



ITALIAN TRADE AGENCY

October 11, 2023

Prot. 0109188/23

COAN U22EC003G1

CIG: Z0B3CA86BA

MACHINES ITALIA'S MARKETING AND COMMUNICATION CAMPAIGN - RESPONSES TO BIDDERS QUESTIONS

Creative + Content Development

1. Do the Visual Identity Guidelines and Brand Toolkit include advertising templates already developed or will the contracted agency be responsible for their development?

1A: Inside the brand toolkit, you will find some general assets that can be manipulated. We will supply the Brand Toolkit to assist you in making informed choices regarding colors, fonts, and recommended ad configurations. However, when it comes to using our brand assets, you have the creative freedom to develop new ads based off of our recommendations to showcase each industry for this campaign

2. Has key messaging already been developed, or will the contracted agency be responsible to do so?

2A: Within the brand toolkit, there are several pre-established generic messages that are readily available for incorporation and deployment in our marketing efforts. These messages serve as a foundation for our communication strategy and can be employed to convey key information about our brand and products to our target audience. Additionally, we have a prior campaign with essential messages that could potentially be recycled. Nevertheless, we would also appreciate the chosen agency generating fresh advertisements, offering a diverse set of crucial messages.

3. Is content required only in English or French as well?

3A: A maximum of 20% of the placements could be in French, should the media plan include French language publications which cover industrial machinery sectors. The rest would be in English.

TORONTO office (Head 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

MONTREAL office
1000 Rue Sherbrooke Ouest, Bureau 1720
Montréal, Québec, Canada H3A 3G4
T +1 514 284-0265
F +1 514 284-0362
Email: montreal@ice.it

VANCOUVER office
1199 West Pender #785
Vancouver, British Columbia,
Canada V6E 2R1
T +1 604 416 4874
Email: vancouver@ice.it

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4. Must the ad creatives highlight all 16 industry sectors of 'Machines Italia' or will only a selection be highlighted in the Canadian campaign?

4A: Our goal is to get as much coverage for all 16 industries as possible. Machines Italia is a "horizontal" program which aims at boosting the visibility of the Italian industrial machinery sector as a whole.

5. Please provide examples of the "other" requirements being referred to here: copywriting is required for other marketing collateral

5A: copywriting, in the context of "conceptualize ideas and finalize materials for digital advertising and other marketing collateral," refers to the process of crafting the written content and messaging for various marketing materials. This includes developing the text, headlines, taglines, and other written elements that will be used in placements included in the media plan.

6. How long should the media buy placements run? The timeline in the RFP states Nov 1 – Dec 31, 2023 but is this for the campaign development or buy placements?

6A: The RFP outlines a timeline from November 1 to December 31, 2023, which covers both campaign development and media placement. However, depending on the plan that your firm presents, we are open to the possibility of considering a January 31, 2024 extended deadline.

7. Is there a set minimum budget for media placements?

The total budget for this project is \$40,000 CAD, which includes media placement. We kindly request bidders to submit their quotations for the following project components:

1. Creative and Production Services
2. Media Services (including placement)
3. Reporting and Communications

To provide a quotation, please refer to the spreadsheet linked in the RFP and complete the relevant sections for each of the above-listed items.

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8. Is there an established ratio digital to print placement required?

8A: No, there is no established placement ratio.

We invite agencies to propose their recommendations, based on the specific goals of the campaign, the preferences and behaviors of the target audience, and the industry's advertising trends.

9. Is it mandatory to include print placements?

9A: Although it's not obligatory, we have a strong preference for the inclusion of a few print placement opportunities if feasible.

10. Since ITC has offices in Toronto, Montreal and Vancouver should the ad placement be national, target these cities or other geographic areas?

10A: We would prefer if the ads are placed on a national level or at least be targeted to all of the 3 above mentioned cities.

11. The report requires "results against objectives". What are the objectives (KPIs) of this campaign?

11A: Our primary objective is to launch a comprehensive advertising campaign aimed at maximizing the visibility and promotion of the Machines Italia initiative. The goal is to ensure that Machines Italia is extensively advertised across various channels, both digital and offline, with a particular focus on engaging the target audience and raising awareness of Italian machinery within the Canadian market.

Each medium or channel may have different metrics which the awarded bidder will provide in its final report.

12. Can you please confirm that the intention is that the total budget will include the actual advertising spend?

12A: The total budget for this project is \$40,000 CAD, which is inclusive of advertising spending.

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