



## BEAUTY FROM SPAIN - LITTLE RED BOOK FROM SPAIN COMMUNICATION CAMPAIGN BRIEF

ICEX Spain Trade and Investment, E.P.E. (ICEX), represented by the *Spanish Embassy Commercial Office in Shanghai*, invites qualified marketing management agencies to submit a proposal to support the Economic and Commercial Office of Spain in Shanghai, the Client, in the promotion of an official account of Beauty from Spain in Little Red Book.

ICEX is a public business entity ascribed to the Ministry of Economic, Trade and Enterprise of the Government of Spain, via the Department of Trade, whose mission involves promoting the internationalization of Spanish companies.

1.-	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E (ICEX) - VAT No. Q2891001F-
2.-	Case Number:	X071-05-2024
3.-	Scope of the contract:	<p>Our goal is to create an official account on Little Red Book to enhance the positioning of Spain and Spanish companies in the Chinese market.</p> <p>Little Red Book is one of the most influential social media platforms in China, focused on product recommendations and consumer experiences, making it a crucial platform for reaching Chinese consumers. Having a presence on this local social network will not only allow us to effectively promote Spanish brands and their products but also build trust and authenticity among Chinese users. This is essential for competing in a highly competitive and sophisticated market and for seizing growth and expansion opportunities in China.</p>
4.-	Submission of tenders:	<p>The three separate documents that represent the proposal need to be sent via email <b>EXCLUSIVELY</b> to <a href="mailto:tenders@icex.es">tenders@icex.es</a> by 14<sup>th</sup> October 2024 at <b>5:00 pm (Madrid time)</b>. All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.</p>



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## TERMS OF REFERENCE

### 1. SCOPE OF THE CONTRACT

To appoint a **Marketing Management Agency** to create, plan, organize and manage the **Official Account of Little Red Book** for the Promotion of Spanish cosmetics brands for 1 year from 1<sup>st</sup> of January 2025 to 31<sup>st</sup> December 2025, extendable up to 4 years more depending on the achievement of the objectives and the development of the Chinese market.

- **Account Creation and Setup:**

- Establish and verify the official account of Beauty from Spain in Little Red Book. This process includes completing all necessary registration and verification steps as required by the platform, ensuring that the account is recognized as the official representative of Beauty from Spain. The account must adhere to all platform guidelines and be fully functional for engagement with the target audience upon completion of the verification process.
- Set up the profile page with complete and accurate information about the Ices and the Economic and Commercial Office of Spain in Shanghai. Create and set up the profile page on the official Beauty from Spain account in Little Red Book, ensuring that all provided information is complete, accurate, and up to date. This includes, but is not limited to, detailed descriptions of ICEX and the Economic and Commercial Office of Spain in Shanghai, their respective roles, objectives, and contact details. The profile must effectively communicate the mission and values of these entities to the target audience, and all information must be reviewed and approved prior to publication to ensure compliance with official standards and accuracy

- **Content Strategy Development:**

- Create a monthly editorial calendar that includes regular content postings about the cosmetics and skincare Spanish market. Develop and maintain a comprehensive monthly editorial calendar that outlines scheduled content postings focused on the Spanish cosmetics and skincare market. The calendar should include a diverse mix of content types, such as product highlights, market trends, and brand stories, ensuring consistent engagement with the audience. Each posting should be strategically timed to maximize visibility and interaction, with content tailored to reflect the latest developments and insights from the Spanish beauty industry.
- Develop high-quality visual and written content in Chinese that resonates with the Chinese audience. Produce and curate high-quality visual and written content specifically designed to appeal to the Chinese audience. This content must reflect the cultural preferences, trends, and expectations of the target demographic, ensuring it is both engaging and relevant. Visual materials should be aesthetically pleasing and adhere to professional standards, while written content should be compelling, well-researched, and appropriately localized to resonate with the audience. All content must align with the branding and messaging guidelines established for the Beauty from Spain initiative.

- **Management of Posts and Campaigns:**

- Regularly post and manage content according to the agreed-upon schedule. A total of 102 posts will be posted, of which the agency will develop 26 posts from scratch, the rest of the publications will be created based on materials provided by ICEX, with a creative approach.
- Create and manage promotional and marketing campaigns on Little Red Book. These campaigns should be strategically developed to align with the overall marketing goals and objectives of Beauty from Spain, utilizing both organic and paid strategies where appropriate. The agency is responsible for crafting compelling ad copy, selecting impactful visuals, targeting the appropriate audience segments, and continuously monitoring and





optimizing the campaigns for maximum effectiveness. All promotional activities must comply with the platform's regulations and best practices, ensuring a positive brand presence and measurable results.

- **User Interaction and Engagement:**

- Respond promptly to user comments and messages. Ensure the timely and professional response to all user comments and messages received on the Beauty from Spain account on Little Red Book. The agency is responsible for monitoring the account daily and responding to inquiries, comments, and messages within a specified time frame, typically within 24 hours. Responses should be courteous, informative, and aligned with Beauty from Spain's tone and messaging guidelines. Any complex or sensitive issues should be escalated to the appropriate ICEX representatives for further handling, ensuring that all user interactions contribute positively to the brand's reputation.
- Actively participate in the Little Red Book community to increase visibility and engagement. Engage proactively within the Little Red Book community by participating in relevant discussions, interacting with other users' content, and contributing to group activities or trending topics. The agency should identify opportunities for meaningful interactions that align with the Beauty from Spain brand, including commenting on or sharing relevant posts, joining thematic groups, and collaborating with other influencers or brands. These activities should be aimed at enhancing the visibility of the 'Beauty from Spain' account, fostering a strong community presence, and increasing overall engagement with the target audience.

- **SEO Optimization on the Platform:**

- Use relevant keywords and hashtags to improve the visibility of posts. Incorporate carefully selected and relevant keywords and hashtags in all posts to enhance their visibility on Little Red Book. The agency is responsible for conducting research to identify the most effective keywords and trending hashtags that align with the content and target audience. These keywords and hashtags should be strategically integrated into the post captions, descriptions, and any relevant tags to optimize the content's discoverability. The goal is to ensure that each post reaches a broader audience, resonates with users' search intent, and aligns with current trends within the beauty and skincare community.
- Implement strategies to better position the account and its posts in Little Red Book search results. Develop and execute strategies aimed at improving the positioning of the Beauty from Spain account and its posts in Little Red Book search results. This includes optimizing the profile with relevant keywords, ensuring high-quality content production, and leveraging platform-specific SEO techniques. The agency should also analyze platform algorithms and trends to adjust strategies that increase the likelihood of appearing in top search results and featured content sections. Continuous monitoring and refinement of these strategies are required to maintain and enhance the account's visibility and engagement levels over time.

- **Performance Analysis and Reporting:**

- Monitor and analyze the performance of the account and campaigns. Continuously monitor and analyze the performance of the Beauty from Spain account and all associated campaigns on Little Red Book. The agency is responsible for tracking key performance indicators (KPIs) such as reach, engagement, follower growth, impressions, click-through rates, and conversion rates. This analysis should include both quantitative data and qualitative insights to identify trends, measure the effectiveness of strategies, and determine areas for improvement. The agency must use this data to optimize ongoing campaigns and adjust strategies to ensure that objectives are being met effectively.
- Provide detailed monthly reports on key metrics such as reach, engagement, follower growth, impressions, click through rate, conversion rate. Prepare and deliver comprehensive monthly reports that detail the performance of the Beauty from Spain account and its





campaigns. These reports should cover key metrics including reach, engagement, follower growth, impressions, click-through rate, and conversion rate, among others. The reports should include both raw data and insightful analysis that explains the significance of the metrics, highlights successes, identifies challenges, and recommends actionable strategies for future improvement. All reports should be presented in a clear and organized format, suitable for review by ICEX and other stakeholders, and should be submitted within the agreed-upon timeframe each month.

- **Continuous Adjustment and Improvement:**
  - Review and adjust the content strategy and campaigns based on performance analysis. Regularly review the performance data and insights gathered from the Beauty from Spain account and its campaigns to evaluate the effectiveness of the current content strategy. The agency is responsible for making necessary adjustments to the content strategy and campaign plans based on this analysis. This may include modifying content themes, posting schedules, targeting strategies, or promotional tactics to better align with the observed user behavior, engagement patterns, and overall campaign objectives. The goal is to ensure continuous optimization and to maximize the impact of the content and campaigns.
  - Propose continuous improvements based on market trends and user feedback. Continuously monitor market trends, user feedback, and industry developments to identify opportunities for enhancing the Beauty from Spain presence on Little Red Book. The agency should proactively propose improvements to content, campaigns, and overall strategy that reflect these insights. This may involve suggesting new content formats, exploring emerging platforms features, adjusting messaging to better resonate with the audience, or implementing innovative engagement techniques. The goal is to ensure that the brand remains relevant, competitive, and responsive to the evolving preferences of the target audience.
- **Compliance with Regulations and Policies:**
  - Ensure all activities and content comply with Little Red Book's regulations and policies and local laws. Ensure that all activities, content, and campaigns associated with the Beauty from Spain account on Little Red Book are fully compliant with the platform's regulations and policies, as well as all applicable local laws and regulations in China. The agency is responsible for staying up-to-date with any changes in Little Red Book's guidelines and local legal requirements, ensuring that all published content, interactions, and promotional efforts adhere to these standards. This includes, but is not limited to, content approval processes, advertising regulations, intellectual property rights, and consumer protection laws. Any potential compliance issues must be identified and addressed promptly to mitigate risks and maintain the integrity of the brand's presence on the platform.
- **Collaboration with Influencers and Partners:**
  - Identify and collaborate with relevant influencers to expand brand reach. Conduct thorough research to identify influencers within the beauty industry who align with the Beauty from Spain brand values and target audience. The agency is responsible for establishing collaborations with these influencers to expand the brand's reach and visibility on Little Red Book. These collaborations should be strategically chosen to maximize engagement and brand exposure, leveraging the influencers' established networks and credibility within the beauty community. All proposed influencer partnerships must be evaluated based on their relevance, follower demographics, and potential impact on the campaign goals.
  - Engage in collaborations with beauty industry influencers who possess a minimum of 30,000 followers on their social media platforms, ensuring these influencers meet the criteria set by ICEX. All potential influencer partnerships must be submitted to ICEX for prior approval before any agreements are finalized. The agency is responsible for negotiating





terms, coordinating content creation, and managing the influencer relationship to ensure that the collaborations are aligned with the campaign objectives and brand messaging. The influencer content should be reviewed and approved by both the agency and ICEX to maintain consistency and compliance with brand guidelines. Manage agreements and joint campaigns with partners and brand ambassadors. Oversee the negotiation, creation, and management of agreements with partners and brand ambassadors associated with the Beauty from Spain initiative. This includes drafting contracts, setting clear terms and deliverables, and ensuring that all parties involved fulfill their commitments in accordance with the agreed-upon terms. The agency is responsible for coordinating joint campaigns, ensuring smooth collaboration between all stakeholders, and aligning the campaigns with the overall marketing strategy. Regular communication with partners and brand ambassadors is essential to monitor progress, address any issues, and optimize campaign outcomes.

- **Customer Service and Support:**

- Provide comprehensive assistance and support to users of the Beauty from Spain account, addressing inquiries related to products, services, and any additional questions they may have. The agency is responsible for maintaining a responsive and helpful customer service approach, ensuring that all user interactions are handled promptly and professionally. Support should include providing accurate information about products and services, assisting with any technical or usage issues, and guiding users through any necessary processes, such as product recommendations or purchasing options. The agency must ensure that all responses are aligned with the brand's messaging and maintain a positive and informative tone, fostering trust and satisfaction among the account's followers.

- **Brand Protection:**

- Monitor the brand's reputation on the platform. Continuously monitor the brand's reputation on Little Red Book to ensure that the Beauty from Spain maintains a positive and respected presence. The agency is responsible for tracking user feedback, comments, and discussions related to the brand, as well as identifying any potential risks to the brand's image. Regular reporting on the brand's reputation should be provided, including insights on public perception and any emerging trends or issues that may affect the brand. The agency should proactively address any negative sentiments or misinformation, working to reinforce the brand's positive image.
- Manage crises and resolve public image issues if any controversy arises. Implement and execute a crisis management plan in the event of any controversy or public image issues related to the Beauty from Spain brand on Little Red Book. The agency is responsible for swiftly addressing the situation, including identifying the root cause, responding appropriately to public concerns, and mitigating any negative impact on the brand's reputation. This may involve issuing public statements, coordinating with ICEX for an official response, or engaging directly with affected users to resolve the issue. The goal is to effectively manage the crisis, minimize damage to the brand's image, and restore public trust and confidence as quickly as possible.
- Provide ICEX with all necessary materials and access to relevant platforms or spaces required for content creation. This includes ensuring that ICEX has the appropriate tools, resources, and permissions to develop and publish content independently if needed. The agency is responsible for coordinating with ICEX to facilitate smooth content creation processes, including the provision of high-quality images, videos, templates, or any other assets necessary to maintain consistency with the Beauty from Spain brand. Additionally, the agency should ensure that ICEX has access to the designated online spaces or platforms where the content will be posted, along with any technical support required during the content creation and publishing process.





### **Core objectives:**

The **core objectives** for creating a Little Red Book account for the Economic and Commercial Office of Spain in Shanghai to promote the Spanish cosmetics market would be:

#### **1. Increase Visibility of Spanish Cosmetics:**

- Position Spanish cosmetic products as a high-quality option in the Chinese market. Strategically position Spanish cosmetic products as a premium, high-quality option within the Chinese market. The agency is responsible for crafting messaging and content that highlights the superior quality, innovative formulations, and unique benefits of Spanish cosmetics. This includes emphasizing the rigorous standards of production, the use of high-grade ingredients, and the rich heritage of Spain's beauty industry. All marketing efforts should aim to differentiate Spanish products from competitors, establishing them as a preferred choice for discerning consumers who value excellence and effectiveness in their skincare and beauty routines.
- Promote the authenticity and exclusivity of Spanish cosmetic brands. Develop and execute a promotional strategy that emphasizes the authenticity and exclusivity of Spanish cosmetic brands. The agency should focus on storytelling that highlights the unique origins, cultural significance, and artisanal craftsmanship behind these brands. Marketing campaigns should underscore the distinctiveness of Spanish products, positioning them as exclusive offerings that are not only effective but also embody a deep connection to Spanish tradition and innovation. The goal is to create a strong brand identity that resonates with Chinese consumers, fostering a sense of desirability and trust in the authenticity of the products.

#### **2. Generate Product Awareness and Education:**

- Inform Chinese consumers about the benefits, ingredients, and unique production processes of Spanish cosmetic products. Educate Chinese consumers about the distinct benefits, high-quality ingredients, and unique production processes that define Spanish cosmetic products. The agency is responsible for creating and disseminating detailed content that clearly communicates the advantages of using Spanish cosmetics, including the specific benefits for skin health and beauty. This content should highlight the use of natural, high-grade ingredients, innovative formulations, and the meticulous production processes that ensure the efficacy and safety of the products. The goal is to build consumer awareness and trust by providing transparent and informative insights into what makes Spanish cosmetics stand out in the market.
- Share stories and educational content about the history and innovation of Spanish cosmetics. Develop and share compelling stories and educational content that explore the rich history and ongoing innovation of the Spanish cosmetics industry. The agency should create narratives that connect the heritage and tradition of Spanish beauty practices with modern advancements and breakthroughs in the industry. This content should be designed to engage and inform the audience, offering a deeper understanding of how Spanish cosmetics have evolved and why they continue to be a source of innovation and excellence. By highlighting the legacy and forward-thinking nature of Spanish brands, the agency aims to foster a deeper appreciation and affinity for these products among Chinese consumers.

#### **3. Foster Customer Engagement and Loyalty:**

- Regularly interact with users through comments, responses, and participation in the Little Red Book community. Maintain active and consistent interaction with users on Little Red Book by responding promptly to comments, engaging in discussions, and participating in relevant community activities. The agency is responsible for fostering a sense of community and building relationships with followers by providing thoughtful and personalized responses to user comments and messages. Additionally, the agency should actively





participate in discussions within relevant groups and threads, positioning the 'Beauty from Spain' brand as a knowledgeable and approachable presence within the platform. This continuous interaction is crucial for increasing user loyalty and enhancing the overall brand experience.

- Create engaging and relevant content that encourages active user participation. Develop and publish content that is not only informative and visually appealing but also designed to encourage active participation from users. The agency should focus on creating content that prompts users to like, comment, share, and engage in discussions, such as interactive posts, polls, questions, and challenges. This content should be closely aligned with the interests and preferences of the target audience, ensuring it resonates and fosters a sense of connection with the brand. The ultimate goal is to build a vibrant and engaged community around the 'Beauty from Spain' brand on Little Red Book, driving higher levels of user interaction and loyalty.

#### 4. **Collaborate with Influencers and Brand Ambassadors:**

- Identify and collaborate with relevant Chinese influencers who can help promote Spanish cosmetic products. Conduct thorough research to identify Chinese influencers who align with the values and target audience of the Beauty from Spain brand. The agency is responsible for selecting influencers who have a strong presence in the beauty and cosmetics sector and who can effectively communicate the benefits and uniqueness of Spanish cosmetic products to their followers. These influencers should be evaluated based on their engagement rates, follower demographics, and overall credibility in the market. Once identified, the agency will establish and manage collaborations with these influencers to enhance the visibility and appeal of Spanish cosmetics among Chinese consumers.
- Conduct joint campaigns and promotions with these influencers to increase reach and credibility. Design and execute joint campaigns and promotional activities in collaboration with selected Chinese influencers to maximize the reach and credibility of the Beauty from Spain brand. The agency is responsible for coordinating with influencers to create tailored content that highlights the strengths and benefits of Spanish cosmetics, ensuring that the messaging aligns with both the brand's objectives and the influencers' unique voice. These campaigns should leverage the influencers' established audiences to drive awareness, engagement, and conversion, positioning Spanish cosmetic products as desirable and trustworthy options in the Chinese market. The agency should also monitor and report on the performance of these campaigns to ensure they meet the desired impact.

#### 5. **Optimize Sales and Conversions:**

- Design marketing campaigns that drive traffic to online and offline sales platforms for Spanish cosmetics. Develop and implement strategic marketing campaigns aimed at directing traffic to both online and offline sales platforms where Spanish cosmetic products are available. The agency is responsible for crafting campaigns that integrate various channels, including social media, digital advertising, and in-store promotions, to maximize visibility and encourage consumer action.
- Promote special offers and discounts to incentivize purchases. Create and manage promotional campaigns that highlight special offers, discounts, and limited-time deals on Spanish cosmetic products to drive consumer purchases. The agency is responsible for developing attractive and compelling promotional content that effectively communicates these offers to the target audience. This may include the use of social media posts, influencer collaborations, and other digital channels to spread awareness and create a sense of urgency. The objective is to increase conversion rates by incentivizing consumers to take advantage of these promotions, thereby enhancing sales performance and brand loyalty.

#### 6. **Collect and Analyze Market Data:**





- Monitor and analyze market trends and consumer preferences in the cosmetics sector. Continuously monitor and analyze emerging market trends and evolving consumer preferences within the cosmetics sector, both globally and specifically within the Chinese market. The agency is responsible for conducting regular market research, gathering data from various sources, including industry reports, social media insights, and consumer feedback. This analysis should focus on identifying shifts in demand, popular product categories, and emerging consumer behaviors that could impact the positioning of Spanish cosmetic products. The goal is to maintain an up-to-date understanding of the market landscape to ensure that marketing strategies remain relevant and competitive.
- Use this data to adjust strategies and improve the effectiveness of marketing campaigns. Leverage the insights gained from market trend analysis and consumer preference data to refine and optimize marketing strategies for Spanish cosmetic products. The agency is responsible for making data-driven adjustments to ongoing campaigns, including tweaking messaging, targeting, and promotional tactics to better align with current market conditions and consumer interests. This proactive approach aims to enhance the effectiveness of marketing efforts, ensuring that campaigns resonate with the target audience, achieve higher engagement rates, and ultimately drive better sales outcomes. Regular evaluation and iteration based on this data will be essential to sustaining the success of marketing initiatives.

**7. Build a Strong and Positive Brand Image:**

- Highlight the quality, innovation, and sustainability of Spanish cosmetics. Develop and implement marketing strategies that emphasize the superior quality, cutting-edge innovation, and commitment to sustainability of Spanish cosmetic products. The agency is responsible for crafting content that showcases the meticulous production processes, the use of high-quality, natural ingredients, and the innovative technologies employed by Spanish cosmetic brands. Additionally, the agency should highlight the sustainability efforts of these brands, such as eco-friendly packaging, ethical sourcing, and environmental responsibility, to appeal to the growing segment of consumers who prioritize sustainability. The goal is to position Spanish cosmetics as not only effective but also as socially and environmentally conscious choices for discerning consumers.
- Create a consistent brand narrative that resonates with the values and expectations of Chinese consumers. Develop a cohesive and compelling brand narrative for Beauty from Spain that aligns with the values and expectations of Chinese consumers. The agency is responsible for ensuring that all marketing materials, campaigns, and communications consistently convey this narrative, which should emphasize the authenticity, heritage, and innovation of Spanish cosmetics. The narrative should be carefully crafted to resonate with the cultural and aesthetic preferences of the Chinese market, integrating key themes such as quality, tradition, modernity, and luxury. By maintaining a consistent and relatable brand story across all platforms, the agency aims to build strong emotional connections with the target audience, enhancing brand loyalty and recognition.

**8. Facilitate Access to Spanish Products:**

- . Ensure that Chinese consumers have access to clear and comprehensive information regarding where and how they can purchase Spanish cosmetic products. The agency is responsible for creating and disseminating content that outlines the various purchasing options available, including online e-commerce platforms, physical retail locations, and any special events or pop-up stores. This information should be easily accessible through the 'eauty from Spain channels, such as social media posts, website pages, and promotional materials, with detailed instructions or links to facilitate the purchasing process. The objective is to remove any barriers to purchase by providing straightforward and user-friendly guidance.





- . Actively promote the use of official distribution channels for purchasing Spanish cosmetic products to guarantee authenticity and quality for consumers. The agency is responsible for identifying and highlighting these authorized channels, whether they are specific online retailers, official brand stores, or certified partners. Marketing campaigns should emphasize the importance of buying through these channels to avoid counterfeit products and to ensure that consumers receive genuine, high-quality items. Additionally, the agency should work to build trust by educating consumers on how to recognize official channels and the benefits of purchasing through them, thereby reinforcing the brand's commitment to authenticity and customer satisfaction.

#### 9. Compliance with Local Regulations:

Guarantee that all promotional and marketing activities associated with the Beauty from Spain brand are fully compliant with Chinese laws, regulations, and Little Red Book platform policies. The agency is responsible for staying informed about the latest legal requirements and platform guidelines, ensuring that all content, advertisements, and interactions adhere to these standards. This includes reviewing all marketing materials before publication to verify compliance, avoiding any content that could potentially violate local regulations or platform rules. The agency must also be prepared to make necessary adjustments promptly if any regulatory changes occur, thereby minimizing legal risks and maintaining the integrity of the brand's presence on the platform. Tailor all marketing messages and strategies to align with the cultural preferences, norms, and values of the Chinese market. The agency is responsible for conducting thorough cultural research and applying these insights to create content that resonates with the target audience in China. This involves not only language localization but also ensuring that the messaging reflects local customs, trends, and consumer expectations. The agency should be sensitive to cultural nuances and avoid any content that could be misinterpreted or cause offense. The goal is to create a culturally relevant and appealing brand image that connects with Chinese consumers on a deeper level, enhancing the effectiveness of the marketing campaigns.

By focusing on these core objectives, the Economic and Commercial Office of Spain in Shanghai can effectively leverage the Little Red Book platform to strengthen the presence and growth of the Spanish cosmetics market in China.

#### Strategies and tactics:

- **Content Marketing:** Create engaging content such as tutorials, product reviews, and behind-the-scenes stories.
- **Influencer Marketing:** Collaborate with Chinese influencers for reviews, live demonstrations, and giveaways.
- **Social Media Engagement:** Actively interact with followers through comments, messages, polls, and contests.
- **Localized Content:** Tailor content to fit Chinese cultural preferences and relevant local events.
- **Search Engine Optimization (SEO):** Optimize posts with relevant keywords and hashtags to improve visibility.
- **Paid Advertising:** Utilize advertising options to target specific demographics and highlight unique product features.
- **Data Analytics:** Track key metrics like engagement rates and conversions to refine strategies.
- **E-commerce Integration:** Directly link content to e-commerce platforms for seamless purchasing.
- **Brand Storytelling:** Develop a compelling brand narrative highlighting the quality, history, and innovation of Spanish products.





## 2. CONTRACT AND JURISDICTION

Once the Agency has been selected, a contract will be signed between ICEX and the Agency.

To solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the Awardee of this tender, the matter will be referred to Ordinary Courts and Tribunals of Madrid (Spain), expressly waiving any other jurisdiction. The language used in any dispute shall be Spanish. Spanish legislation shall be applicable to the contents of this Tender.

## 3. AGENCY PROFILE AND STAFFING REQUIREMENTS

### 3.1 Agency profile.

The selected Marketing Management Agency should specialize in comprehensive digital marketing strategies tailored for international brands aiming to establish and expand their presence in the Chinese market. They should demonstrate proficiency in leveraging platforms like Little Red Book to enhance brand visibility, engagement, and sales conversions among Chinese consumers.

The technical capability of the Agency shall be demonstrated by submitting examples of works of similar scale and scope, executed specifically in China in all or some of the last five years. Works submitted should indicate dates and location of execution and include examples.

The Agency must have the human and material resources necessary for the successful execution of the campaigns outlined in this brief.

Agencies that do not include all needed and requested documentation in their offer / proposal that meets all the agency profile requirements will be excluded.

### 3.2 Agency staffing

The Agency must designate a primary contact person that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, as represented by the Client.

It is expected that all key team members assigned by the Agency to the contract have **specific knowledge, professional expertise and at least 3 years' experience in the Chinese cosmetics industry and in digital marketing**. Any changes of key team members must be communicated in advance to the Client.

If the staff assigned to execute the contract varies by more than 20% throughout the term of the contract and its possible extensions, it may not be extended.

### 3.3 Agency financial requirements

All competing agencies will be required to demonstrate an annual turnover of at least 51,000 EUR in the best of the last 3 (three) tax years (2021-2022, 2022-2023, 2023-2024).



To prove its economic and financial solvency, all competing agencies will be required to provide a solvency report, including their audited financial accounts for the best of the last three accounting (3) years.

### 3.4 Timing:

The campaign will begin on 1<sup>st</sup> January 2025 to 31<sup>st</sup> of December 2025, extendable up to 4 years more depending on the achievement of the objectives and the development of the Chinese market.

It will be possible to renew up to 4 additional campaigns in the 4 upcoming years, at the discretion of the Client and Ices.

**Note:** The budget for subsequent campaigns will be the same as the initial contract. A budget for each activity must be provided separately.

### 3.5 Measurements of Success:

- **Increase in Follower Growth:** Achieve consistent growth in the number of followers on the Little Red Book account.
- **Increase in Engagement Rate:** Maintain and enhance high engagement through likes, comments, and shares on posts.
- **Increase in Brand Visibility:** Enhance visibility among Chinese consumers interested in cosmetics, evidenced by increased brand mentions and profile visits.
- **Increase in Conversion Rate:** Improve the percentage of followers visiting other platforms linked to campaign activities.

## 4. AGENCY RESPONSABILITIES

- The agency is in charge of creating and optimizing the Little Red Book account for Beauty from Spain.
- Developing content strategies tailored to the Chinese market and Beauty from Spain's target audience.
- Producing and posting high-quality visual and written content promoting Beauty from Spain's products.
- Managing comments and messages on the Little Red Book account, ensuring timely responses.
- Monitoring and analysing key performance metrics (KPIs) to report account performance.
- Identifying and managing collaborations with influencers relevant to Beauty from Spain.
- Ensuring compliance with local and international regulations, including copyright laws.
- Continuously optimizing strategies based on platform changes and best practices.
- Maintaining confidentiality of Beauty from Spain's sensitive information and intellectual property.
- Specifying contract terms, including termination and payment agreements.

### Target Market:

- Chinese consumers interested in high-quality cosmetics and skincare products.
- Cosmetics-forward individuals who value international brands and trends.





- Influencers and trendsetters on Little Red Book interested in promoting and endorsing beauty products.
- Consumers looking for innovative and unique products from international markets, particularly Spain.
- Individuals aged 18-45, predominantly female, with disposable income and a strong interest in beauty and self-care.

## 5. CONTRACT BUDGET

**Maximum available contract budget.** The maximum available budget for this Contract is **EUR 170,000 (EUR 34,000 per year, up to 5 years in total)** inclusive of agency fees and expenses of third parties and excluded of any applicable taxes. Under no circumstances will the contract budget be exceeded. Bids will be made in euros **excluding taxes. However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any.**

Agency must have offices in China with ability to execute programs in priority cosmetics and lifestyle markets.

## 6. TERM

The described services in the contract will run from 1<sup>st</sup> of January 2025 by both parties until 31<sup>st</sup> of December 2025 extendable up to 4 years more depending on the achievement of the objectives and the development of the Chinese market. Once the contract expires, it can be renewed up 4 years more.

## 7. INVOICING AND PAYMENTS

Invoices should be addressed to:

ICEX España Exportación e Inversiones E.P.E.  
Paseo de la Castellana 278, 28046 Madrid, Spain  
VAT Q-2891001F

And must be sent electronically to [shanghai@comercio.mineco.es](mailto:shanghai@comercio.mineco.es)

The Agency invoice will contain the following elements:

- Company letterhead / logo
- Address
- Date
- Invoice number
- VAT number
- Description of the item/s
- Total amount due





No expense on behalf of ICEX can be incurred before the date of signature of the corresponding contract and prior written approval of the Client.

The assignment of the contract is not allowed.

- **Payment currency.** Payments to the Agency will be made in the currency of the Contract, which is the **EUR (Euro)**. Any currency exchange costs will be borne by the Agency.
- **Payments to offshore accounts.** Payments to bank accounts of the Agency located offshore from mainland China will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the Agency.
- **Payment schedule.**

Initial Payment: 30% of the initial payment will be made upon receipt of the following deliverables:

- A comprehensive plan for the whole year's activities.
- Successful creation and approval of the official account in Little Red Book.
- Completion and delivery of the promotional content for the first month.

Monthly Payments: 60% of the total will be divided into equal monthly payments, to be paid on the last day of each month during the contract period.

Final Payment: The remaining 10% will be paid at the end of the contract, after the delivery and approval of a detailed final report of all activities performed and results achieved.

All payments will be made via bank transfer to the account specified by the agency.

In case of delayed payments, a 1.5% monthly interest will be applied to the outstanding amount.

The agency must issue an invoice for each payment, which must be approved by the client before proceeding with the payment.

ICEX reserves the right to review and approve all activities and results presented by the agency before making the final payment. Any discrepancies or breaches of the agreed terms must be resolved before the release of the final payment.

## 8. PROCEDURE

This briefing will be circulated to multiple agencies and will be published on the website of the Economic and Commercial Office of Spain in Shanghai.

Agencies interested in bidding may contact ICEX (exclusively to [tenders@icex.es](mailto:tenders@icex.es)) with any questions about the brief up to 8<sup>th</sup> October 2024 at 5:00 pm (Madrid time).

Please note that any expenditure incurred by candidate agencies in the preparation of the proposals presentation and quote will be at the expense of those companies involved. Submission of the offer will not generate any fees or reimbursement of any type of expenses.

**Submission of an offer and participation in this tender implies the Agency's express acceptance of all the points contained in this briefing.**





The proposal needs to be sent via email **only and exclusively** to [tenders@icex.es](mailto:tenders@icex.es) by 14<sup>th</sup> October 2024 at 5:00 pm (Madrid time).

All files should not exceed 4MB in size if sent as attachment. A file transfer service should be used for larger files.

The proposal documents will need to be presented in English in PDF format.

The proposal must be submitted separately in Document I, Document II and Document III with their annexes as it is settled at the end of this document.

All competing agencies submitting a proposal should be aware that ICEX Legal Services department will first review the documentation submitted by each agency to ensure compliance with the requirements of this brief. After verifying their compliance with these prerequisites, the technical offer (work proposal) will be reviewed and evaluated. Once the evaluation scores have been assigned to the technical proposal, the economic offer will be opened and evaluated. **The price contained in the economic offer will not be known until that moment.**

A decision will be made as soon as possible after the proposal due date. The decision will be officially notified via email and on the ICEX portal to enable the selected agency to begin work promptly.

#### PROCUREMENT BOARD

Appointed members of the Procurement Board for purposes of this tender will be:

<b>President</b>	Alfonso Janeiro Díez	Head of Fashion Accessories Department, ICEX Headquarters
<b>Substitute</b>	Pedro Miguel Flores Duque	Member of Fashion Accessories Department, ICEX Headquarters
<b>Member</b>	Yi-Irene Zhou Ye	Member of Consumer Goods Department, Economic and Commercial Office of Spain in Shanghai
<b>Substitute</b>	Eva María Pulido	Deputy Director, Fashion, Habitat, and Cultural Industries Department, ICEX Headquarters
<b>Secretary</b>	Pedro Patiño	Deputy Director of Procurement. ICEX Headquarters
<b>Substitute</b>	Isabel Arias	Member of the Procurement Department. ICEX Headquarters

#### 9. EVALUATION CRITERIA

All proposals will be evaluated and compared on equal terms using the following criteria and weighting:

EVALUATION CRITERIA	POINTS
I. Quantitative (Total Budget)	30



<p>The agency with the lowest total price will receive the highest score of the item, and the rest will obtain the proportional score.</p> <p>Most economical offer = maximum score.</p> <p>Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria.</p>	
<p><b>II. Qualitative. Agency's strategy, means of implementation, and media plan</b></p>	<p><b>70</b></p>
<p><i>(The proposals that do not receive at least 30 points in this section will be automatically excluded)</i></p> <p>For each section we shall assess the <b>quality</b> of proposed plan and extent to which it most <b>efficiently satisfies</b> the campaign objectives stipulated assigning points as follows:</p>	
<p><b>Fulfilment of Communication Objectives</b></p>	<p><b>40</b></p>
<p>The extent to which the Proposal meets our requirements as set out in this brief, according to the following breakdown:</p> <ul style="list-style-type: none"> <li>• Scope and feasibility of action plan: 10 points We will evaluate the proposed plan and timeline for the Little Red Book account to determine the extent to which it is realistic, clear, and includes all the elements listed in Section 1</li> <li>• Creativity and innovation of content ideas: 15 points We will evaluate the originality of ideas and their alignment with our brand, Beauty from Spain.</li> <li>• Strategic thinking behind the content plan: 15 points We will evaluate the clarity of objectives, understanding of the target audience, and the storytelling in the posts to captivate the audience.</li> </ul>	
<p>The extent to which the Proposal is perceived to reinforce the Beauty from Spain and Spanish brands.</p> <p>We will evaluate whether the Proposal offers positive brand reinforcement and reflects contemporary ideas about Spanish cosmetics including an image of quality, authenticity and sustainability for the brands on show.</p>	<p><b>20</b></p>
<p>Other additional services or actions offered (without additional cost) which are not specified in the Request for Proposal such as other competitors account analysis, public relations management with local media, etc</p>	<p><b>10</b></p>

The elements of the proposals - other than price- will be scored as follows:





0% of allocated points	Proposal simply states that the Agency can meet some or all the requirements but does not provide information or detail on how they will do so
50% of allocated points	Compliant
75% of allocated points	Fully Compliant
100% of allocated points	Exceeds Requirements

Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous.

Bids will be considered disproportionate or anomalous when:

- The financial proposal is 20% below the maximum budget, in case there are fewer than three bidders.
- The financial proposal is 10% under the arithmetic mean of the bids submitted, in case there are three or more bidders. Notwithstanding, the most expensive bid will be excluded, when calculating the arithmetic mean.

Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, the Client will decide, upon technical advice, if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

#### Tiebreaker criteria

In the event of a tie in the score obtained by two or more bidders, it will be resolved by applying the following social criteria in order, referred to at the end of the deadline for submitting offers:

- a) Higher percentage of workers with disabilities or in a situation of social exclusion in the workforce of each of the companies, giving priority in case of equality, the largest number of permanent workers with disabilities in the workforce, or the largest number of workers in a situation of social exclusion in the workforce.
- b) Lower percentage of temporary contracts in the workforce of each of the companies.
- c) Higher percentage of women employed in the workforce of each of the companies.
- d) The draw, if the application of the above criteria had not resulted in a tiebreaker.

The supporting documentation for the tiebreaker criteria referred to in this section will be provided by the bidders at the time the tie occurs, and not previously.

## **10. OBLIGATIONS**

The Agency shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract.

Specifically, the Agency shall be responsible for:



- Ensuring that both the development and the result of the services/work which it has been contracted to carry out comply with the quality specifications required by ICEX.
- Compliance with the time limits agreed with ICEX in each case.
- Omissions, errors, incorrect conclusions, or inappropriate methods that it may recommend and implement during the term of this contract.
- The personnel forming part of the project team assigned to the development and performance of the Contract, with the Agency bearing sole liability in employment matters for the conduct and operation of the above-mentioned team.
- The processing of any information and data made available to it.

Only the activities, budgets and procedures included in the Contract will be binding for the Parties.

## 11. CANCELLATIONS

ICEX reserves the right to unilaterally terminate the Contract if the services are not performed in accordance with the instructions received from ICEX, if any of the deadlines applicable to the Agency are not met or if there is any failure to fulfil the obligations established in the Contract. All the above is without prejudice to any claims for damages that might arise.

### **Force Majeure or restrictions imposed by the Authorities**

The parties will not be responsible for the damages and losses caused to the other party for delays or breaches of the contract that bring their cause in cases of *force majeure* or restrictions imposed by the Authorities. The duties of the contract will be considered suspended while the situation of *force majeure* or restriction lasts, and the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible. In any case, the party that has knowledge of these facts must inform the other as soon as possible so that said duties are suspended or that the measures deemed appropriate are adopted. If the cause of *Force Majeure* or restriction extends in time for more than three months, either party will be entitled to request the termination of the contract without having to indemnify the other party for it.

### **Cancellation or postponement of activities**

In the event an activity eventually is not held, ICEX shall solely satisfy the expenses incurred by the Agency from the date of the contract (and in connection with the same) until the date of a formal notice of the cancelation by ICEX. To be reimbursed, the Agency must submit all documentary invoices of the expenses incurred up to that date.

In the event that the activity is postponed, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible.

## 12. INTELLECTUAL PROPERTY AND CONFIDENTIALITY





All intellectual or industrial property rights in the work created by the Agency and all the information gathered by it in connection with the contract shall belong to ICEX.

The Agency shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as said claim is based on the allegation that the work carried out by the Agency within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.

The Agency is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services.

The Agency shall only permit access to the confidential information to those persons who have a need to know it for the purposes of carrying out the activities and services under the contract. The Agency shall be responsible for ensuring compliance with the confidentiality obligations by the personnel in its employ and by any persons or entities working in collaboration with the Agency or subcontracted by it.

The Agency also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.

This obligation shall remain in force both during and after the end of the activities to which the contract relates, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status.

Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the Agency for any liability that might be applicable.

This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.

### **13. TECHNICAL SPECIFICATIONS (PROGRAM PROPOSAL)**

#### **THE KEY ELEMENTS**

- **ACCOUNT SET UP**  
The Agency will set up an official account and will pay the yearly fee for this
- **CONTENT CREATION**  
The Agency will plan and execute media posts in Little Red Book with the approval of ICEX  
Select the most appropriate influencers for each post with the approval of ICEX
- **DATA ANALYSIS**  
The Agency will analyze every post-performance (including engagement rate, ROI, growth in followers, reach, impressions, conversion rate, video views, watch time)
- **SEO & SEM OPTIMIZATION**



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The agency is responsible for writing the post descriptions always considering the keywords for SEO positioning

The agency is responsible for creating the most appropriate SEM strategy

#### 14. EUROPEAN FUNDING

The activities contemplated under this briefing may be subject to European Union's financing through the *European Regional Development Fund (ERDF)*.

The successful tenderer will be obliged to comply with the information and advertising obligations set out in Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013, and in particular with the following:

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.
- In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Regional Development Fund, including the motto "A way of making Europe".

Shanghai, 3<sup>rd</sup>, September, 2024

ICEX Board of Directors

By Delegation (Resolution of September, 30<sup>th</sup> 2021; BOE [Official State Gazette] as of October, 11<sup>th</sup> 2021)

María Simó Sevilla  
Senior Trade Commissioner  
Trade Commission of Spain Shanghai  
188 ANFU ROAD  
Xuhui, Shanghai





**Proposal content.** The competing agencies are expected to present a proposal that includes **three (3) separate documents (Economic and Technical solvency; Technical Proposal, and Economic Proposal)**, as detailed below. Proposals that miss any one of the said documents will be considered incomplete and excluded.

#### **DOCUMENT I. Economic and technical solvency.**

- ✓ Acceptance letter. All competing agencies are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and condition stipulated in the present briefing.
- ✓ **Agency solvency report.** provide showroom and PR projects of similar scope to demonstrate ability to execute the requested work.
- ✓ **Financial accounts** for the best of the last three tax years (2021-2022; 2022-2023; 2023-2024) in order to meet fiscal solvency criteria.
- ✓ **Professional profile and background of the designated staff.** Include a detailed description of the roles of the proposed team and their respective detailed resumes in excel (Annex A – Excel file template).

**Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements** providing documentation that legally demonstrates the extent and seriousness of the relationship.

**Agencies not satisfying any of the stipulated solvency criteria, will be excluded from the tender and their offers will not be evaluated.**

#### **DOCUMENT II. Technical Proposal. PDF file**

**Technical proposal:** Detailed work proposal without any reference to prices, and work plan for the different elements considered in this brief (SECTIONS 4 and 13)

The offers must include a proposed **action plan, Annex B (excel file template)** with a timeline and a detailed breakdown of the actions.

The Agency will be responsible for carrying out whatever tasks are necessary for the correct execution of the events specified in this request.

If the proposal submitted simply states that the Agency can meet some or all the requirements but does not provide information or detail on how they will do so, technical proposal will be assigned a score of 0.

#### **DOCUMENT III. Economic Proposal.**

- ✓ **Economic proposal** (The Agency price for work requested and proposed stated in euros) – Annex



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**C (excel file template).**

- ✓ ICEX will evaluate tenders based on the offered Agency total price excluding taxes for executing the requested work.
- ✓ Provide detail of the work covered by the price.

Proposals exceeding the **maximum available budget (34,000 EUR)**, will automatically be disqualified.