

## TENDER – BRIEF (JANUARY 2021)

### EVALUATION OF A PROMOTION CAMPAIGN FOR PROCESSED FRENCH FOOD PRODUCTS IN THE UNITED STATES OF AMERICA

#### 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 32 sectoral syndicates and 15 regional federations.

Following discussions within ANIA' Export Committee, ANIA was assigned in 2018 the mission to build a program aiming at helping food companies expand their exports and business relations in the United States of America. The main objective of the program was to increase the visibility, the sales and the general awareness of European and French food products in the US. The action aimed at widening the range of European and French products available via different American distribution channels. The 2019-2021 European Taste programme by ANIA has since then been a success: more than 150 companies have been accompanied in their implantation on the American market, through B2B meetings during Trade Fairs, buyers' trips, In-Store promotions, and communication actions.

As this first programme comes to an end in 2021, ANIA's ambition is to continue its actions in the USA for two more years and to deepen the European and French' enterprises' presence on the American market through a two-years programme co-funded by the European Commission.

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

ANIA expects a sustainable partnership with the evaluation agency; based on high mutual confidence, considering the budgets involved, 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:

- ✓ Public relations and communication
- ✓ B2B Roadshow
- ✓ Buyer's trips
- ✓ In-store & online promotions
- ✓ Trade fairs

The **two-years program** aims at reaching over **150 companies** with a budget of **€60 000** available for evaluation of the actions by the evaluation agency.

## 2. ELEMENTS EXPECTED IN THE BID

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The detailed proposition (PowerPoint format demanded) should be sent in English or French to Ms. Juliette CHAUVEAU ([jchauveau@ania.net](mailto:jchauveau@ania.net)) and should include:

1. Presentation of the agency including information on its financial viability, on its competences for evaluating these 5 types of activities in the United States and on its knowledge on rules concerning EU-funded promotion programs.
2. An evaluation proposal based on the actions detailed here below. The agency should describe how the evaluation will contribute to improve the campaign, including indicators to be used and a precise budgetary proposition. The proposal should consider 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 ACTIONS TO EVALUATE

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

1. **Public relations and communication**
2. **B2B Roadshows**
3. **Buyers 'trips**
4. **Point-of-Sale Promotions**
5. **Trade fair Booth**

These actions are detailed hereunder.

1. Public relations and communication
  - ✓ The agency will propose public affairs and media actions. The public relations axis of this program will focus on social media and include the creation of promotional materials such as videos. The proposed actions should increase the visibility of ANIA's actions in the US.
2. B2B Roadshows
  - ✓ The agency will organize one B2B Roadshow per year: the 2021 Roadshow will be organized digitally, and will include individual meetings with US market experts, and a Masterclass.
3. Buyers' trips
  - ✓ The agency will propose buyers' trips, digitally in 2021, with one or more retailer.
4. Point-of-sale Promotions
  - ✓ The agency will propose a program with point-of-sale promotions. The activity will be in 2021 organized both physically and digitally (on-line promotions).
5. Trade Fair Booth
  - ✓ The agency will propose a European and French pavilion at American food and beverage fairs every year of the programme: NPEW in 2021 and PLMA in 2022.

#### 4. PROPOSED PLANNING

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- ✓ 15 February by 16h00: Reception of the detailed propositions by e-mail
- ✓ 16 – 17 February: Notification of preselection results
- ✓ 18 - 19 February: Auditions of the pre-selected agencies
- ✓ 22 February: Notification of the chosen agency and detailed notification to the other agencies of non-selection
- ✓ 25 – 26 February: 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 (yes/no, eliminatory)
2. Respect of the overall budgetary envelope (overrun of total budget 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. Qualification of the evaluation team (20 points)

A minimum score of **70** will be required for selection.

#### 6. CONTACTS

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Vanessa QUERE, International Manager ([vquere@ania.net](mailto:vquere@ania.net)) and Juliette Chauveau, International Projects Manager ([jchauveau@ania.net](mailto:jchauveau@ania.net)) are available to answer any questions agencies might have.