extenda
ANDALUCÍA EXPORTACIÓN
E INVERSIÓN EXTRANJERA

SHERRY WINES
VINOS DE JEREZ

extenda
ANDALUCÍA EXPORTACIÓN
E INVERSIÓN EXTRANJERA

PROCUREMENT OF THE SHERRY WINE PROMOTION CAMPAIGN IN THE UK

SPECIFICATION OF TECHNICAL REQUIREMENTS

OPEN PROCEDURE

FILE NUMBER: 2021-022

Junta de Andalucía
Consejería de la Presidencia,
Administración Pública e Interior

UNIÓN EUROPEA
Fondo Europeo de Desarrollo Regional

INDEX

1. **PURPOSE OF THE CONTRACT AND DESCRIPTION OF THE SERVICE**
2. **SERVICE DESCRIPTION**
3. **PLACE OF EXECUTION**
4. **DURATION OF THE CONTRACT**
5. **PREPARATION OF THE BUDGET BREAKDOWN MODEL**
6. **PARTICULAR TERMS AND CONDITIONS FOR THE EXECUTION OF THE CONTRACT**
7. **CONSULTATIONS ON THE CONTENTS OF THE DOCUMENTS AND TENDERS SUBMITTED**

ANNEX 1 - **General market data**
ANNEX 2 - **Product information**
ANNEX 3 - **Logos to be included**

1.- PURPOSE OF THE CONTRACT

The purpose of this contract is the definition, design, development and implementation of a generic promotion campaign for wines protected by the Designations of Origin "Jerez-Xérès-Sherry" in the United Kingdom, within the framework of the Convention signed on 10 March 2021 between Extenda and the Regulatory Council of the Designations of Origin "Jerez- Xérès-Sherry", "Manzanilla-Sanlúcar de Barrameda" and "Vinegar de Jerez", hereinafter CRDO.

As for the background, the United Kingdom is the main target market for Jerez wine exports. At the end of 2019, departures data to this market for Vinos de Jerez was 8,179,783 litres, a decrease of 3.35% compared to 2018. Even though CRDO has been committed for years to promote the category in the United Kingdom, it is necessary to continue with this work to improve the perception that our wines have in this mature market. The latest generic campaigns carried out in 2018 and 2019 have been aimed at encouraging consumers to try new forms of consumption of the product, beyond traditional consumption as a snack, so rooted in the UK. Therefore, the aim is to achieve making Sherry Wines a choice of consumption among the different options available to the consumer, expanding the population segments of consumers of sherry wines and rejuvenating their profile.

2.- SERVICE DESCRIPTION

This campaign will focus on generic wines protected by the Designations of Origin "Jerez-Xérès-Sherry", "Manzanilla-Sanlúcar de Barrameda" and "Vinegar de Jerez", and is aimed at increasing the consumption of wine in the UK market. On the one hand, it will focus on consumers, and on the other hand it will focus on the professional sector (media, opinion

leaders, bartenders, chefs, restaurants and bars, schools...), in order to turn them into prescribers of our wines.

Overall, the campaign will focus on online activities.

The agency shall provide regular performance reports and analysis about the results of the various activities carried out. Also, a final results assessment report shall be submitted, which should contain quantitative and qualitative information, indicating lessons learned and improvements proposed for future campaigns.

The final report will be accompanied by material supporting the execution of the campaign activities (documents, reports, etc.), which will be specified with the winning agency.

The offer submitted must be written in English or Spanish. Subsequent communication with EXTENDA may be in English or Spanish.

2.1 Objective

The ultimate goal is to increase the consumption of Sherry Wines in the UK market as well as to diversify the consumer base including younger segments of the population.

As to communication, the objectives pursued are the following:

1.- Creating in the mind of the selected target an image of **"Jerez" as a quality wine originating in Andalusia, Spain**. One of the great wines in the world, with the guarantee of a Designation of Origin.

2.- Publicising **the versatile character** of Jerez wine:

- Extraordinary pairing possibilities.
- Consumable as wine by the glass at wine bars.

- A perfect drink for bartenders, apt to be served in various ways: with ice, mixed in cocktails, etc.

3.- Developing **a contemporary image** of Jerez wines in the consumer's mind: a wine to be discovered by the connoisseurs / by those who are on trend.

It is important that the agency proposing and developing the described campaign take into account the regulations relating to alcohol consumption, consumption in moderation, etc.

2.2. Products to be promoted

While the range of Jerez wines is very wide, the Campaign should focus mainly on two wines: the Fino and the Cream

- **Fino** should be primarily presented as a table white wine, served in a glass of wine and mainly in a context of gastronomic experiences; although its consumption in combination can also be accepted (mixed or as part of cocktails).

- **Cream** should be presented mainly in a glass with ice and a slice of orange (under the name "perfect serve").

2.3. Target audience to which promotional actions are directed

The aim is to attract new consumers, so the campaign should not focus on today's consumers, but on wine lovers and foodies in general.

Therefore, the target audience consists of cosmopolitans, professionals and visitors from the London Metropolitan Area, predisposed to new trends; people who frequent wine-bars and restaurants and who are up to date on gastronomic and wine issues, and are always open to the recommendations of experts and influencers.

Demographically, they would be men and women between 35 and 60.

2.4. Messages to be disseminated

The basic messages of the campaign should be easy and based on simple proposals for consumers. The tone should be fresh, modern and contemporary, but at the same time credible.

For logos, see Annex 3.

2.5. Content of the proposal for the campaign to be developed in the UK.

The technical offer will consist of a one-year promotion campaign for "Wines de Jerez", with the possibility of extending it to a second year, focusing on the content explained in this same section later.

A proposal of activities to be developed in each of the 2 years will be detailed in the offer.

The proposal of activities for the second year should be a continuation of the first year's. First year's proposal should be apt for independent implementation, given the possibility that the extension does not take place.

The proposal to be submitted shall contain the following:

A) Creativity: Creative image plus the claim, i.e., creative development in accordance with the goals of the campaigns.

B) Digital activity

This is a digital communication campaign that allows target segmentation by affinity. Therefore, the offer should include the following activities:

- Articles of writing content (content on demand).
- Development, management, updating and maintenance of an English microsite during the Campaign hosted on the sherry.wine portal.
- Paid online media advertising plan (social networks and campaigns on specialized e-commerce pages).
-

C) Complementary actions or other activities

In addition to the above, the campaign should be supported by a "Call to action" (on-trade and off-trade, tasting in restaurants and bars, or other activities, provided that the pandemic allows contact between consumer and producto, with special emphasis during the International Sherry Week held in November). However, the offer should include alternative actions in digital format in case that the pandemic does not allow face-to-face actions.

A possible collaboration with some of the best bartenders to illustrate the versatility of the product and expand new forms of consumption will be appreciated.

NOTES:

- Digital activities must be accompanied by the expected number of impressions (in ENVELOPE 3 of the proposal).

- Online activity should be easily measurable through reliable metrics of the advertiser channel or managers such as Google Analytics, Facebook Pages, etc.; providing monthly reports on the evolution of the various activities.

  Any information or documentation relating to envelope 3 contained in any other envelope may result in the exclusion of the offer.

3.- PLACE OF EXECUTION

The proposal submitted in this invitation to tender must be put forward so that it can be developed in the London Metropolitan Area.

4.- DURATION OF THE CONTRACT

The term of validity of the contract will be 1 year, beginning its calculation from the day indicated in the contract itself, with the possibility of an extension that will have the same duration as the initial period.

5.- PREPARATION OF THE BUDGET BREAKDOWN MODEL

The maximum tender budget amounts to the total amount of FIVE HUNDRED THOUSAND EUROS (€500,000), excluding VAT. The total estimated budget, in case of extension, amounts to the amount of ONE MILLION EUROS (€1,000,000), excluding VAT.

- The total budget should be distributed by items corresponding to the activities set out in point 2.5. for each of the annuities (in accordance with Annex VIII Bis of the Special Clauses - Model Budget Breakdown).

The budget for the Creativity Item will only be considered during the first year and during the extension in case that a creativity development is requested. In the event of the extension and if it is not necessary any creativity development, this budget will be allocated to the Paid Advertising Plan in online media (social networks and campaigns on specialized e-commerce pages).

The amount of this contract may be co-financed by 80% with funds from the European Union, under the ERDF Operational Programme for Andalusia 2014-2020, or with any other fund likely to finance this activity.

Invoices will be submitted monthly in duplicate, and must contain the details of the items invoiced according to the budget, compulsorily including the code provided by Extenda, as well as the dossier number 2021-xxx.

Invoices, which will be issued in Euros, must also be accompanied by the performance report and the analysis of results referred to in point 2 of this statement.

Extenda will order the payment of the invoice (s) in euros via bank transfer, within a maximum period of 30 days from the entry of them in the Extenda Register.

Where Community VAT is accrued, this shall be deemed to be excluded from the contract price.

6.- PARTICULAR CONDITIONS OF EXECUTION OF THE CONTRACT

- Within the functions of directing, coordinating and monitoring the work which is the purpose of the contract, Extenda may make any suggestions and modifications deemed necessary for the success of the intended promotion objective(s).

- The contracted company for this contract shall have an institution/delegation of area/branch/office/or similar in the United Kingdom during the performance of the contract.
- The material corresponding to the various works entrusted to the contracted company, as well as the rights of exploitation and reproduction, distribution and use in whole or in part for internal and external use in any format and without any limitation, shall be the exclusive property of Extenda and CRDO, which may make legal use of them in any form it deems appropriate, in order to disseminate or display them in any way.
- Likewise, the awarded company will expressly transfer the rights of image, speech, music and other elements that form part of the informative pieces performed, for a minimum period of 5 years. Consequently, in the event of any possible action or remedy that may be exercised by third parties in respect of the rights covered by this paragraph, whether they relate to image, sound, slogans or any other element of production, only the contracted company shall be deemed responsible and assume the defence, payment or compensation to which they may give rise.
- When drawing up and presenting their creative proposals, tendering firms should take into account the use of non-sexist language, the transmission of an image of equality between men and women, and the avoidance of sexist stereotypes.

7.- CONSULTATIONS ON THE CONTENT OF THE TENDER DOCUMENTS

For any doubt that may arise in relation to any of the sections of this document, EXTENDA will make available the following e-mail:

- Issues relating to the Particular Conditions Sheet: contratacion@extenda.es

ANNEX 1 - GENERAL MARKET DATA

United Kingdom is the main destination market for Jerez wine exports. At the end of 2019, departures data to this market for Vinos de Jerez was 8,179,783 litres, a decrease of 3.35% compared to 2018. Even though CRDO has been committed for years to promote the category in the United Kingdom, it is necessary to continue with this work in order to improve the perception that our wines have in this mature market. The latest generic campaigns carried out in 2018 and 2019 have been aimed at encouraging consumers to try new forms of consumption of the product, beyond traditional consumption as a snack, so rooted in the UK. Therefore, the aim is to achieve making Sherry Wines a choice of consumption among the different options available to the consumer, expanding the population segments of consumers of sherry wines and rejuvenating their profile.

ANNEX 2 - PRODUCT INFORMATION

History and tradition. Jerez wines are the result of the mark left on this land by very diverse cultures, sometimes from very distant origins. Different civilisations that, seduced by this land, have been leaving their contribution to a product that is, above all, cultural. For 3,000 years, different historical circumstances have shaped the identity of these wines, just as wines themselves, their production, trade and enjoyment have been a key factor in the history of this region and in the cultural identity of its inhabitants.

Marco de Jerez. The Production Zone of wines covered by the Designations of Origin "Jerez-Xérès-Sherry" and "Manzanilla-Sanlúcar de Barrameda" is located at the southern end of Iberia. Only vineyards in the municipalities of Jerez de la Frontera, El Puerto de Santa María, Sanlúcar de Barrameda, Trebujena, Chipiona, Rota, Puerto Real, Chiclana de la Frontera and Lebrija, located on land that the Regulatory Council deems appropriate, can grow grapes for the production of Jerez and Manzanilla wines. The Production Zone currently covers an area of about 7,000 hectares.

ANNEX 3 - LOGOS TO BE INCLUDED

NOTE:

- Once the contract has been awarded, the winning agency will be informed about the placement and size of the logos for each designed piece.

- Creativity will always be accompanied by these logos, or their versions if modified throughout the duration of the contract.