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PRIOR INFORMATION NOTICE

Notice for companies interested in participating in the selection procedure for the provision of the service “Italian Cheese promotional campaign 2022”

ITA - Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. ITA is headquartered in Rome and operates through a network of offices worldwide linked to Italian Embassies and Consulates and it works closely with local authorities and businesses.

ITA operates in China through its offices in Beijing, Shanghai, Guangzhou and Hong Kong. A Desk is about to be opened in Chengdu. The Beijing Office is also in charge of Mongolia.

ITA Beijing has decided to launch a tender procedure to appoint a company specialized in digital media communication in order to generate a new awareness of Italian cheese and with focus on its potential for growth to stimulate P.R.C.’s market consumption.

To this extent a promotional campaign, mainly focused on digital media activities, will be launched and will cover a three-month period (October to December 2022) with the objective to foster Italian cheese export to the P.R.C. market, strengthening Italian cheese knowledge and market shares and improving overall Italian cheese ranking.

The campaign is aimed to focus on the following aspects:

- **AWARENESS:** increase current awareness of Italian cheese and the Italian cheese sector to achieve a larger number of Chinese consumers.
- **KNOWLEDGE:** increase Chinese consumers’ knowledge of Italian cheese with particular regard to its consumption (as a single ingredient or as part of Italian or Chinese recipes).
- **BRAND BUILDING:** highlight the quality and uniqueness of the products through the generation of new contents also related to the Italian cheese production and its variety.
- **REPUTATION:** create a high perception of Made in Italy cheese by focusing on the high quality / price segments.

- **RELEVANCE:** drive stronger and more meaningful connections between customers and the Italian cheese production for the consumer to associate Italian cheese with a higher quality lifestyle and social visibility.

In order to do so, the appointed company should consider a comprehensive approach that entails:

- generation of new contents (texts, images, videos) with B2B and B2C targets;
- large use of media platforms and local social networks to reach a large number of consumers and potential consumers;
- creation of video-recipes with Italian cheese through the cooperation with Italian and Chinese restaurants;
- creation of videos with informative / entertaining content intended for B2C segment, distributed on social media/digital platforms.

The communication campaign will be part of the broader framework of the Nation Branding campaign "Italy is simply extraordinary: BeIT".

The awarded company shall become the Master service provider for the implementation of the communication strategy and engage with the outsourcers. The Master service provider shall become responsible for the outsourced services and no liability shall be directed to ITA.

Throughout the 3 months of the promotion, the appointed company, directly or via sub-servicers must produce an online media plan realized in-house or through media partners/vendors as part of their packages/commitments. In particular, the proposal should include (unless differently evaluated and proposed by the appointed company):

- Social media (owned and paid, included those of the restaurants involved in the video-recipes production)
- Video diffusion platforms
- Portal websites
- Engagement of popular KOLs to advertise, tutor (with tutorial videos) and broadcast news and information about Italian cheese, with particular focus on KOLs and influencers related to food, tourism & culture and lifestyle.

With the above referenced media, the appointed company shall also create original material for this campaign (e.g. layout, promotional logo, etc.). Production, asset creation and media purchase must be included in the overall company fee.

The bidding base amount will be **euro 111.500,00**, including all taxes and duties.

The campaign will be identified by institutional logos that will be provided.

All contents must receive prior approval from ITA.

Interested companies that meet the requirements at the date of this notice, should notify their interest by email to: pechino@ice.it

The expression of interest should be signed by the legal representative of the company or by an attorney with signature authorization and should indicate the following information:

- name of the company and legal status
- legal address (complete address)
- telephone, email address
- name of the legal representative or delegate, if any
- mail address for official communications

The deadline for the expression of interest is **Friday, 15th April 2022 at 17.00.**

The tender procedure may be interrupted or cancelled at any moment and for any reason by the Italian Trade Agency at its full discretion without generating any moral or legal commitment towards the candidates including those fully meeting the requirements.

This notice has been published in the website www.ice.it in the section “Tender Notes” at the address: <https://www.ice.it/en/markets/china/beijing>.

Requests for more information should be addressed to: pechino@ice.it

Gianpaolo Bruno
Director

ITA Beijing