

TERRES UNIVIA-PSPO

OPEN CALL FOR IMPLEMENTING BODY

Implementation of a promotion campaign in favour of European rapeseed and sunflower seed oils in France and in Poland.

ANNOUNCERS:

Terres Univia – the inter-branch organisation of vegetal oil and protein

Headquarters : 11 rue de Monceau, CS 60 003, 75 378 PARIS Cedex 8, France

PSPO – The Polish Association of Oil Producers

Headquarters : ul.Grzybowska 2 lok. 49, 00-131 Warszawa, Polska

SUBJECT OF THE CONTRACT:

The announcers are launching a call for proposals on the implementation of a promotion campaign on the merits of European rapeseed and sunflower seed oils on the French and Polish markets.

LENGTH OF THE MISSION:

Three years (01/02/2020 – 31/01/2023).

OUTLINE OF THE PROJECT:

Terres Univia is the inter-branch organisation of vegetal oils and proteins in France, created in 2015 from the fusion of UNIP and ONIDOL. Terres Univia is recognised as an inter-branch body by the decree of 20 February 2015. The organisation brings together the main trade associations and federations concerned by the production, trade, transformation, and use of oilseed (rapeseed, sunflower, soy, flax, olive) and protein-rich plants (peas, field beans, lupin, alfalfa, beans).

PSPO is a sector organisation representing oilseed processing industry in Poland that brings together all the leading fat industry players. The Mission of the Polish Association of Oil Producers is by acting to establish conditions for competitive development of the Polish oilseed industry. Established in 2007. More info: www.pspo.com.pl

Terres Univia and PSPO, with the support of an implementing body (advertisement / communication agency) – whose selection is the topic of this call for proposals – will implement over a period of 3 years (01/02/2020 – 31/01/2023) an agricultural promotion programme submitted to the European Union in April 2019 and with expected results in October 2019.

The promotion programme will be implemented in the French and Polish markets.

It will be a B2C programme. The message on the “oils” product will be targeted towards consumers and opinion-leaders.

The promotion programme aims at:

- Improving the knowledge level and the awareness of consumers on nutritional values of vegetable oils, as well as the image of the product, rapeseed oil and sunflower oil
- Increasing oils sales in the targeted countries and therefore increasing the market shares of EU companies

Most actions delegated to the selected implementing body will focus on the following inter-linked aspects:

- Graphic design services (advertising material...)
- Communication services (internet, social media, radio, video...)
- Press relations (press conferences, press kits, press releases)

Infos markets France and Poland.

France :

Background :

- A declining market in terms of volume over the past 30 years
- Fewer and fewer buyers, who buy less and less quantity

The main targets of the programme are:

- Consumers in general, with a specific focus on couples and families between 30 and 49 years old with children younger than 12,
- Opinion-leaders, especially journalists and health professionals.

Secondary targets are:

- Professionals of agriculture and food: producers, retailers,
- Public and private decision-makers.

Obstacles to consumption are:

- Demonization of fat,
- Lack of interest for homemade cooking, and in parallel the huge success of ready-made meals,
- An increase in meals taken outside of the home,
- The lack of distinctive taste of seed oils as compared to olive oil for instance.

Poland:

Background: Limited knowledge about nutritional values of rapeseed oil in TG. This is why we want to execute activities that will strengthen awareness of nutritional values of rapeseed oil and will result in a 10% increase in its positive perception among customers and opinion leaders. Awareness of nutritional values of rapeseed oil will be measured based on such attributes as: natural source of omega 3 fatty acids, source of unsaturated fatty acids, rich in vitamin E, good for balanced diet of children

Target groups :

1. Primary target group (TG 1) : consumers - women responsible for household purchases:
 - a. aged 30 – 49 with children,
 - b. secondary education +
 - c. caring for their families to provide them with quality products and healthy diet
2. Secondary target group (TG 2): opinion leaders in Poland
 - nutritionists and experts in dietetics

The main messages are:

1. Primary target group (TG1)
 - role of rapeseed oil and essential unsaturated fatty acids in the diet of children and adults
 - functional, nutritional and health benefits of rapeseed oil consumption
 - balanced diet and healthy lifestyle
 - forming correct eating behaviors
 - essential nutrients for children's growth and development
2. Secondary target group-opinion leaders:
 - the role of fat, rapeseed oil and essential unsaturated fatty acids in the diet of children and adults
 - the perfect 2:1 omega-6 to omega-3 ratio in rapeseed oil
 - rapeseed oil as a source of omega-3 fatty acids which are scarce in our diet
 - functional, nutritional and health benefits of rapeseed oil consumption: prevention of coronary diseases, help in keeping blood cholesterol level low, stable medium for home frying, cold usage applications (dressings, sauces).
 - production methods of rapeseed oil and the quality of the final product
 - essential nutrients for children's growth and development

We have to remain careful:

- Not to demonize other sources of fat such as butter.
- Not to be too commercial. We are not advertising brands but generic products.

- Not to push towards over-consumption, given that we are concerned by the public health message “do not eat too much fat, sugar, or salt”.

Each proposed action will have to be presented in a detailed way for each year of the programme. The implementing body will have to deliver output and results indicators for each action. In addition, all deliverables will have to be communicated/delivered to Terres Univia and PSPO in an editable and copyright-free way, with all source files.

The logo “Enjoy, it’s from Europe”, and the logos of Terres Univia and of PSPO will have to be integrated on all created deliverables, as well as the mention “CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION”. In smaller letters, the following disclaimer should also be integrated to the visuals: *“The content of this [poster/leaflet/website/...] represents the views of the author only and his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) do not accept any responsibility for any use that may be made of the information it contains.”*

DEADLINE AND ADDRESS TO SEND APPLICATIONS:

22 March 2019 at 12am, date as per postmark.

Application will be sent using registered mail with a return receipt or delivered in person against a return receipt at the following address:

For the attention of Céline LE GUILLOU
Terres Univia
CS 60 003
11 rue de Monceau
75378 Paris Cedex 8
France

It is compulsory to also send also a digital version at c.leguillou@terresunivia.fr by the same deadline as indicated above.

All applications sent after this date (normal mail, registered mail, Chronopost, courier, or any other delivery method) will not be taken into account by the announcers. The applicant is responsible for the proper sending of their application before the deadline.

RULES OF THE COMPETITION:

1. This call for proposals concerns the promotion programme for agricultural products co-financed by the European Union. The granting of this co-funding will be confirmed in October 2019, subject to the signature of a Grant Agreement with CHAFEA in early 2020. The implementation and evaluation of this promotion programme is therefore conditional to the selection of the programme by CHAFEA.

2. Agencies wishing to apply must have English-speaking and French-speaking contact people, as all exchanges with CHAFEA will be in English.

3. The application file will include the following elements in English and in French and in Polish:

- A global strategic analysis of the campaign
- A global creative recommendation for the campaign
- A reverse planning for the implementation of the campaign
- A detailed quote, action per action, presented in Euros all taxes included, respecting the broad budgetary framework.

4. If the agency thinks it is managing a budget for an operator of the same sector, or a sector or organisation with a potential conflict of interests, a preliminary agreement authorising the agency to take part in the call for proposals will have to be given by the announcer. Should the agency be successfully selected, a preliminary agreement will also be necessary before accepting a budget for another operator of the same sector, or a sector or organisation with a potential conflict of interests.

5. Once the agency's work has been paid, the creations of the selected agency will become property of the announcers with no limit of time or location, for use through all communication techniques and media.

6. The announcers will reserve the right to use concepts and creations (visuals, logos, mottos, domain names) in all their campaigns and the campaigns of their collective structures with no limit in time.

7. The topic of this call for proposals is the budget of the activities of the campaign which will be subcontracted to the implementing body which, including fees, reaches a total of **7.92 million € all taxes included over a total of three years** :

- Year 1 (01/02/2020 – 31/01/2021): 2.36 million € all taxes included
- Year 2 (01/02/2021 – 31/01/2022): 2.63 million € all taxes included
- Year 3 (01/02/2022 – 31/01/2023): 2.93 million € all taxes included

The agency therefore has to provide a detailed quoted for these actions (see point 3).
These actions are as follows:

- **Year 1 (01/02/2020 – 31/01/2021): 2.36 million € all taxes included, divided between:**

1-Daily press relation services with organisation of press conferences, press releases and press kits (France + Poland)

Budget for France: **100,000€**

Budget for Poland: see below

2-Digital : website/social media (France + Poland)

Budget for France : **150,000€**

Budget for Poland: see below

3-Creation of 2 TV spots (20s and 10s) (France + Poland)

Budget for France (creation of TV spot) : **250,000 €**

Budget for France (broadcasting (purchasing of media space), 1500 grps, 3 times, (mix 20s/10s)): **1,460,000€**

Budget for Poland: see below

4-Creation of advertising materiel (billboards) (Poland only)

Budget for Poland: see below

5-Tools and events for medical professionals (France only)

Budget for France: **100,000€**

In addition to the budget planned for the implementation of each activity, the implementing body can include up to **100,000€ fee for its services**, to be divided between the different activities and included as a sub-point in each of them.

*For activities 1, 2, 3 and 4 (press, web, TV and billboards), a total budget of **200,000€** is available to allow technical and linguistic adaptations and broadcasting on the Polish market. It is up to the candidates to suggest an efficient distribution of the budget for Poland between the 4 previous activities. For the Polish web activities, existing websites should be taken into account: www.pokochajolejrzepakowy.eu and www.facebook.com/olejrzepakowy.*

- **Year 2 (01/02/2021 – 31/01/2022): 2.63 million € all taxes included, divided between:**

1-Daily press relation services with organisation of press conferences, press releases and press kits (France + Poland)

Budget for France: **50,000€**

Budget for Poland: see below

2-Digital : website/social media (France + Poland)

Budget for France : **250,000€**

Budget for Poland: see below

3-Broadcasting of 2 TV spots (France + Poland)

Budget for France (broadcasting (purchasing of media space), 1500 grps, 3 times, (mix 20s/10s)): **1,430,000€**

Budget for Poland: see below

4-Advertising materiel (billboards) (Poland only)

Budget for Poland: see below

5-Tools and events for medical professionals (France only)

Budget for France: **200,000€**

6-TV sponsorship (ex : petits plats en équilibre) 1200 GRP (F 35 +) (France only)

Budget for France : **300,000€**

In addition to the budget planned for the implementation of each activity, the implementing body can include up to **100,000€ fee for its services**, to be divided between the different activities and included as a sub-point in each of them.

*For activities 1, 2, 3 and 4 (press, web, TV and billboards), a total budget of **300,000€** is available to allow technical and linguistic adaptations and broadcasting on the Polish market. It is up to the candidates to suggest an efficient distribution of the budget for Poland between the 4 previous activities. For the Polish web activities, existing websites should be taken into account: www.pokochojolejrzepakowy.eu and www.facebook.com/olejrzepakowy.*

- **Year 3 (01/02/2022 – 31/01/2023): 2,93 million € all taxes included, divided between:**

1-Daily press relation services with organisation of press conferences, press releases and press kits (France + Poland)

Budget for France: **50,000€**

*Budget for Poland: **see below***

2-Digital : website/social media (France + Poland)

Budget for France : **400,000€**

*Budget for Poland: **see below***

3-Broadcasting of 2 TV spots (France + Poland)

Budget for France (broadcasting (purchasing of media space), 1350 grps, 3 times, (mix 20s/10s)): **1,280,000€**

*Budget for Poland: **see below***

4-Advertising material (billboards) (Poland only)

*Budget for Poland: **see below***

5-Tools and events for medical professionals (France only)

Budget for France: **300,000€**

6-TV sponsorship (ex : petits plats en équilibre) 1200 GRP (F 35 +) (France only)

Budget for France : **300,000€**

In addition to the budget planned for the implementation of each activity, the implementing body can include up to **100,000€ fee for its services**, to be divided between the different activities and included as a sub-point in each of them.

*For activities 1, 2, 3 and 4 (press, web, TV and billboards), a total budget of **500,000€** is available to allow technical and linguistic adaptations and broadcasting on the Polish market. It is up to the candidates to suggest an efficient distribution of the budget for Poland between the 4 previous activities. For the Polish web activities, existing websites should be taken into account: www.pokochojolejrzepakowy.eu and www.facebook.com/olejrzepakowy.*

This budget includes fees covering the processes of researching, creating and implementing the campaign as well as the administrative follow-up and all other missions given to the agency with potential modifications required by the announcers.

8. Expenses can only be put forward after a detailed quote and a framework contract have been signed between the announcers and the selected agency.

9. A contract will be prepared for the agency.

DOCUMENTS TO BE PROVIDED BY THE APPLICANTS:

Documents to be provided in English and in French and in Polish:

- A dated and signed motivation letter accepting the conditions of the competition, as described in the call for proposals.
- A solemn declaration, dated and signed, where the applicants will provide a list of budgets they manage in the same sector and/or sectors or organisations where there may be a conflict of interests with the rapeseed/sunflower seed value chains on the same target markets.
- A solemn declaration of the candidate or candidates (in case of a grouping), dated and signed, on the following points:
 - a) Having met its social and fiscal obligations in their home country;
 - b) Not having received, over the past five years, a conviction registered on the police record for violations of the articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of the French labour law, or the equivalent procedure in another country's national law.
 - c) Not being in liquidation under the meaning of article L. 620-1 of the French trade law, or the equivalent procedure in another country's national law;
 - d) Not being in a situation of personal bankruptcy under the meaning of article L. 625-2 of the French trade law, or the equivalent procedure in another country's national law
 - e) Not being in legal redress under the meaning of article L.620-1 of the French trade law, or the equivalent procedure in another country's national law, without providing a clearance to continue its activities during the foreseen length of the programme.
- The list of principal references of the past 2 years for similar actions over several countries (agricultural sector, collective or institutional communication campaign) and providing the aim, budget and length of services.
- The presentation of the agency and its internal organisation.
- The name and experience level of the team in charge of the project.
- Justification of knowledge of European markets, and in particular the markets targeted by the programme.
- The presentation of local offices/relay structures who could play a role in the project for all countries concerned by the programme, as well as a presentation of the team in charge of the project.

These elements will help the announcers decide how adequate the agency's offer is compared to the needs of the campaign.

SELECTION CRITERIA FOR APPLICANTS (OUT OF 100 POINTS):

- Sound budget of the organisation (turnover and equity) 10 points
- Creativity 10 points

- Knowledge of targeted markets 20 points
- Capacity to convince of motivation 10 points
- Capacity to convince of experience in implementing actions over several countries 10 pts
- Offices/relays in all targeted countries 10 points
- Experience level of the team working on the campaign 10 points
- Relevance of references in agricultural/agri-food promotion files 20 points

ADMINISTRATIVE AND/OR TECHNICAL QUESTIONS MAY BE ADDRESSED TO:

Terres Univia, 11 rue de Monceau, 75006 Paris – Ms Céline LE GUILLOU
c.leguillou@terresunivia.fr +33 (0)1 77 45 70 99.

DATE ON WHICH THE ANNOUNCER'S DECISION WILL BE COMMUNICATED TO APPLICANTS:

29 March 2019.

PUBLICATION DATE OF THE CALL FOR PROPOSALS:

18 February 2019.