CONTRACTING FOR THE PROMOTIONAL CAMPAIGN "OLIVES FROM SPAIN" IN THE UNITED KINGDOM

TECHNICAL SPECIFICATIONS

OPEN PROCEDURE

RECORD NO: 2019-055

extenda
AGENCIA ANDALUZA DE PROMOCIÓN EXTERIOR

CONTENTS

1. ***PURPOSE OF THE CONTRACT AND DESCRIPTION OF SERVICE***
2. **DESCRIPTION OF SERVICE.**
3. **PLACE OF PERFORMANCE.**
4. **CONTRACT DURATION**
5. **PREPARATION OF THE BUDGET BREAKDOWN MODEL.**
6. **PARTICULAR CONDITIONS CONCERNING PERFORMANCE OF CONTRACT.**
7. **QUERIES ABOUT THE CONTENT OF THE SPECIFICATIONS AND BIDS SUBMITTED**

Annex 1 - General market figures.
ANNEX 2 - Product information.
ANNEX 3 - Logos to be included.
ANNEX 4 - Budget breakdown model.

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1.- PURPOSE OF THE CONTRACT

The object of this contract is the definition, design, development and implementation of a generic promotional campaign for 'Olives from Spain' in the United Kingdom, deriving from the Agreement signed on 26 June 2019 between Extenda and INTERACEITUNA (the Table Olive Trade Organisation) for the international promotion of Table Olives.

The background to this project is that INTERACEITUNA (the Table Olive Trade Organisation), in conjunction with EXTENDA (Extenda, Agencia Andaluza de Promoción Exterior, S.A., the Foreign Trade Promotion Agency of Andalusia), AVANTE (Extremadura Avante S.L.U) and ICEX (ICEX España Exportación e Inversiones), has been running promotional campaigns to raise awareness and consolidate the brand 'Olives from Spain' in different countries since 2007.

These promotional campaigns have been generic in nature and were designed for the global promotion of the brand 'Olives from Spain'. The various promotional activities that have been implemented in each of the target countries can be seen in the 'International Promotion' (Promoción Internacional) section on the INTERACEITUNA website (www.interaceituna.com)

Between 2017 and 2019, EXTENDA and INTERACEITUNA jointly promoted the campaign 'Olives from Spain' in the United Kingdom (Annex 1 -General Market Figures). Also, the United Kingdom has been one of the countries in which INTERACEITUNA has been carrying out promotional activities since 2009. Over the years 2013-2016 there was an ambitious European Promotional Plan funded by the European Commission and the Spanish Ministry of Agriculture, Food and Environment (now MAPAMA).

Over the last two years all UK activities have been carried out under the umbrella title "Olives Spain," a play on words that evokes "Live Spain" together with its star product. Some of the main activities included:

Communication and PR activities: Gastronomic events and masterclasses, a lunch with journalists and participation in the Foodies Festivals held in the UK.

Online activities: Creation and update of a website, game shows, raffles, banners on Facebook, Instagram, sponsored posts, display campaigns, creation and dissemination of video recipes, and improving positioning in Google.

Traditional advertising: media plan in women's interest and lifestyle magazines and the general press: BBC Good Food, Delicious, Healthy Food Guide, The Sunday Times Magazine, Foodism and Tesco.

In recent years, José Pizarro and Omar Allibhoy have also taken part in the Olives from Spain campaign in the UK. Both these chefs bring authenticity to the messages as they are Spaniards living in the UK whose own restaurants are defined by their Spanish cuisine.

2.- DESCRIPTION OF SERVICE.

This campaign will be generic about "Olives from Spain" and is aimed at increasing the consumption of Spanish olives in the UK market. It will focus both on consumers and the trade sector (media, opinion formers, restaurants, chefs, schools…).

On a general level, the campaign will focus on a print media plan for end consumers and trade audiences, online activities, public relations events and activities and content generation, to encourage people to buy.

The agency shall provide regular reports on the execution and analysis of results of the different activities performed. It shall also present a final report with an evaluation of the results including quantitative and qualitative information, setting out the lessons learned and proposing improvements for future campaigns.

The report shall also include supporting evidence about the execution of the campaign activities (magazines, merchandising, reports, etc.) specified in agreement with the selected agency.

The bid shall be submitted in English or Spanish. Subsequent communication with Extenda may be in English or Spanish.

2.1 Objective.

The final goal of the campaign is to bring about increased consumption of Spanish olives in the UK market.

For communication purposes, the goals will be the following:

- To encourage an **association in the minds of selected target groups between 'Olives' as a category and 'Spain' as their source** since Spain is the world's leading producer and exporter of table olives.
- **Spread the idea about the versatility** of table olives as products beyond their use as appetizers or ingredients for pizzas and salads, as well as diversifying the moments for consumption (not only at parties and special occasions) in order to promote non-seasonal use.
- **Inform** the consumer about the **nutritional properties and health benefits** of table olives as an essential product for the Mediterranean diet.

The promotional messages used in the campaign should be based on the concepts of: **nutrition; versatility; types of olive (green, black, stuffed); the Mediterranean Diet; Spain, the world's leading producer; history and tradition; "Marinades for olives"** (buying table olives and marinade, to mix at home). Information on Spanish table olives is given in Annex 2 - Product Information.

It is very important to link all these messages to Spain as the source, as it is the leading producer and exporter of table olives in the world, and to the UK market.

2.2. Target group for promotional activities

Consumers: Men and women over 20 in the middle and middle/higher income brackets, and shopping decision-makers.

Trade:

- Media, opinion leaders.
- Horeca channel: restaurants, chefs, schools, etc.

2.3. Creative concept and logos.

This is the creative concept used in the UK in the 2017-2018 period:

No new design of the concept for the 2019 campaign is considered necessary in this tender. <u>However, in the event of any extension, Extenda may request that it be adapted</u>.

Using this concept means that the proposed activities must be in alignment with this message about "*Live Spain"* through olives, so the communication strategy for the campaign must be built around this concept.
For logos, see Annex 3 - Logos to be included.

2.4. Content of the proposal for the campaign to be run in the United Kingdom in 2019:

The technical proposal shall consist of a promotional campaign for 'Olives from Spain' for a period of one year with the possibility of a one-year extension. The campaign shall be focused on the content described in this section below.

The bid shall include a proposal for the activities to be implemented in each of the 2 years.

The activities proposed for the second year must be a continuation of the first year's, while the first year's activities must be designed for being run independently, in the event that there is no extension.

A) Print media plan: The proposal shall include a plan including full-page colour inserts, including at least 8 single-page advertorials (at minimum) in media appropriate to the intended purpose and target audience (consumer and trade). The proposal should specify the themes of the advertorials.

The plan must be accompanied by a justification for each of the publications selected, the insertion schedule (in Envelope 2 of the bid) and the exposures to be achieved (in Envelope 3 of the bid).

- *It is reiterated that including any information or documentation relating to envelope 3 in any other envelope may lead to the exclusion of the bid.*

The official source from which the exposures are obtained should be stated.

B) Online activity:

- Website and social media: maintenance and updating of the olivesfromspain.uk website and social media accounts: Facebook (231,000 fans) and Instagram (6,790 followers). (ENVELOPE 2)
- Social media: promote engagement through a content and advertising plan. It will be necessary to define which strategy and activities will be applied for each social network (Instagram and Facebook) and the KPIs to achieve with each. (ENVELOPE 2)

- Display campaign: concentrate this type of campaign only at specific times (Christmas, Valentine's Day, etc.). focusing on much more popular formats (video, rich media…). (ENVELOPE 2)
- Programme with influencers: a collaboration plan with a minimum of 10 influencers to ensure the campaign messages are spread and to generate recipes using olives from Spain. The selection of these must be justified. (ENVELOPE 2).

NOTES:

- Online activities must be accompanied by the forecast number of impressions (in ENVELOPE 3 of the bid).
- Online activity should be easy to measure using reliable metrics from the advertising channel or managers such as Google Analytics or Facebook Pages. Monthly reports shall be provided on the progress of the different activities.
- *It is reiterated that including any information or documentation relating to envelope 3 in any other envelope may lead to the exclusion of the bid.*

C) PR activities aimed at trade audiences (mainly chefs, media, bloggers, Horeca channel kitchen managers). Organising events that allow direct participation by the trade target audience, so that participation and the effectiveness of the activity can be measured by publishing content related to Olives from Spain in the media, including recipes in restaurant menus, etc.

D) Content generation: although all the photos, recipes and video recipes from previous years can be reused, it will be necessary to continue creating new content. So, at least 6 video recipes shall be created, with a photo session of at least 6 photos of filmed recipes and 6 photos of olives alone (not included in the recipe) must be presented: 2 photographs of Manzanilla olives, 2 of Hojiblanca and 2 of Gordal, as a minimum).

OBSERVATIONS:

Olives from Spain Ambassador: An ambassador may be proposed to lend credibility to the campaign's messages, although this is not a mandatory requirement. If an ambassador is proposed, the reasons for the choice of person, the person's profile, role in the campaign and compatibility with the messages to be conveyed on behalf of Olives from Spain must be explained. The costs related to the person's image, as well as the functions to be performed, must be detailed in the budget.

Materials and olives. Procurement of all materials and products (olives) should be included in the corresponding budget, as well as their delivery, storage, etc. **The olives to be used in all activities must be Spanish and size 180-220**. Among the varieties, the following shall be used: Manzanilla, Hojiblanca and Gordal. Before buying olives for any activity, a sample must be sent to INTERACEITUNA for approval.

Additional campaign material. Recipes are available (with their respective pictures) that can be used in the campaign. There are also 20-30 second video recipes from other countries that could be provided to the winning agency to be edited and adapted for the campaign in the UK. This will be considered additional campaign material to be used on social networks and/or by the press office, never as a central focus of the campaign.

Promotional actions shall be generic and shall under no circumstance promote any brands.
It will be mandatory to state the **official source** from which the exposures in different magazines and media are obtained.

If the extension is carried out, the number of impressions and exposures for the year of the duration of the extension must be at least the same as that proposed for year 1 and may be greater.

3.- PLACE OF PERFORMANCE

The proposal submitted for tender must be country-wide in scope across the whole United Kingdom.

4.- CONTRACT DURATION

The term of the contract will be 1 year counted starting from the day indicated in the contract itself, with the possibility of an extension of the same duration as the initial period.

5.- PREPARATION OF THE BUDGET BREAKDOWN MODEL.

The maximum budget for the invitation to tender amounts to a total sum of FOUR HUNDRED THOUSAND EUROS (€400,000), excluding VAT. The total estimated budget, in case of extension, amounts to EIGHT HUNDRED THOUSAND EUROS (€800,000), excluding VAT.

- The total budget must be broken down in accordance with the activities established in section 2.4 for each year. (in accordance with "Annex VIII - Budget Breakdown Model" of the Special Conditions Document).

- **The budget presented by agencies shall cover all expenditure necessary for the proper execution of the activities described in paragraph 2.4. These include development and possible adaptation of the creative concept (if requested by Extenda for the extension period), media buying, room reservations, and materials production, fees, insurance and taxes other than EU VAT.**

80% of the amount of this contract will be co-financed by European Union funds from the 2014-2020 ERDF Operational Programme for Andalusia, or any other programme eligible to finance this activity.

Invoices shall be submitted monthly and in duplicate and must contain a breakdown of the items invoiced in accordance with the budget, including obligatorily the code provided by Extenda and the record number **2019-055**.

Invoices must also be accompanied by the report on the execution and analysis of results above mentioned in section 2 of this document.

Extenda will authorise payment of invoice(s) by bank transfer following a maximum period of 30 days from the receipt of the invoice(s) at Extenda Records Office.

If EU VAT is added, this will be understood to be excluded from the contract price.

6.- PARTICULAR CONDITIONS CONCERNING PERFORMANCE OF CONTRACT.

- Regarding tasks for management, coordination and monitoring of the activities provided for in the contract, Extenda may make whatever suggestions and amendments it considers necessary for achieving the desired results of the promotion.
- The successful bidder must have an establishment, local branch office, bureau or similar in the United Kingdom during the performance of the contract.
- The material for the different activities carried out by the successful bidder, as well as the rights to the complete or partial exploitation, reproduction, distribution and use, internally or externally, in any format and without limit, shall remain the exclusive property of Extenda and INTERACEITUNA, which shall make use of them in whatever way they deem convenient concerning their dissemination, presentation or any other form of disclosure.

- The successful bidder shall waive all rights to images, spoken word content, music and any other aspects involved in the information pieces or elements performed for a minimum period of 5 years. Consequently, the successful bidder shall be totally responsible for any action or appeal exercised by any third party regarding rights covered in this section, such as image, sound, slogans or any other element of the production, and shall assume any protection, payment or compensation that may arise, where appropriate.
- During the preparation and submission of their proposals, bidders shall take account of the need to use non-sexist language and conveying an image of equality between men and women, free from sexist stereotypes.

7.- QUERIES ABOUT THE CONTENT OF THE SPECIFICATIONS AND BIDS SUBMITTED.

For any queries about any parts of this document, please use the following Extenda email addresses:

- Questions about the Technical Specifications document: vgp@extenda.es
- Questions about the Special Conditions Document: contratacion@extenda.es

ANNEX 1: GENERAL MARKET FIGURES.

According to the International Olive Council, the UK is among the world's top ten consumers of olives. This market has one of the highest consumption levels in the EU. Whereas imports have been increasing for the last three years driven by strong consumer demand, the table olive market is now showing signs of maturing. For this reason, there is a need for promotional campaigns to further develop this market.

According to the Spanish Customs Agency, exports of table olives from Spain to the United Kingdom in the last four years have been as follows:

2012: 10,618,051 kg
2013: 12,151,712 kg
2014: 13,418,846 kg
2015: 14,402,464 kg
2016: 15,867,855 kg
2017: 11,796,933 kg
2018: 13,300,326 kg

INTERACEITUNA's survey about popular awareness of table olives in the UK in 2012 is the source for detailed market information. The main conclusions of this study are detailed below:

- Olives are considered a 'Premium' and seasonal product, not an everyday staple, and are generally consumed as a snack on special occasions.
- Greece and Italy are the biggest competitors, and their products are positioned at the top end of the market.
- The British do not consider the source of olives to be an important factor.
- Consumers prefer eating olives alone (55%) and with a drink (45%).
- Green olives are more popular than black. Young people are the biggest consumers of green olives.
- British consumers prefer their olives pitted and stuffed rather than whole or sliced.
- Most consumers are unaware of the nutritional properties of this product.

ANNEX 2: PRODUCT INFORMATION

History and tradition: Olive trees have been growing in Spain since the first century AD and are part of its landscape and food culture. Spain's climate and nutrient-rich soil produce olives of unrivalled quality. Olives are part of Spain's culture and its social life: they bring family and friends together.

Leadership and quality: Spain is the world's leading producer and exporter of table olives, with 22% of world production and 40% of world exports (average figures from the last 5 years). This leadership is the result of the expertise of Spain's farmers who have made the country's agriculture industry one of the world's most modern and advanced, and a leader in food safety and monitoring.

Great variety in Spain: Spain produces a wide variety of olives and exports to the United States. Different varieties (such as Manzanilla, Hojiblanca, Gordal), different types (green and black), packaging (tins, glass and plastic jars, and catering size) and a wide range of preparations (whole, pitted, sliced, marinated, crushed, and over eighty types of stuffed olives).

Versatility: Olives are very versatile as they can be consumed as a snack or as an ingredient in a wide variety of dishes that goes far beyond their common use in pizzas, salads and sandwiches. As olives are one of the few foods with all four primary flavours, they can be easily used in other dishes such as sauces, pasta, meat, fish, rice and even desserts.

Affordable and widely available: Table olives are widely available in different packages and preparations. They are affordable for any household and keep well.

Nutrition and health: Olives are the natural source of olive oil, a key ingredient of the Mediterranean Diet. Olives have only a third to a quarter of the calories of processed snacks. Olives contain healthy nutrients such as vitamins, minerals, oleic acid, fibre. A list of nutrition messages approved by AESAN (Spanish Agency for Food Safety and Nutrition) for use in the media will be supplied.

ANNEX 3: LOGOS TO BE INCLUDED

NOTE:

- Once the contract is awarded, the winning agency will be notified about the placement and size of logos for each piece designed.

- The creative concept shall always be accompanied by these logos, or versions of them if they change during the duration of the contract.