



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

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## RFP: PR agency to manage the digital platform “Extraitastyle.com” for the promotion of Made in Italy Fashion 2024- 2025

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Protocol N. 0109765/24

The Italian Trade Agency (“ICE Agency”) intends to solicit proposal and quotation to manage the digital platform “Extraitastyle.com” 2024-2025, starting October 2024 and ending August 31<sup>st</sup>, 2025

ITA launched Extraitastyle.com in September 2020 as a communication and trading tool for Italian companies to connect and interact with media, influencers, retailers and buyers as a response to the pandemic side effects making digital reality an urgent priority across the entire value chain and social distance highlighted the importance of digital channels more than ever. Since then, US retail buyers have developed an expectation for their partner brands to partake in digital markets to both supplement and add legitimacy to physical events, and to address fashion buying in real-time as fashion continually evolves to be seasonless.

**Overall objective:** manage, update and optimize Extraitastyle.com platform. Perform brands’ updates and content updates. Vendors will be asked to empower Extraitastyle’s growth, attract more visitors and generate a higher traffic and engagement through communication, PR and marketing strategy.

### CONTENT OF THE REQUESTED SERVICES:

The service object of the RFP consists of the following:

ITA wants to maintain, enhance and upgrade the Extraitastyle.com platform in 2024-2025.

ITA believes in empowering Extraitastyle.com digital journey by expanding the community of Italian brands, to attract more participants.

ITA wants to optimize all the structure and the user experience of the platform to generate more engagement with the fashion world, specifically buyers, influencers and press.

ITA aims at empowering the community of Extraitastyle.com through communications and marketing services

To achieve the afore mentioned objective, the following services are requested:

#### **A- MANAGEMENT OF *Extraitastyle.com* SITE FOR THE MAINTENANCE AND UPDATE OF THE PLATFORM**

- The digital platform is hosted on ITA NY’s fashion website [extraitastyle.com](https://www.extraitastyle.com)., built upon the Shopify platform, ITA will provide the vendor with access to the existing site including all login and technical specifications.
- Vendor must maintain the same digital environment, image, aesthetic and characteristics of the existing platform.
- Vendor must create one dedicated page within the platform for each of the 100 brands including: up to 50 products per brand per season in addition to each individual brand profile
- Each season manage the import and exchange of 3,000-5,000 available products from participating brands
- Clearly and effectively communicate strategy and timing of asset receipt to the selected 100 brands for seasonal updates within the period of the contract

- Manage seasonal refreshes of all 100 brands changing out product to align with the brands' current market offerings

**Vendor is asked to:**

- Manage collection of brands assets from curated "made in Italy" designers via an easy-to-understand database allowing brands to upload their own seasonal, digital assets including but not limited to silo product flat lays, campaign model shots, video, look books, line sheets, logos, social media handles, contact information and brand copy.
- Manage collection of each brand's individual product descriptions, landed costs, and more, creating a tagging system for products to be assorted within the platform.
- For Italian brands who are already using Shopify, sync product listings within the extraitastyle.com platform (continuously sync and manage each month to ensure constant newness on the site)
- Create landing/profile page for each individual Italian brand (up to n. 100 max) including key brand visuals, custom copy-written text pertaining to brand values and ethos, external links and contact information.
- Design trend-based editorial content stories to be changed out minimum once monthly for the "retailer homepage" on the platform allowing wholesale buyers to shop by designer, category and trend.
- Manage the upkeep of a current "Brand Section" or password-protected "Retailer Database" to provide Italian brands with names, images and up-to-date contact information for America's top retail boutiques, independents, e-tailers, and department stores (each brand must be provided its own login/password through the declaration of a selected platform administrator)
- Curate brands accepted into the EXTRITASTYLE program based on pre-determined qualifications that demonstrate the brands' relevance, current marketing efforts, and integrity

**All participating brands on the website must have their own pages continuously updated as new products/collections evolve.**

**Vendor must:**

- Offer creative guidance and technical support to brands directly for the duration of the contract.
- A dedicated visual team to clean up and optimize brand-provided visual assets.
- Provide specs on content coordination and asset management, including instructional videos and creation of instructional documents for participating brands.
- Develop technical strategy including but not limited to design, front & backend and roadmap.
- A dedicated native English speaking copy writer to translate and best position Italian brands for the US market
- Creation of data capture within the backend to monitor new users and grow the Retailer Database, as well as extraitastyle's mailing list.
- Update Retailer Database with most recent information collected through research, as well as contacts made from physical fashion events sponsored by the Italian Trade Agency, such as trade shows.
- Create an additional database directory or blog within the EXTRAITASTYLE platform which can be multi-purposed to demonstrate to US retailers the depth of ICE's reach; to retain invaluable web traffic and new leads from digital promotions for the EXTRAITASTYLE platform and ICE's physical events throughout the year

**Functionalities include but are not limited to:**

Product catalogs with style numbers and pricing, embedded videos, editorial image galleries, shopping stories, direct contact opportunities for external email, newsletter sign-up, and access to each brand's individual assets including look books and line sheets.

**Database integration is required including analytics and back-end tracking, such as:**

- Analyze and collect data on users' traffic via Google Analytics and Shopify
- Provide client with an online dashboard to view analytics.
- Track time of user's browsing on digital platform
- Create exportable monthly reports filtered by date, user, and location.
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**B- DIGITAL MARKETING ACTIVITIES:**

**Implement a digital marketing strategy through carefully selected online channels.**

- Upgrade a digital marketing plan including but not limited to direct e-mail marketing, database collection, study and development of landing pages to be linked to social media strategies and apply digital analytics of the virtual platform.
- Selection of a dedicated agency that will be responsible for developing and creating organic content with a special emphasis on video and reels for social media channels: Instagram, TIK TOK, Facebook and LinkedIn designed to grow @extraitastyle's following and engagement.
- Develop a media plan pointing out media trade outlets and/or consumer outlets that suit best to reach the market. Moreover, propose, oversee and coordinate digital marketing partnerships with media and market research and for the established period (Budget for media adv is NOT included in this request)
- Creation of a Quarterly Report on all activities and Final Recap of all afore mentioned activities at the culmination of contract

## **C- COMMUNICATIONS AND PROMOTION PLAN:**

### **Implement a full concept strategy to empower, consolidate and create a stronger community for Extraitastyle.com.**

- Liaising with Italian brands by collecting/organizing necessary assets and handling necessary correspondence about the platform.
- Collaborate with the ITA appointed social media Agency which will manage all channels (Instagram, TIK TOK, Facebook and LinkedIn) and be responsible for creating and implementing original copy and posting strategy that is brand-appropriate, fair, and within ITA's governmental protocol.
- Develop extraitastyle educational series: creation of an educational webinar or video to present best use learning to Italian brands.
- Creation and distribution of eye-catching press releases and customization of media pitches to secure coverage.
- Develop a media strategy or organic story outreach as well as paid advertorial placements to present to ITA to communicate new brand and product arrivals and seasonal updates
- Assess and respond to all press inquiries in a timely manner.
- Creation of links where the users can access tutorials or review brand videos via YouTube
- Outreach to the media to publish articles on the project.
- Drafting of all new brand profiles in the English language.
- Creation and distribution of a minimum of n. 10 newsletters targeting US retailers and media: subjects have to be related to fashion, with the goal of generating a conversation and boost the engagement on Italian fashion.
- Communicate EXTRAITASTYLE brand involvement to US retailers in conjunction with their physical trade show appearances in the American market when sponsored by ITA
- Create and develop any graphic tool for communication and marketing purposes.
- Research, source and retain talent (e.g., entertainers, influencers or creatives) as needed.
- Create key branding website language, materials and collateral to be distributed to retailers and brands for marketing purposes.
- Graphic design useful for digital purposes, but not limited to, such as: brochure of the digital platform, cover for social networks, posts, articles, digital invitation, etc.
- Assist and coordinate with all the Italian companies involved in the project regarding content coordination.
- Assist and coordinate with other vendors involved promoting the digital platform during networking events, tradeshow, webinars, throughout the end of the project, if requested by ITA
- Quarterly report and final report including recap of all activities, work and results.

**It is understood that ITA will own all the rights of the entire project, including all current and new assets the logo design, trademarks, creative concepts, and all related intellectual property.**

## **PROJECT TIMEFRAME**

Project Start Date: October 2024 upon signing of the contract

Project End Date: August 31st, 2025, after receiving of the final report

## EXPECTED REQUIREMENTS OF THE BIDDER

ITA is seeking a full-service partner able to ideate and co-create on all aspects of the project's production process.

To perform the requested services the partner firm needs to have a long-lasting relationship with key American and US-based retailers, media and influencers.

1. Vendor must provide media and influencer outreach, partner liaising, media monitoring and reporting, deskside support, speaker preparation, and media training as needed to participating companies.
2. Vendor must provide at least one dedicated staff member whom ITA will liaise with directly.
3. Vendor must work with a web developer with a deep knowledge of fashion and brand awareness, able to customize the Shopify-based digital platform creating a unique environment for Italian companies.
4. Vendor must liaise, manage and provide all media content creation from promotional and trade events, including videos, interviews, etc. for Instagram Stories and Reels, as well as static photos, videos, etc. to post post-event to ITA's awarded digital marketing agency
5. Vendor must have flexibility in working with large institutions such as governmental agencies and their various constraints, processes, and procedures.
6. Vendor with Italian culture, language, and business environment, including experience in working with Italian fashion SMEs brands, businesses, and executives will be given preference.
7. Vendor must have experience of creating and deploying websites and B2B software in addition to communications and marketing services, with a minimum of 5 yrs. experience.
8. Vendor must be a US-based company with EIN issued by the Internal Revenue Service

**A company presentation to prove the above-mentioned points is requested.**

### Awarding Criteria:

The service will be awarded based on negotiation criteria that include both *technical* and *economic elements*, which will differentiate one offer from another. The evaluation will focus on cost-effectiveness on the proposal's alignment with the Administration's needs, aiming to meet the requirements.

The Italian Trade Agency (ITA) reserves the right, at its sole discretion, to identify and select the most suitable service provider based on a comprehensive evaluation of both technical and economic criteria.

The maximum amount payable for the service/goods awarded is **\$138,000.00 and any bid in excess will be rejected.**

This budget is inclusive of all agency fees, web developer output, sponsorship and other fees the bidder may incur in the fulfillment of the goal.

We would appreciate receiving an all-inclusive quotation for the mentioned items.

The Responsible Party of the awarding procedure is Alessio Nanni: [a.nanni@ice.it](mailto:a.nanni@ice.it)

## SUBMISSION REQUIREMENTS

You are invited to submit your proposal to this office in person, by postal mail, by courier services or by email [fashionbeauty@ice.it](mailto:fashionbeauty@ice.it) no later than **October 25<sup>th</sup> – 12:00 PM.** The proposal must contain the following documents listed below:

**Cost Estimate (Quote):** A detailed estimate associated with the project, including any potential additional expenses.

**Company Presentation:** A comprehensive presentation showcasing your company's capabilities, experience, and past projects relevant to this bid.

**Additionally, you should register as a vendor prior to submitting your bid. Instructions can be found** <https://ice.trasparenza.com/suppliers>

## WRITTEN AGREEMENT

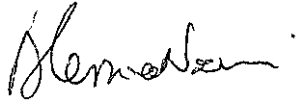
A written agreement with the following terms and conditions shall be entered between ICE Agency and the service/goods provider. The agreement will be subject to verification of the requirements of compliance with applicable U.S. federal, state, and local regulations.

Best Regards,

Alessio Nanni

Head of Fashion and Beauty Division

New York

A handwritten signature in black ink, appearing to read "Alessio Nanni". The signature is written in a cursive, flowing style.

