

REQUEST FOR PROPOSALS BEAUTY MADE IN ITALY LAUNCH CAMPAIGN AUGUST 2017

BACKGROUND

A new joint program of the Italian Trade Commission and Cosmetica Italia, the US Beauty Desk aims to promote the excellence, awareness, and availability of Italian beauty products and brands to the US market and consumer.

This goal is realized by educating participating companies through brand analysis reports and webinars, by hosting promotional events and initiatives, and by creating a shared, cohesive brand and message of Italian beauty to the American market.

PROJECT DESCRIPTION & GOALS

The US Beauty Desk seeks to engage a NYC-based public relations firm with experience in the beauty and lifestyle sector, and relationships with editors of major beauty trade magazines to develop communication tools for the Beauty Made in Italy brand and garner media attention around the launch of our website and digital showroom. Website should be launching in early September. We are seeking strategies and outreach for both B2B and B2C campaigns.

B2B Goals:

1. Attract attention and interest from retail buyers, media editors, distributors and other industry experts in an effort to position the US Beauty Desk and Beauty Made in Italy as the singular entry point for all things Italian beauty. Also, to add credibility to the program and allow for ease in relationship development to aforementioned audiences.
2. Attract additional, more established Italian beauty companies to the program to act as catalysts for additional programmatic growth and awareness for Italian beauty in the US.
3. As much as possible, to highlight appropriate participating companies and drive traffic/sales to their sites.

B2C Goals:

1. Attract consumer attention to the excellence, awareness, and availability of Italian beauty brands and products, as well as position Beauty Made in Italy as the singular entry point for all things Italian beauty. This can be achieved through multiple channels and angles focusing on Italian beauty broadly, Italian culture and lifestyle, etc. as per identified or recommended by bidding firms.
2. Generate interest and awareness of Italian beauty industry, lifestyle, and culture, as similar to current market interest in South Korean beauty.

SELECTION CRITERIA

US Beauty Desk is seeking a full service partner to aid in the launch of the program and Made in Italy brand. Due to the small size of our team, we seek a collaborative partner to ideate, co-create, and suggest innovative and unique methods and/or campaigns to generate awareness, interest, and web traffic to our website and social media channels.

Bidding firms will be selected based on the results achieved with similar brands and results in target publications. Selection criteria also includes firm's experience in both the beauty industry, as well as any experience in working with national or global economic development campaigns such as Made in Italy, Made in NYC, etc. Proposed budget is considered, as well as experience with international brands and governments.

REQUIRED DELIVERABLES

Phase 1: Communication Tool Development

- Press Releases announcing launch of program & website - both B2B and B2C
- Talking Points for program launch & marketing materials - both B2B and B2C
- Message Map for Beauty Made in Italy brand - both B2B and B2C
- Boilerplates for Beauty Made in Italy brand, and US Beauty Desk program
- Any other communication tools recommended by bidding firms

Phase 2: Media Relations

- Development of media outreach strategies for launch of Beauty Made in Italy - both B2B and B2C
- Media outreach, deskside support, speaker prep, etc. as needed
- Additional media outreach as identified or recommended by bidding firms

- Monthly reports including publications pitched, response/feedback, and earned media value per hit, as well as all press/media clippings as PDFs and links

PROJECT TIMEFRAME

Upon confirmation of website launch, the project is estimated to begin in early September 2017 and run through December 31, 2017 or longer as needed to garner media attention. There is an opportunity to renew for 2018 upon satisfactory results in 2017.

Phase 1: Communication Tool Development (begin immediately through completion of tools)

Phase 2: Media Relations (begin immediately through December 31, 2017)

BUDGET

There is a budget of \$30,000 USD allocated for this project.

SUBMISSION DEADLINE & REQUIREMENTS

All proposals should be brief (less than 10 pages) and include:

- Company background or overview
- Profile(s) of staff assigned to project
- Specific competitive advantage or competencies in desired fields
- 2-3 case studies of similar work
- 2 previous or current client references
- Proposed budget, broken down by phase or deliverable
- Contact information including address, contact person, and Federal Tax ID or EIN
(proposals without tax ID will not be accepted)

Proposals should be delivered via email sent to beautydeskusa@ice.it, and sent as PDF file attachments.

Deadline for proposals is 5:00PM EST MONDAY, AUGUST 21, 2017.

The awarded bidder will be notified via email by Friday, August 25th, with documents and contracts sent at that time. All payments will be disbursed with 50% deposit to begin work, and remaining 50% paid upon completion of project. Work is to commence on September 5, 2017.

For questions, please email Meredith Kerekes at m.kerekes.contr@ice.it.