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PRIOR INFORMATION NOTICE

Notice for companies interested in participating in the selection procedure for the provision of the service “Italian Wine communication 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 wine with focus on its potential for growth to stimulate P.R.C.'s market consumption.

After two communication campaigns held respectively in 2018/2019 and 2021, a third one, focused on digital media platforms, will be launched and will cover a six-month period (July to December 2022) with the objective to foster Italian wine export to the P.R.C. market, strengthening Italian wines market shares and improving overall Italian wine ranking.

The campaign is aimed to focus on the following aspects:

- **AWARENESS:** increase current awareness of Italian wine to achieve a high-end target and exclusivity perception.
- **BRAND BUILDING:** continuation of the brand building action of Italian wine, to highlight the quality and uniqueness of the products through the generation of new contents also related to the Italian wine production and its variety.
- **REPUTATION:** create a high perception of Made in Italy wine by focusing on the high quality / price segments.

- **RELEVANCE:** drive stronger and more meaningful connections between customers and the Italian wine production for the consumer to associate Italian wine 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, with the goal of involving both media and professionals of the sector and a qualified target of wine consumers (wine lovers, fans);
- large use of media platforms and local social networks to reach a large number of consumers and potential consumers;
- creation of a series of training videos on Italian wine and the territories of production;
- creation of videos with informative / entertaining content intended for B2C segment, distributed on social media/digital platforms;
- creation of interactive apps (minigame in H5 format) aimed at soliciting the interest of consumers;
- content creation for the ITA official account "I Love ITAlian Wines".

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 6 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) - key platforms: Weibo, Douyin TikTok, Wechat (for the latter the "I Love ITAlian Wines account" already active should be used).
- Video diffusion platforms (Tencent video, iQiyi, Youku, Douyin TikTok,) possibly with a new account dedicated to the project "I Love ITAlian Wines".
- Portal websites: for example, Toutiao, Sina, NetEase, Sohu, Douban.
- Engagement of popular KOLs to advertise, tutor (with tutorial videos) and broadcast news and information about Italian wines, with particular focus on KOLs and influencers related to food, tourism & culture, lifestyle, fashion.

With the above referenced media, the appointed company shall also create original material for this campaign. Production, asset creation and media purchase must be included in the overall company fee.

The bidding base amount will be **euro 85.500,00**, 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, 8h 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

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Director

ITA Beijing