions of the selected brand placements or RFP particulars, please submit your request in writing to the attention of Mr. Bart Pascoli of our Office at [chicago@ice.it](mailto:chicago@ice.it)

Sincerely,

Marco Verna  
Trade Commissioner