

Dear all,

Thank you for your interest in leading the PR and marketing strategy for the upcoming *Eat Spain Drink Spain 2025* campaign in Thailand.

To support your proposal development, please find below key details and campaign expectations:

- Top priorities: **influencer engagement** and **media coverage**. While we already maintain strong relationships with restaurants and key players in the food and beverage sector, we are looking for your expertise to amplify our visibility among local Thai audiences, especially gastronomic and lifestyle **influencer campaigns** and **PR strategies**.
- **Co-branded content** and partnerships with restaurants, influencers, and relevant venues will be a key part of the campaign strategy. While Spanish restaurants will certainly participate, we are especially interested in involving non-Spanish venues where Spanish products can shine.
- **Participants from our side**: We are currently in conversations with several high-profile individuals to participate, both relevant voices from the gastro sector and restaurant owners. However, formal confirmations will only be announced once the agency is selected.
- **Social Media**: We operate through LinkedIn only, but we are open to leveraging other platforms such as TikTok and YouTube Shorts—particularly **via third-party** and influencer accounts. We welcome your suggestions on the most effective channels.
- **Budget allocation**: While precise budget figures are not yet available, a significant portion will be allocated to PR and influencer marketing.
- **Info & Inspo**: This campaign is part of a broader global initiative that runs annually in over 15 countries. You can refer to the official [Eat Spain Drink Spain website](#) for reference materials:
- **Languages**: Public-facing content should ideally be bilingual (Thai and English), though English-only is acceptable for physical materials. AI-assisted translations can be used for digital assets.

We are exploring a wide range of **gastronomic and promotional events** such as:

- An **opening event** with media and VIPs
- A **culinary masterclass** at Le Cordon Bleu Dusit featuring Spanish products, followed by a tasting session
- **Wine by the glass** activations in participating restaurants
- **Wine dinners** pairing Spanish wines with international menus
- **In-store promotions** in supermarkets and gourmet shops

- **Online promotions** in collaboration with platforms like Tops
- A **tapas route** across participating venues, with a gastronomic passport that guests can stamp at each location and submit for a raffle to win a flight to Spain
- **Special menus** featuring products like Iberian ham, regional dishes from Spain, or promotional price menus

We look forward to receiving your proposals and are available to clarify any further questions you may have. Please reach out to: tenders@icex.es for any questions.

Friendly reminder: the deadline for submitting proposals is **May 13, 2025, at 2:00 p.m. (Bangkok local time, UTC+7)**. They should be sent also to tenders@icex.es.