

## TENDER – BRIEF (DECEMBER 2016) EVALUATION OF A PROMOTION CAMPAIGN FOR PROCESSED FRENCH FOOD PRODUCTS IN CHINA

### 1/ CONTEXT

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The French Food and Drink Federation (ANIA, Association Nationale des Industries Alimentaires), is a non-profit association created in 1968. ANIA's mission is to represent, inform and accompany French food processing companies from all over France (17 000 companies, of which 98% are SMEs). Its members include 38 associations: 19 sectoral federations and 19 regional federations.

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*The French food industry is the number one industrial employer in France (430 000 jobs) and the number one industrial sector in terms of turnover (€ 172 billion, of which 21% come from exports) It has a € 7.2 billion trade surplus.*

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Following discussions within ANIA's Export Committee and its Working Group on exports to the USA, ANIA was assigned with the mission to build a pilot program aiming at helping food companies expand their exports and relations in the USA.

The main objective of the program will be to increase the visibility, the sales and the general awareness of European and French food products in the USA. The action will aim at widening the range of European and French products available via different North American distribution channels, especially via retail and food service markets.

The recruitment of a specialized evaluation agency is necessary to evaluate the actions covered in this program.

ANIA expects a sustainable partnership with the evaluation agency, based on high mutual confidence, considering the need to sustain companies' confidence in ANIA via the proposed program, and considering that sensitive, confidential information of a competitive nature may be shared with the chosen agency.

This B2B-focused program will include the following activities:

- A Roadshow of B2B meetings
- Buyers' trips
- In-store promotions
- Trade fairs

The program aims at reaching over 250 companies, with a budget of **€ 80 000** available for the evaluation of the actions by the evaluation agency.

## 2/ ELEMENTS EXPECTED IN THE BID

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The detailed proposition (PowerPoint format preferred) should be sent imperatively in English to Ms. Olivia Poitou ([opoitou@ania.net](mailto:opoitou@ania.net)) and should include:

1. Presentation of the agency including information on its financial viability, on its competences in evaluation, and its knowledge on rules concerning EU-funded promotion programs.
2. Proposal based on the actions detailed here below. The agency should describe how the evaluation will contribute to improving the campaign, including indicators to be used and a precise budgetary proposition. The proposal should take into account Regulation EC/1144/2014 and related legislation as appropriate. The selected evaluation agency will need to strictly adhere to these criteria for all actions planned and carried out, as non-compliance with these EU rules would lead to non-eligibility of the actions and loss of funding.

## 3/ DESCRIPTION OF THE PLANNED PROJECT TO EVALUATE

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Actions carried out by the executive agency under this program fall under five main types of activities:

1. **Strategy Definition**
2. **Public Relations**
3. **B2B Roadshow**
4. **Buyers' Trips**
5. **Point-of-Sale Promotions**
6. **Trade Fair Booths**

These actions are detailed hereunder.

### 1. Strategy Definition

- ↘ The agency should propose a market study of the American food market in which it identifies French products that are already present and should create a three-year long campaign for French food and drink products to support the presence of French/EU products on the market.

### 2. Public Relations

- ↘ The agency should propose a communication plan including key messages, press releases and editorials in key trade magazines throughout the three-year programme.

### 3. B2B Roadshow

- ↘ The agency should propose a tour of secondary market cities. We have considered e.g. Denver, Austin, Portland, Atlanta, Nashville, Chicago, Boston, Seattle or San Francisco but the agency may propose other solutions if justified.

### 4. Buyers' Trips

- ↘ The agency should propose 2 buyers' trips per year. The agency should describe the most relevant major buyers to bring to France vs. program objectives, considering the current referencing and listing of French products in stores. We have considered that trips could be organized in conjunction with in-store promotion programs but the agency may propose other solutions if relevant.

### 5. Point-of-Sale Promotions

- ↘ The agency should propose a program with two point-of-sale promotions per year. The agency should describe the way that the relevant stores will be selected in several cities

and the steps of negotiation and preparation. The training and management of the animation teams on site should be described. We have considered well-known franchises and local brands like Market of choice, Gelson's market, Central Market and Bristol Farms and that in-store promotion programs could be organized in conjunction with buyers' trips but the agency may propose other solutions if pertinent.

#### 6. Trade Fair Booths

- ↳ The agency should propose one French-European pavilion at an American food and beverage fair each year. The selected trade fairs must be complementary to the already existing French promotional programs, with no overlap. We have considered one participation in the NRA Show in Chicago and two participations in the Natural Products Expo West in Anaheim California, but the agency may propose other solutions if justified.

### 4/ PROPOSED SCHEDULING

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- ↳ 13 December by 11h00 : reception of the detailed propositions by e-mail
- ↳ 15 December by 18h00 : notification of preselection results
- ↳ 18-22 December : auditions of the pre-selected agencies
- ↳ 5 January by 18h00 : notification of the chosen agency and detailed notification to the other agencies of non-selection
- ↳ 10 January : signature of collaboration agreement and start of collaboration

Due to the strict timeframe, agencies are advised not to wait until notification of preselection results to prepare their oral presentation for the auditions.

### 5/ PRESELECTION CRITERIA AND SELECTION CRITERIA

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The selection will be done by a jury composed of members of ANIA's staff involved in the implementation of the project. Other personalities may complete the jury (administrators, representatives of member federations). All financially viable applicants having respected the budgetary envelope will be invited for an interview.

#### **Preselection criteria:**

1. Financial viability of the agency (yes/no, eliminatory)
2. Respect of the budgetary envelope (yes/no, overrun of total budget is eliminatory)

#### **Selection criteria:**

3. Quality and coherence of the evaluation criteria (40 points)
4. Experience with EU/1144/2014 export promotion programs (20 points)
5. Experience with the food and beverage and US markets (20 points)
6. Qualifications of the evaluation team (20 points)

### 6/ CONTACTS

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Ms. Laura MARLEY, Innovation and EU Public Affairs Manager ([Imarley@ania.net](mailto:Imarley@ania.net)) is available to answer any questions agencies might have (tel: + 33 (0) 1 53 83 86 00).