



ITALIAN TRADE AGENCY

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

Call for Bid: SOCIAL MEDIA FASHION ACCOUNTS MANAGEMENT FOR "EXTRAITASTYLE.COM" MAY 2024 to SEPTEMBER 2024

Protocol n.0048385/24

Call for bid and request of quotation for social media fashion accounts management for "Extraitastyle.com" to be completed by May 8th /2024

The Italian Trade Agency ("ICE Agency") intends to solicit proposals for social media fashion accounts management for "Extraitastyle starting May 2024 and ending by the end of September 2024.

ITA will own all the rights of the entire project, including creative concept and logo design.

CONTENT OF THE REQUESTED SERVICES:

The service object of the RFP consists of the following:

- 1- Develop a social media strategy that is tailored to ITA requirements
- 2- Create and distribute content for social media profiles created to consistently grow follower count and work within evolving platform algorithms for best performance (special emphasis on digital content creation)
- 3- Equitably create content designed to promote Extraitastyle.com brand partners and other Italian brands for ITA tradeshow and event partnerships.
- 4- Collaborate with micro influencers.
- 5- Provide community service and monitor online conversations.
- 6- Monitor, measure and report on social media performance and ROI
- 7- Capture video and photography through physical attendance for the overall promotional activity, special event recap, and behind the scenes content from ITA participation to tradeshow, promotional events and activities for extraitastyle.com brands. Handle video and photography services for the overall promotional activity, special events recap, behind the scenes and market tradeshow.
- 8- Working with EXTRAITASTYLE.COM platform team for pixel inserts/data capture/lead generation needs to amplify traffic from web and newsletters..

SOCIAL MEDIA REQUIREMENT

Social Media strategy: creating content for a Social Media campaign (Facebook, Instagram, Tik Tok, LinkedIn) in liaison with ITA for managing #extraitastyle and tagging brands.

- 1- researched Italian fashion news, trends, relevant information, covered fashion weeks, highlight Italian brands, attending events, posting live to fashion tradeshow and ITA events (travel expenses, if any, must be included in the offer for this bid), collaborate with ITA partners if necessary.
- 2- Influencers strategy: PROPOSE PARTNERSHIPS WITH EFFECTIVE MICRO INFLUENCERS ON EVENTS IN DIFFERENT LOCATIONS ON USA TERRITORY .
- 3- Manage #extraitastyle social media calendar
- 4- Coming up with relevant content ideas, create engaging posts and optimize them for different platforms.

CONTENT CREATION and POSTING:

- **Instagram, Facebook:** 1. Minimum 1- a day (POSTS, REELS, STORY), 2. IG Live upon special events

- **LinkedIn:** Minimum 2 times a week

- **TIK TOK:** Minimum 2 times per week: 1- Create, edit and post videos ;2- Create live video streaming

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.

The maximum amount payable for the service/goods awarded is **\$50,000.00 and any bid in excess will be rejected.**

As part of Italy's diplomatic mission to the US we are tax exempt for all purchases over \$325.00
For further information and/or clarifications, please write to: newyork@ice.it.

The Responsible Party of the awarding procedure is Alessio Nanni: a.nanni@ice.it

REQUIRED DELIVERABLES:

A. Monthly status reports including CTR, CPC, CPM, standard social media management KPIs.

B. Social media strategy documents and plan, including editorial calendar and development of original content.

C. final report upon project completion with all agreed-upon KPIs and results.

D. Executive summary of work and results on a shared Google Drive folder with the following:

- all campaigns completed and produced, including assets created

- all posting/assets (images, reels, video, tik tok, etc.)

- ADV reports

Requirements for Bid submission:

You are invited to submit your bid to this office in person, by postal mail, by courier services or by email newyork@ice.it no later than **12:00 PM on May 8 th , 2024**. Your bid must contain the following documents listed below:

1. Cost Estimate (quote)

Please take note: refer to this email for any dates/deadline.

Additionally, you should register as a vendor prior to submitting your bid. Instructions can be found at <https://www.ice.it/en/markets/usa/new-york/vendor-registration-portal>

ICE Agency reserves the right to request additional documentation at any time should it be deemed essential for the type of goods and services requested.

WRITTEN AGREEMENT

A written agreement with the following terms and conditions shall be entered between ICE Agency and the service/goods provider. As per Section 11 of DM 192/2017 and as modified by DM 32/2024 of 17 January 2024, ICE Agency shall award a contract to a firm that offers the **lowest price**.

The agreement will be subject to verification of the requirements of compliance with applicable U.S. federal, state, and local regulations.

Once the bid is awarded a Contract letter will be issued by this office.

TERMS OF PAYMENT

Payments will be made via ACH after 30 days of invoice issuance. Therefore, the payment schedule, in 3 instalments, must comply with the following specific criteria:

- 20% will be paid upon receipt of invoice and within 30 days from contract signing.
 - 50% will be paid by July 15th, 2024 - (provide a report)
 - 30% will be paid by September 30th, 2024 – (provide a report upon the successful conclusion of the program and receipt of the requisite final report approved by ITA.)
- **Extension:** An extension of service is provided for a time strictly necessary for proper execution of the contract (D.Lgs.n.36/2023, art.120, comma 11).
 - **Increase or decrease:** ITA reserves the right, in its sole and absolute discretion, to increase or decrease up to 20% of the service as reflected in the final contract and on the same terms and conditions.

Provider invoices must include the following information that can be found in our Purchase Order / Contract letter:

Co.An.: U223C004C1

TERMINATION

Performance delays expressly authorized by ICE Agency and not due to the service provider fault will not be grounds for the application of liquidated damages.

In case of breach, ICE Agency reserves the right to terminate this agreement and require repayment of any damages caused by the breach.

For additional terms and conditions, refer to the appropriate section of the ITA Contract letter

RULE OF CONDUCT FOR EMPLOYEES OF THE AWARDED FIRM

The awarded firm must comply with the Code of Conduct as adopted by ICE Agency as per Presidential Decree 62/2013 and approved by the Board of Directors with resolution n. 619/23 dated 01/27/2023. The Code of Conduct of ICE Agency is available on the website www.ice.it, section "Transparent Administration" - "General Provisions" - "General Activity".

Any breach of the Code of Conduct will result in the termination of the agreement.

DISPUTE RESOLUTION – EXCUSIVE MEDIATION AND ARBITRATION

This Agreement and all matters relating hereto are governed by, and construed in accordance with, the laws of the State of New York, without regard to the conflict of law's provisions of such State. In the event of any dispute arising out of or in connection with this Agreement, the parties shall first refer the dispute exclusively to a mediation under the American Arbitration Association (AAA) Mediation Rules. If the dispute has not been settled pursuant to the said Rules within forty five (45) days following the filing of a request for mediation or within such other period as the parties may agree in writing, such dispute shall thereafter be exclusively and finally settled under the Rules of Arbitration of the AAA by one or more arbitrators appointed in accordance with the said Rules. Venue of the Mediation and/or Arbitration shall be New York City. Language of Mediation and/or Arbitration shall be English. In the event that any party hereto institutes any legal suit, action or proceeding, including arbitration, against another party in respect of a matter arising out of or relating to this Agreement, the prevailing party in the suit, action or proceeding shall be entitled to receive, in addition to all other damages to which it may be entitled, the costs incurred by such party in conducting the suit, action or proceeding, including reasonable attorneys' fees and expenses and court costs. This entire provision is material to this Agreement.

CONFIDENTIALITY

You are invited to read the Notice on the treatment of personal data pursuant to Regulation (EU) 2016/679 ("RGPD"), available on the ICE Agency website at <https://www.ice.it/it/privacy>

WHISTLEBLOWING PROCEDURE


Pursuant to Section 54-bis, paragraph 2 of Legislative Decree 165/2001 (amended by Law no. 179/2017) "Provisions for the protection of the informant of a crime in the context of a public or private employment relationship", providers supplying goods or services to ICE Agency may report any "illegal conduct" of which they have become aware in the context of the contractual relationship. The reports are strictly confidential and managed through an anonymous application at: <https://www.ice.it/en/whistleblowing>

Best Regards,

Alessio Nanni

Head of Fashion and Beauty Division

New York

A handwritten signature in black ink, appearing to read 'Alessio Nanni', with a stylized flourish at the end.