

MARKET SURVEY NOTICE

Public Relations support services, Beauty Made in Italy, 2019

Selection of Public Relations Firms to be invited to a bid for amounts below the European Union community threshold, to be carried out pursuant to Italy's art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016, and subsequent amendments.

Pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and subsequent amendments, in conjunction with Guidelines n. 4, issued by the ANAC in implementation of Legislative Decree 18 April 2016, n. 50, containing "Procedures for the awarding of public contracts for amounts below the thresholds of Community relevance, market surveys and training and management of lists of economic operators" (Resolution No. 1097 of 26 October 2016), and as regards D.Lgs. 19 April 2017, n.56, the Italian Trade Agency - New York office (hereinafter referred to as "ITA") intends to initiate a negotiated procedure for the acquisition of the services in question, proceeding with the preliminary identification of **Public Relations firms in possession of the relevant professional qualifications in the United States** interested in participating in the procedure that are in possession of the general requirements and professional competence, as per articles 80 and 83 of Legislative Decree 50/2016.

1. CONTENTS OF THE SERVICE

Beauty Made in Italy seeks to engage a public relations firm with strong experience in the beauty, fashion and lifestyle sector (both consumer and trade), and relationships with editors of major beauty trade and consumer lifestyle magazines to develop communication tools for the Beauty Made in Italy brand and garner ongoing media attention for the program as well as member Brand Accelerator companies and promotional campaigns throughout the year. The selected firm would also be responsible for creation of a Beauty Made in Italy brand editorial calendar and plan for social media content, as well as development of messaging tools, visual content, and overall management and monitoring of the Beauty Made in Italy Instagram, Facebook, and LinkedIn pages. Selected firms must submit monthly reports on activities completed, goals achieved, earned media value, as well as social media metrics and KPIs. Selected firm must also work other Beauty Made in Italy vendors such as SEM contractors, media buying agencies, influencer marketing firms, and other digital marketing vendors to ensure a consistent and cohesive brand and message for the program.

Trade Media Goals:

1. Attract media attention and garner press features and interest from beauty industry trade magazines and events, retail buyers, media editors, distributors and other industry experts in an effort to position Beauty Made in Italy as the singular entry point for all things Italian beauty. Also, to add credibility to the program and allow for ease in relationship development in securing promotional and retailer partnerships.
2. Attract additional, more established Italian beauty companies to the program to act as catalysts for additional programmatic growth and awareness for Italian beauty in the US.
3. Feature appropriate participating Business Incubator and Brand Accelerator brands and products, and garner media features and hits for the companies and the program.
4. Represent Beauty Made in Italy in sponsored partner events (5 per year) including all travel, lodging, and expenses related to each trip. All travel will be domestic.

5. Help seed, liaise, and organize all Italian Beauty Council events (at least 4 per year) including panel discussions, corporate tours, mentorship programs, and networking breakfasts.

Consumer Media Goals:

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 Italian beauty industry, lifestyle, and culture, as similar to current market interest in South Korean or Japanese beauty.
3. Secure media and placements to position Italian beauty as top of mind and in consideration set for American consumers through demonstrating the excellence, creativity and innovation of the products and brands.
4. Represent Brand Accelerator companies (currently 10 brands but could expand to 15 or more in 2019) including:
 - a. Inclusion in all group Beauty Made in Italy promotional activities focused on Italian beauty and lifestyle, program updates and news, etc.
 - b. Seasonal group pitches for Beauty Made in Italy brands (at least 6 per year)
 - c. Inclusion in group influencer mailings (at least 4 per year)
 - d. Individual pitches for new product launches (as available by brand)
 - e. Inclusion in Beauty Made in Italy social media channels and activities
 - f. All follow up and editor relations with interested media
 - g. Clippings of all featured media both digital and print
 - h. Access to promotional events such as VIP sampling opportunities, influencer events, Italian Beauty Council events, etc.
 - i. Access to PR firm to ask questions to team, obtain feedback, etc.

2. SERVICE OPERATION GUIDELINES

Expectations of Bidding Firms:

1. A full service, experienced public relations and marketing agency with strong relationships with US and Italian media and press, with a proven track record of securing features and earned media, as well as building a strong, organic social media following through effective management and monitoring of brand channels.
2. Weekly media outreach, social media channel management, community management, monitoring and reporting, deskside support, speaker preparation, and media training as needed.
3. Management of brand social media strategy including strategy plan documents, brand editorial calendar with 5-6 posts per week, constant monitoring and community management, analysis and evaluation on effective strategies within monthly reports.
4. At least one dedicated staff member as account lead to which Beauty Made in Italy team will liaise with directly.
5. Monthly status reports including publications pitched, response/feedback, and earned media value per hit, as well as all press/media clippings as PDFs and links, including earned media value of social media, and standard social media management KPIs.



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission

6. Annual report including recap of entire agency engagement including:
 - a. Agreed upon metrics and KPIs
 - b. All clippings and features
 - c. Visual graphs of social media engagement and growth,
 - d. Event recaps including earned media, attendance, and outcomes
 - e. Executive summary of work and results
7. Flexibility in working with large institutions such as governmental agencies with various constraints, processes, and procedures.
8. Familiarity with Italian culture, language, and business environment, including experience in working with Italian brands, businesses, and executives.
9. Personal relationships with key influencers, tastemakers, and members of US and Italian social scene to invite to events, seed product and samples to, and keep abreast of Beauty Made in Italy program.
10. Agency use of online social media management platform or service such as Iconosquare, Later, Sprout Social, etc. Beauty Made in Italy team would require a login and account to view and approve content on a monthly basis, and view dashboard metrics as needed.
11. Contract with a social media growth agency such as Jumper Media or others to organically grow the Beauty Made in Italy community and engage in meaningful conversations.

4. VALUE AND DURATION OF THE CONTRACT

This notice will be published on the website of this contracting authority for a period of **15 days starting from the day following the date of publication.**

The duration of the service will be **12 months (calendar year 2019)** from the signing of the contract, verified the participation requirements through the bid procedure.

The expected contract amount is **\$180,000.00** for the mentioned services,

5. PRESENTATION OF APPLICATIONS FOR PARTICIPATION

Firms interested in participating to the bid procedure with their own professional candidate, shall fill the **Application for Participation (see attachment no. 1)** which **shall be delivered - under penalty of exclusion - in a sealed envelope** to the New York ITA, 33 East 67 Street, New York, NY 10065, **within 15 days from the publishing date.**

The envelopes must bear the following wording: DO NOT OPEN – This envelope contains Application for Participation to "BEAUTY MADE IN ITALY - PUBLIC RELATIONS SUPPORT for 2019" to be invited to a bid for amounts below the European Union community threshold, to be carried out pursuant to Italy's art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and subsequent amendments."

The envelope must also contain an indication of the sender's name (complete with address and telephone number) and the email address to receive any communications from.

Applications for participation received after the above deadline will not be considered. The delivery of the envelope remains at the sole risk of the sender, not assuming the ITA any responsibility where it did not arrive within the terms or was not intact.

VERY IMPORTANT NOTICE!

The request for participation does not lead to the Administration any specific obligation regarding the continuation of the negotiation.

Firms interested in participating should also enclose the following documents

- **IRS Form W-9;**
- **enclosed declaration (see attachment no. 2) duly completed, dated and signed by the legal representative or its delegate with power of representation accompanied by a valid photocopy of the ID, in compliance with:**
- **General requirements (pursuant to Article 80 of Legislative Decree 50/2016);**
- **Requirements for professional competence in the sector of reference for the service requested (pursuant to Article 83, paragraph 1, letter a) of Legislative Decree No. 50/2016);**
- **Technical and professional skills (pursuant to Article 83, paragraph 1, letter c) of Legislative Decree 50/2016).**

In implementation of the principles of transparency, publicity, impartiality pursuant to art. 4 of Legislative Decree 50/2016, amended by Legislative Decree 56/2017, the ITA will proceed to invite to the tender procedure a number not less than five operators, where they exist. If the minimum number of candidates that meet the selection criteria is not reached, we will proceed, pursuant to art. 91, c. 2 of Legislative Decree 50/2016 and subsequent amendments, also in case of candidates lower in number than the above-mentioned minimum.

The procedure for the realization of the service in question will be awarded with the criterion of the most economically advantageous tender on the fee pursuant to art. 95, c. 2 of Legislative Decree 50/2016 and subsequent amendments. The candidates will be evaluated according to their consolidated professional experience and specialization on the subjects related to the contents of the requested services. The detailed procedures for evaluating offers will be indicated in the letter of invitation.



The letter of invitation and the documents necessary for the participation to the bid will be sent - to the selected Public Relations firms - to the address indicated in the application form.

The data provided by the applicants will be processed in accordance with Legislative Decree 196/2003 exclusively for the purposes connected with the completion of the procedure in question.

The Office in charge of the selection procedure is ITA New York Office (email: newyork@ice.it).

The Responsible of the Procedure is Maurizio Forte, Italian Trade Commissioner in New York.

Signed by
Maurizio Forte
Italian Trade Commissioner in New York
Executive Director for the USA

	Romano Baruzzi
visto:	
data:	13/11/2018
	Alessandro Greco
visto:	
data:	13/11/2018

Attachment no. 1

To be used on the applicant's letterhead

Italian Trade Agency
New York Office
33 East 67th Street
New York City, NY 10065
E-mail: newyork@ice.it

Application for Participation to the Bid for the Public Relations support services, Beauty Made in Italy, 2019

I _____ as legal representative of the agency / firm
_____ with headquarters in _____ (Official
Registered Address), _____ (City), _____ (State), _____ (Zip Code) _____, TAX ID no.
_____ Telephone no.
_____ E-mail _____

I express

As a bidding entity, the interest in being invited to the captioned bid procedure, being aware of any responsibility under existing laws and regulations.

I acknowledge

All terms and conditions as mentioned in the Market Survey Notice published by the Italian Trade Agency in New York on its webpage on **13 November 2018**.

I declare

That my firm in possession of all mandatory requirements as stated under section 2 of the mentioned Market Survey Notice, listed under points no. 1 to 11.

To accept that all bid procedure related communications will be sent to the following email address:

_____;

All collected data will be treated according to the existing laws.

Place and date

__/__/____

SIGNATURE

n.b.: please attach also to the present declaration a copy of a valid ID document

Attachment no. 2

ITALIAN TRADE COMMISSION - NEW YORK

**CERTIFICATE OF GOOD STANDING
FOR VENDORS' DATA BASE**

I/We/The Company declare/declares under penalty of perjury under the Law of the United States and the Italian Law (D.Lgs. 50/2016 and its subsequent amendments) that:

- I/We/The Company have/has never been condemned in any court of law and I am not aware of any criminal federal or state investigation conducted against me;
- I/We/The Company possess/possesses the license and/or permit and/or authorization in good standing and my license/permit/authorization has not been suspended (if applicable);
- I/We/The Company possess/possesses the skill and experience to provide the service/good to ITA;
- I/We/The Company possess/possesses have/has obtained proper insurance coverage and named ITA as an additional insured (if applicable);
- The **N.A.I.C.S. (North American Industry Classification System) Number** of the company is: _____
For more information: <https://www.census.gov/eos/www/naics/index.html>
- I/We/The Company have/has not had a complaint filed against me by any enforcement agency and have not engaged in any conduct that would give rise to sanctions and/or conviction under international, federal, state or local laws;
- I/We/The Company am/are/is in compliance with all governmental laws, statutes, and requirements applicable to the services/goods provided hereunder;
- I/We/The Company furthermore declare/declares that all the information provided and the accompanying documents and reports are true and correct to the best of my knowledge and belief.
- I/We/The Company *agree/agrees to comply with the requirements stated in Legislative Decree 50/2016.*
- By signing this statement, I/We/The Company hereby *agree/agrees* to authorize a background check and I agree to sign each and every document necessary to enable ITA to conduct a verification and background check. I expressly release ITA from any claim or cause of action arising out of the ITA's verification of such information.

Date _____

Print name and position _____

Authorized Signature _____