



Prot. 0094981/23

BEAUTY MADE IN ITALY

Request for proposal: Press and communication & social media management Agency

BACKGROUND

The Italian Trade Commission is the government organization which promotes the internationalization of Italian companies, in line with the strategies of the Ministry for Foreign Affairs. ITC provides information, support, and advice to Italian and foreign companies. In addition to its Rome headquarters, ITC operates worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and working closely with local authorities and businesses.

ITC provides a wide range of services overseas helping Italian and foreign businesses to connect with each other:

- identification of possible business partners
- bilateral trade meetings with Italian companies
- trade delegation visits to Italy
- official participation in local fairs and exhibitions
- forums and seminars with Italian experts

In the US the network operates offices in New York, Chicago, Los Angeles, Houston and Miami.

For more information on the Italian Trade Commission and its presence in Italy and the world, please visit our website: www.ice.gov.it (Italian & English).

BEAUTY MADE IN ITALY PROGRAM

A joint program of the Italian Trade Commission and Cosmetica Italia, Beauty Made in Italy (BMI) aims to promote the excellence, awareness, and availability of Italian beauty products and brands to the US market and consumer.

This goal is realized by educating participating companies on the particularities of the US market, by hosting promotional events and initiatives, and by creating a shared, cohesive brand and message of Italian beauty to the American market.

Beauty Made in Italy serves as a launch pad for Italian brands entering the United States and is divided into three different tracks for companies based on their experience in the US market: a **Business Incubator** for companies who are not yet distributed in the US, designed to educate early-stage companies **Brand Accelerator** to guide larger, high-potential brands with existing US distribution and, an **Italian Beauty Council** made up of beauty industry leaders and heritage brands who want to help guide the conversation and narrative on Italian beauty.

Through these divisions, the Beauty Made in Italy program provides participating Italian companies with various platforms and support to learn the unique aspects required to enter and navigate the US market.

SCOPE OF WORK

Beauty Made in Italy (BMI) seeks to engage a press/communications agency with demonstrated experience in the US beauty and lifestyle sector (both consumer and trade), who holds deep relationships with editors of major US beauty trade and consumer lifestyle magazines to promote, highlight, and feature the Beauty Made in Italy program and brand. The promotional/communications agency must Selected firms must also work with any other BMI or ICE NY vendors to ensure a consistent and cohesive brand and message for the program, including promotion of events and tradeshow that BMI participates in.

Press/ Media Relations Requirements:

1. Garner and secure media features and attract consumer attention to the excellence, awareness, and availability of Italian beauty brands and products, as well as position Beauty Made in Italy as the singular entry point for all things Italian beauty. This can be achieved through multiple channels and angles focusing on Italian beauty broadly, Italian culture and lifestyle, etc. as per identified or recommended by bidding firms.
2. Generate interest and awareness of the Italian beauty industry, lifestyle, and culture
3. Secure media and placements to position Italian beauty as top of mind and in the consideration set for American consumers, buyers, and trade through demonstrating the excellence, creativity, and innovation of the products, brands, and market.
4. Represent Beauty Made in Italy program and the brand collective through:
 - a. Development of editorial/pitch calendar for term highlighting key moments in Italian beauty and US market to best position the BMI program and brands.
 - b. Monthly pitches/news advisories for BMI program, brand collective, and Italian cosmetics broadly.
 - c. All follow-up and editor relations with interested media, including brand introductions and handoffs when appropriate.
 - d. Clippings of all featured media both digital and print in monthly digest that BMI team can share with participating firms.
 - e. Access to selected communications firms to ask questions on the US press and cosmetics market, obtain feedback, etc. for BMI team and participating brands.

Social Media & Community Management Requirements:

1. Support BMI team with BMI-owned social media channels (Instagram, TikTok, Facebook & LinkedIn):
 - a. Instagram: content development and posting along BMI identified pillars
 - i. 1x per week - flat or static posts

- ii. 2x per month - Story or Reel
 - iii. 1x per quarter - IG Live
 - b. Facebook: automatic reposting of shared IG content
 - c. TikTok: content development and posting along BMI identified pillars
 - i. 1x per month
 - d. LinkedIn: content development and posting along BMI selected identified pillars
 - i. 1x per month or as relevant news develops
2. BMI content pillars include participating brand content & news, newsworthy Italian beauty events/updates globally, Italian lifestyle content, announcements or recaps of BMI activations, appropriate celebrity or UGC as approved by BMI team.
3. Liaising with, responding to, and engaging with appropriate posted comments, and like-minded brands to build awareness and support BMI community development.

Requirements of Bidding Firms:

1. A full service, experienced press & communications agency with 20+ years working with European brands in the US, 10+ years representing Italian brands in the US, and 5+ years representing Italian beauty brands in the US, with a proven, strong relationships with US beauty, fashion, travel, cosmetics trade, and lifestyle media and press (at the EIC and executive level), and a demonstrative track record of securing features and earned media for Italian beauty brands
2. At least one staff member to which BMI team will liaise with directly, who must speak fluent Italian, and have demonstrated experience representing Italian beauty brands in the US.
3. Demonstrated experience in working with large institutions such as governmental agencies with various constraints, processes, and procedures.
4. Familiarity with Italian culture, language, and business environment, including relationships with Italian brands, businesses, and executives - both in the US and Italy.

Required Deliverables:

1. Monthly activity reports including executed and planned events/activations, publications pitched, response/feedback, and earned media value, as well as all press/media clippings as PDFs and links, and standard PR management KPIs.
2. Event/activation recap reports including attendee lists, earned media and social engagement, photos/videos from the event, and debrief/recommendations.
3. A final report including a recap of entire activities

PROJECT TIMEFRAME

Project Start Date: **September 11, 2023**

Project End Date: **December 30, 2023**

BUDGET

ITA is a tax-exempt organization. Due to governing Italian laws, ITA must follow strict procedural requirements in terms of assembling this Open Call for Bids and awarding contract.

There is a maximum budget of **\$40,000 USD** allocated for this project.

This budget is inclusive of all fees and expenses and as well as any associated costs or expenses to achieve the aforementioned goals, or develop the required deliverables, including shipping, printing, international phone charges, technical support, technology usage, etc.

SELECTION CRITERIA

Proposals will be selected based on the **lowest bid price offered.**

Only proposal that discount off the maximum price ceiling of US\$ 40,000.00 will be considered.

SUBMISSION DEADLINE

The proposal must be sent to the attention to Mrs. Paola Guida, p.guida@ice.it , under penalty of exclusion from the tender, no later than **September 1st , 2023 at 2:00 pm (EST).**

PAYMENT TERMS

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

- 20% will be paid upon receipt of invoice and within 30 days from contract signing.
- 25% paid by September 30, 2023
- 25% paid by November 30, 2023
- 30% paid upon the successful conclusion of the program and receipt of the requisite final report.

Payment will be issued upon receipt of an original invoice. We make payment via ACH. Please note that our office is part of the official Mission of Italy to the United States and is exempt from paying tax on purchases over \$ 325.00.

Payments will be made by ITA upon submission of original invoices, made out to ITA - Italian Trade Commission – New York Office, 33 East, 67th Street, New York, NY 10065, issued by the winning service provider. Invoices will be settled by direct deposit based on the services rendered. All the necessary information to execute ACH transfers must be included in each invoice and/or communicated to ITA.