

SPAIN FOOD NATION COMMUNICATION CAMPAIGN (CHINA)

EXPLANATORY NOTE

We remind agencies who are willing to submit offers to tender X096-17-2021 that they must take the following into account:

It must be noticed that online video-ads (persuasive advertisements) are accepted by the briefing, though they are considered less relevant than branded content and informative advertisements. The Briefing states that “the communication materials of the Campaign will be of three different kinds”, citing branded content, informative advertising and persuasive advertising (pp. 14-15). The Briefing also states that branded content “is the most important material envisaged for this campaign”; informative advertising “could be used when branded content is not readily available or not considered convenient for the purposes of the Campaign”, and persuasive advertising “is considered the least relevant for the purpose of the Campaign” though not excluded (page 15).

Secondly, whereas social media is a part of the expected proposed Media Plan, it is not the only communication channel defined in the Briefing. In this regard, the Briefing states that “the proposed Media Plan is expected to be multi-channel, covering digital media, such as digital publications, websites, search engines, social media and mobile applications, as well as traditional media (magazines, newspapers, etc.). However, in order to reach cost-effectiveness, the Campaign will mostly address to digital media and, as a rule, will not target television or radio.” Therefore the campaign requires KPIs that serve different offline and online media, including (but not limited to) social media.

Finally, the list of KPIs depicted in the Briefing is non-exhaustive and the Agency is expected to suggest other KPIs that better fit its proposal (e.g. estimated number of likes, comments, shares of a certain publication, etc.). The Briefing states that the list of KPIs will be defined by the Agency in the proposed Media Plan (page 15). The proposed KPIs must allow ICEX to measure the impact and effectiveness of the Media Plan, hence the KPIs must be in accordance with the choice of offline, online and social media proposed by the Agency. In this regard, the Briefing provides a minimum list of KPIs, which includes: reach (how many individuals the campaign will be in front of over its duration); coverage (percentage of the audience that has received some communication at least once), frequency (how many times individuals will be exposed to the content of the campaign over its duration); gross rating point (addition of ratings or percentages of a target audience that are impacted by a single message through different media); cost per 1,000 (investment necessary to impact 1,000 individuals from our target audience). The Agency is expected to suggest other KPIs in accordance with its Media Plan. It must be noticed that ICEX will evaluate the compliance of all KPIs, whether minimum or suggested by the Agency, according to the contract signed by both parts.