

CAMPAIGN FOR THE PROMOTION OF PUREBRED SPANISH HORSE 2024

Questions on 1. background information and task

1. Are there any further statistics on which of the 70 countries where PRE horses are bred are the most important/largest?
Answer: Germany, France, UK, USA and Mexico have the biggest number of PRE horses at this time.
2. Are there – or have there been in the past – campaigns to promote PRE horses in other countries or markets? If so, can you send us examples in the form of links?
Answer: We did campaigns in USA, UK, Germany, Sweden and Italy in the past. WE used to attend the biggest horse shows with a stand and print promotional materials in the respective national languages. In the cases of Germany and USA we also paid ads in equestrian media and invited journalists and potential buyers to SICAB.
3. Who is the official sender of the campaign? (regarding imprint, data protection, web hosting on which servers).
Answer: ICEX SPAIN TRADE AND INVESTMENT, E.P.E
4. Does the ANCCE association have a say, separate advice or wishes regarding the design and realization of the campaign?
Answer: We need to check pictures and videos before publishing.
5. Is there currently or has there been cooperation with the German association in the past? To what extent should this association possibly be involved in the campaign?
Answer: We prefer doing the campaign straight from Spain. The German Association does not represent our target market in this case and it is too small.
6. Are there any accusations from the animal welfare sector regarding the breeding/raising and training of PRE horses? (possible prejudices among German warmblood breeders or trainers)
Answer: We are not aware of any complaint or suit so far. The PRE horse is really easy to train and ride comparing to the warmbloods. We

do not even castrate them due to their calm temperament. This is one of our strongest commercial claims and the main reason why European madams like PRE.

7. Are there examples of what has been done in the past to improve the positioning in the German market?
Answer: We have a PRE Team in the World Dressage Championship for young horses since 2018. It is organized in Holland. We hired Jürgen Koschel as trainer for 4 years. He is well known and one of the most successful German dressage trainers in the World. By the way, we always show pictures and videos of PRE horses with best international results in our stands and promotional materials in Equitana, the biggest horse show in Germany. But we never did an specific campaign like what we are planning now.
8. What other aim should the landing page have in addition to simply providing information about the PRE horses (regarding "lead generation")?
Answer: We believe that images are of great importance at this point. PRE horse is really beautiful, expressive, calm, and we should remark these features. I would include SICAB images too as the show where PRE is the only player and best horses from 360 studs are put together in different sports. SICAB would be the meeting point for potential buyers and the product that we are trying to sell them.
9. Are there KPIs/key figures that are used to measure success?
Answer: The awardee should provide metrics for each campaign

Questions about 4. contract term and 5. contract budget

10. When can we expect the contract to be signed or the project to start?
Answer: We hope to be able to sign the contract with the agency at the beginning of July
11. Question to 5.b.: Under what circumstances will the contract be extended or when will the agency be informed?
Answer: Depending on the extension of our agreement with ANCCE. The agency will be informed around November/December 2024.

Question on 7. agency profile and requirements

12. Question on 7.a. i: Meetings — How often are meetings in Düsseldorf scheduled in person and are the travel costs for these billed separately? Or are the meetings planned in the form of video calls?
Answer: Online Meetings can be organized.

Question on 8. content of the proposals

13. Question to 8.c.: We understand the additional requirement "The agency must propose solutions for the provision of promotional and information material for seminars and presence at trade fairs" as a separate requirement in addition to landing page and influencer/social media, PR. Is there any further information on the expected scope? What training is planned, who will conduct this training and in what form (webinar or on-site)? At which trade fairs is an appearance planned, what budget is planned for the trade fair appearance?

Answer: Please, do not consider this sentence. This is not included in the scope.

Question on 9. Presentation of proposals

14. Question to 9.b. i: Does the maximum file size of 4 MB refer to all attachments in total or a maximum of 4 MB per PDF?

Answer: all the attachments

15. May the PDFs also contain hyperlinks to external presentations or videos in order to be able to present moving images if necessary?

Answer: Yes, no problem

16. Question to 9.h.: Have there already been questions from other agencies? If so, would you please share these with us, including your answers, in the interests of fairness?

Answer: We do not have so far.

17. Are there graphic assets (logos, photos, videos, ...) for the design of the landing page? Do we need to take a style guide into account?

Answer: we'll provide these assets to the awardee

18. Is there access to a media pool that is made available to us (especially the aforementioned emblem of the European Union with the slogan "A Way for Europe")?

Answer: we'll provide these assets to the awardee

Question on 11. duties

19. Question to 11.b.: How often or at what intervals are interim reports desired? In what form should these reports be prepared (in the form of a meeting, or are reports with the most important key figures by e-mail sufficient)?

Answer: One/two intermediate reports. PDF reports.

20. Question to 11.c.: In what form and to what extent should the final report be prepared? Is a meeting planned here - on site or as a video call - or is a summary by e-mail also sufficient here?

Answer: A PDF report