



## ANNEX II

### Campaign to promote high-quality European extra virgin olive oil in Japan

**Duration of the campaign:** 36 months, January 2017 - December 2019

**Start of field activities:** June 2017

**Budget:**

	I year	II year	III year
<b>Maximum budget for activities</b>	€ 70.070,00	€ 70.070,00	€ 70.070,00
<b>Fee Agency</b>	€ 9.599,59	€ 9.599,59	€ 9.599,59

**Implementing bodies:**

#### **Consortium to Guarantee Quality Extra Virgin Olive Oil (CEQ Italia)**

The Consortium to Guarantee Quality Extra Virgin Olive Oil (CEQ Italia) was set up in 2001 to promote the culture of quality extra virgin olive oil and improve knowledge. The 20 members agree to respect rigorous procedures during production, which are more restrictive than those required by national and European legislation.

The mission of the Consortium is:

1. to promote the culture of extra virgin olive oil and increase consumer awareness; to protect and guarantee quality by supporting research programmes, quality improvement and correct information;
2. to promote the quality all along the production chain, integrating the know-how of the experts involved in the process, because quality can only be guaranteed where there is close cooperation between producers, bottlers, distributors and retailers;
3. to ensure high quality products by respecting rigorous agricultural practices, correct physical, chemical and organoleptic parameters, achieving standards that are stricter than those currently in force, together with other parameters not yet considered in European legislation.

#### **QvExtra!**

QvExtra! is a private non-profit organization whose aim is to promote competitiveness among producers of extra virgin olive oil, thus fostering a quality



culture among its members and making this known to the consumer; its 44 member companies are all producers of extra virgin olive oil.

QVExtra! olive oils are top of the range, rich, fruity, tangy and of exceptional quality. QVExtra! was founded in early 2013 as a result of the work of 15 Spanish producers who were convinced of the need to promote extra virgin olive oil on both a national and international level.

QVExtra! awards an international seal of quality extra virgin olive oil, which meets the chemical and sensory requirements established by the association. Each of the estates that adhere to the organization produces top-quality extra virgin olive oils following meticulous quality standards: picking olives at optimum maturity, cold extraction (Temperature < 27°C) by mechanical means and always on the same day as harvest. In this way, all sensory and health-giving qualities are preserved and a high nutritional value is guaranteed; bottling and packaging are also carried out with great attention so that all nuances and characteristics are preserved. All the oil mills are certified according to integrated production standards, guaranteeing the highest quality extra virgin olive oils and environmental sustainability.

### **What we request from the implementing body (agency)**

- Presentation of the agency's credentials, focusing on:
  - knowledge of Japan olive oil market;
  - experience of working in the Japan food market;
  - successful food campaigns and their results in terms of sales growth;
  - financial and technical ability;
  - no bankruptcy processes underway;
  - agency offices in Japan.
  
- The development of a creative strategy for the campaign on the promotion of Extra Virgin Olive Oil, taking into consideration the distinctive competencies of *Ceq Italia* and *QVExtra!*, as a result of their commitment to the promotion of quality extra virgin olive oil.

### **The proposed strategy**

The activities should focus on increasing awareness of the nutritional, sensory and health benefits of extra virgin olive oils of the highest quality, in order to increase the value perceived by the final consumer.

In particular, the direct focus of the program will be the intermediary operators who educate the final consumer, like restaurant managers and Ho.Re.Ca staff,



importers, distributors, customer managers in gourmet stores, chefs and trainee chefs, doctors and nutritionists. Within the program, these target figures are considered the new ambassadors for high quality extra virgin olive oil, they must be able to transfer their knowledge and explain to the people they meet the importance of the positive nutritional characteristics as well as the careful selection, use and conservation of the product in question.

The messages, adapted in terms of language according to the targets, will focus on the following concepts:

1- Extra virgin olive oil is the juice of a fruit and as such has to preserve a variety of scents and flavors that come from the different varieties of olive. The perfumes should be obvious from simply smelling the product once opened and the flavors should be appreciated in conjunction with the different dishes;

2- The bouquet of fragrances and the final consumer's appreciation of the product depends on the quality of the production process and storage; all operators are responsible for ensuring its integrity until it reaches the final consumer;

3- A high quality extra virgin olive oil has many nutritional properties and is valuable for a balanced diet though all the different stages of life. Its health-giving properties are a good reason to introduce it into everyone's diet and its properties as a dressing in terms of taste reduce the quantity consumed on a daily basis compared to other fats;

4- When manufacturers and operators agree to respect very strict rules and requirements for quality and undergo stringent controls by an independent body, the consumer and sector operators have significant guarantees that the extra virgin olive oil is of a high standard.

However, the Agency may propose various tools and solutions, based on its assessment of effectiveness, to reach potential consumers of extra virgin olive oil.

## **Main Targets**

- Opinion makers;
- Journalists;
- nutritionists;
- chefs;
- cookery students;
- medical operators;



- consumers between 30 and 50 years, having a tendency for innovation and creative cooking;
- elderly consumers.

### **Actions to develop**

- Training courses for cookery schools;
- stakeholder dinners;
- in-store promotion and training;
- public relations activities.

### **Presentation of the brands during the activities**

The presentation of the brands will respect the requirements foreseen in Reg.1831/2015 (art. 5, 6,7 8), attached to the letter.

### **Report**

At the end of each activity the agency should kindly send to the consortium a detailed report with the description of the activity realized and photos.

### **Descriptions of the activities**

#### **Training courses for cookery schools**

Short description of the activity: *3 days training course per year in Tokyo for at least 30 future chefs.*

The courses should be organized in the most important cookery schools, such as the Hattori Nutrition College.

Other schools could be suggested by the agency if they are considered a better choice.

The teachers (chefs, nutritionists, experts on Italian and Spanish farms) should create practical/theoretical sessions on the use of extra virgin olive oil in the kitchen, considering the oil as an ingredient in the preparation of the dish and using it to season a finished dish.

Students will be encouraged to produce and create *a recipe* which enhances the use of extra virgin olive oil in the context of the local culinary tradition, by awarding a prize to the best fusion recipe.

The winning recipe will be published and disseminated using the main web channels dedicated to the restaurant industry.

Course material of at least 20 pages will be prepared in English and will be sent to them by e-mail at the beginning of the course.

Minimum deliverables for each year:

- 30 students;
- 1 culinary schools;
- 1 city;
- 3 days;
- 10 recipes created by the students;
- brochure of at least 20 pages.

Aim: to enhance the future chefs' knowledge on the sensorial and nutritional characteristics of high-quality extra virgin olive oil and how to use them in the kitchen.

Timetable: October for the first year, between April and June for the second and third year.

Budget:

	YEAR 1	YEAR 2	YEAR 3
<b>Budget analysis</b>	classroom, furniture and equipment hire; products  teaching and interpretation costs ( <i>2 teachers and 2 chefs from Italy or Spain, a Japanese nutritionist</i> )  layout and translation of the course materials  shipment of the material for the courses ( <i>1 shipment from Italy, 1 from Spain</i> )	classroom, furniture and equipment hire; products  teaching and interpretation costs ( <i>2 teachers and 2 chefs from Italy or Spain, a Japanese nutritionist</i> )  layout and translation of the course materials  shipment of the material for the courses ( <i>1 shipment from Italy, 1 from Spain</i> )	classroom, furniture and equipment hire; products  teaching and interpretation costs ( <i>2 teachers and 2 chefs from Italy or Spain, a Japanese nutritionist</i> )  layout and translation of the course materials  shipment of the material for the courses ( <i>1 shipment from Italy, 1 from Spain</i> )

	travel costs ( <i>international flights*, domestic flights and hotel for 2 teachers and 2 chefs from Italy and Spain for 4 days and 3 nights</i> )	travel costs ( <i>international flights*, domestic flights and hotel for 2 teachers and 2 chefs from Italy and Spain for 4 days and 4 nights</i> )	travel costs ( <i>international flights*, domestic flights and hotel for 2 teachers and 2 chefs from Italy and Spain for 4 days and 4 nights</i> )
<b>Maximum budget</b>	<b>24.470 €</b>	<b>24.470 €</b>	<b>24.470 €</b>

\* economic or business class

## Stakeholder dinner

Short description of the activity: *1 dinner per year in 1 different cities for at least 30 persons, selected among journalists collaborating with diet and health magazines, sector operators, doctors, nutritionists and opinion makers, at chosen locations including restaurants and/or suitably equipped facilities.*

The dinner will be held at a restaurant in the city where the training course is held. Preference will be given to a location where there are open kitchens, on the basis of the suggestions made by the agency.

In particular, journalists will be encouraged to write at least one half-page article on the event. Newspapers/magazines to be invited will be selected by the company that will be in charge of PR activities.

During the dinner each participant will receive promotional material on the campaign: tri-fold flyer and a pen drive with promotional material.

The experts that will take part in the dinner are the same as for the training courses.

### Minimum deliverables for each year:

- 1 dinner;
- 1 city;
- 30 participants;
- 1 articles produced by the invited journalists;
- 30 flyer;
- 30 pen drives.

Aim: to publicize and increase knowledge on extra virgin olive oils and their uses in the kitchen among sector operators, doctors and journalists, who in turn will transmit this awareness to readers, clients and final consumers.

Timetable: the activity should be held at the same time and in the same cities of the training courses for cooking schools, so as to optimize travel arrangements for the Italian and Spanish teachers and to create synergy between the two activities.

Budget:

	YEAR 1	YEAR 2	YEAR 3
	dinner cost	dinner cost	dinner cost
<b>Budget analysis</b>	teaching costs ( 2 teachers and 2 chefs from Italy or Spain)	teaching costs ( 2 teachers and 2 chefs from Italy or Spain)	teaching costs ( 2 teachers and 2 chefs from Italy or Spain)
	supplies and rent	supplies and rent	supplies and rent
<b>Maximum budget</b>	<b>4.900 €</b>	<b>4.900 €</b>	<b>4.900 €</b>

### **Instore promotion and training**

Short description of the activity: 10 tasting sessions and product presentations per year in 10 stores in 5 days in 3 cities in local chains selected by the agency and approved by the beneficiaries. If the store has a cooking area short practical demonstration will be possible.

The instore promotion should involve *at least 100 people* per year through customers that are more alert and sensitive to quality nutrition, those curious to explore new products, as well as the more affluent socio-professional categories.

*The activity should include 5 training briefs with operators per year* . The expert will have the task of managing a direct training session for staff of the store, to provide technical and practical information to improve display and storage of the extra virgin olive oils and to answer any questions made by the staff who manage these products.

Minimum deliverables:

- 10 instore promotion;
- 3 cities;
- 100 participant to instore promotion;
- 5 training briefs with operators;
- 10 participant to the training brief.

Aim: to educate the consumers and the staff on how to store and use extra virgin olive oil.

Timetable: September of each year. It would be useful organize them when there aren't other events such as trade fairs, so that operators are not busy and can participate.

Budget:

	YEAR 1	YEAR 2	YEAR 3
<b>Budget analysis</b>	teaching costs (1 expert from Italy or Spain)  transport of materials (1 shipment from Italy, 1 from Spain)  supplies  travel costs (6 people from Italy or Spain*)  board and lodging ( 6 people for 5 days)	teaching costs (1 expert from Italy or Spain)  transport of materials (1 shipment from Italy, 1 from Spain)  supplies  travel costs (6 people from Italy or Spain*)  board and lodging ( 6 people for 5 days)	teaching costs (1 expert from Italy or Spain)  transport of materials (1 shipment from Italy, 1 from Spain)  supplies  travel costs (6 people from Italy or Spain*)  board and lodging ( 6 people for 5 days)
<b>Maximum budget</b>	<b>25.200€</b>	<b>25.200€</b>	<b>25.200€</b>

\*economic or business class

## PR activity

Short description of the activity: production of 3 press reviews per year concerning the follow-up meetings of the initiatives carried out (exhibitions, shows and fairs, training courses and specific targeted dinners).



Managements of the contacts with the press world concerned with the initiatives in order to obtaining *10 press articles* per year in specialized magazines.

Forwarding material, pamphlets and brochures distributed to the public to *500 contacts* at least and to social networks as well.

Mailing the invitations to events to *300 contacts* at least as well as to the social networks.

All the activities should be in constant collaboration with the press and the journalists involved.

Other solutions could be evaluated once the activity has started.

Minimum deliverables:

- 3 press reviews;
- 10 press articles;
- mailing list with 300 contacts
- 90 mentions of promotions events in blogs/magazines/social, network, etc.

Aim: to make the program targets aware, such as food and cookery magazine journalists, health professionals, medical doctors and nutritionists as well as opinion makers, of the main themes of the promotional campaign attracting their interest, stimulating their curiosity, driving them to participate in the many events organized.

Timetable: the PR activity will mainly be carried out during the period relative to the events.

Budget: (personnel costs of the agency staff or external PR experts)

<b>Budget analysis</b>	Realization of a mailing list and subsequent invitations to the sector operators	Realization of a mailing list and subsequent invitations to the sector operators	Realization of a mailing list and subsequent invitations to the sector operators
	Constant interaction with the press and production of 3 press reviews	Constant interaction with the press and production of 3 press reviews	Constant interaction with the press and production of 3 press reviews

	concerning follow-up to the events  Constant interaction with journalists for the production of 10 press articles.	concerning follow-up to the events  Constant interaction with journalists for the production of 10 press articles.	concerning follow-up to the events  Constant interaction with journalists for the production of 10 press articles.
<b>Approved budget</b>	<b>15.500€</b>	<b>15.500€</b>	<b>15.500€</b>

**What the agency can change with respect to the description of the activities:**

- locations for the events, explaining the reason why they could be better than the locations proposed by the consortia;
- budget relative to the events, without exceeding the total budget that can be allocated to the activity in question while also attempting to reduce overall costs;
- the minimum quantitative and qualitative requirements can be increased.

The agency can also:

- put forward an innovative, detailed communications strategy, which is coherent with all the events in program;
- improve the financial bid and/or the quality and number of services.

**What is not permitted with respect to the description of the activities:**

- reduce the number and length of the events that are envisaged;
- reduce the minimum quantitative and qualitative requirements;
- exceed the total allocated budget.

**Scoring sheet to select the agency**

The scoring sheet that will be used by the Consortium to select the implementing agency in Japan will consider the following criteria:

1. Presentation of the agency. its score is determinate according to the following parameters

<b>Credentials presented by the agency</b>	<b>Maximum Score</b>
<i>knowledge of Japanese olive oil market;</i>	15
<i>experience of working in the Japanese food market;</i>	20
<i>successful food campaigns and their results in terms of sales growth;</i>	20
<i>financial and technical ability</i>	20
<i>agency offices in Japan</i>	25
<b>Total</b>	<b>100</b>

2. Selection of the agency

<b>Selection of the agency</b>	<b>Maximum Score</b>
<i>Credentials presented by the agency</i>	20
<i>Creative strategy and the quality of the services</i>	25
<i>Coherence between objectives and available tools</i>	15
<i>Cost competitiveness of the proposal and budget correspondence</i>	25
<i>Effectiveness of the solutions proposed for the achievement of the objectives</i>	15
<b>Total</b>	<b>100</b>

The sum of the scores for the individual parameters will determine the position in the ranking of the various project proposals.

### **Obligation to avoid a conflict of interests**

A potential conflict of interests with Ceq Italia or QVExtra! will compromise the selection of the agency.

**The agency has to declare, under its own responsibility, that it does not have bankruptcy processes underway.**