

**Competitive  
Pitch**

# European promotion and information program for fresh fruit and vegetables implemented in France and Germany

**2025-2027**



**TECHNICAL SPECIFICATIONS**



# PLAN

## Context (common to all packages)

Proposing bodies

Inventory showing consumption of fresh fruit and vegetables

Summary of proposing organisations' communication strategies

Communication strategy - European 2025-2027 Program

## Planned initiatives

Package 1 - Creation - Design

Package 2 - Proposal and implementation of Media and/or Non-Media activities

- Social media

- Media campaigns

- Press relations and public relations

- Point-of-sale initiatives and out-of-home catering

Package 3 - Evaluation



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des producteurs  
français**



# Proposing bodies

# Proposing bodies in France

The "Bureau national Interprofessionnel du Kiwi" (BIK) is an APO formed by voluntary members of kiwifruit growers, producers' organisations and packers since 1984. We bring together more than 65% of French kiwifruit production, reflecting the wish of all concerned to collaborate in promoting and enhancing the French kiwifruit.

## Goals:

- To promote the French kiwifruit in France and worldwide,
- To collect and aggregate economic data from the kiwifruit sector,
- To help develop quality standards for kiwifruit,
- To develop and promote lines of research and experimentation,
- To exchange with organisations from other kiwifruit-producing countries within the International Kiwifruit Organisation.



# Proposing bodies in Spain

- **Kaki Ribera del Xúquer Protected Designation of Origin (Regulatory Council) is the sole European regime covering kakis.** The Regulatory Council for the KAKI RIBERA DEL XÚQUER Designation of Origin was incorporated in 1998 at the behest of the Cooperatives and various businesses in the area. Recognised as a Protected Designation of Origin by the European Union in 2001 and **comprises 100% of the production of “Kaki Ribera del Xúquer”.**
- The Regulatory Council has contributed significantly to the strong promotion of Kaki in the Ribera del Xúquer (Valencia) and its expansion in foreign markets and the national market, where it is more recognized and valued every day by the consumer. Those associated with the DOP meet the highest demands in terms of quality standards international such as BRC, GLOBALGAP, IFS, etc. **The persimmon season is from October to January.**
- **The commercialized variety is the “Rojo Brillante” (the only variety protected)** which is a sweet fruit, with an aroma and delicious flavor, and with very sensitive skin. It has 12,784 registered farmers, 59 municipalities in the area of the D.O.P, 15 operators and a total registered cultivation area of 9,576 hectares, **equivalent to 60% of the total area of persimmon cultivation in Spain.** Each year, on average, about 45,000 tons of D.O.P certified persimmon Ribera del Xúquer, generating an economic value of more than €100,000,000 for the total covered production. Spain is the main market, which absorbs around 20% of the persimmon certified by the Regulatory Council, while **the rest is exported to more than 40 countries, including Germany, France and Italy, as main destinations.** The DOP generates more than 5,500 jobs, both direct and indirect, with an impact economical in the area of more than €62,000,000 per year.



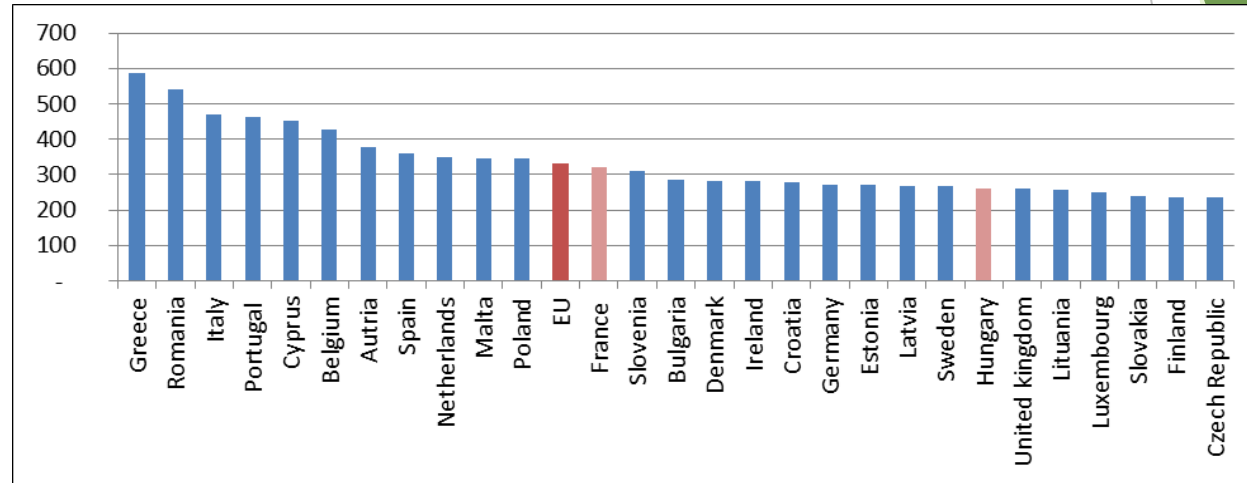
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# Inventory Consumption of fresh fruit and vegetables

# Inventory showing consumption of fruit and vegetables in Europe

France fail to achieve the minimum daily 400 grams of fruit and vegetables recommended by the World Health Organization and Belgium only just does so.



*Consumption of fresh fruit and vegetables (excl. potatoes) in the EU (g/capita/day) in 2013, Freshfel 2015*

**Figures to be updated with Freshfel 2019**

# Media habits of major fresh fruit and vegetable consumers

## Media habits

Among major F&V consumers (notes 8-10)  
(n=500)



Aged < 35 (21% vs. 26%)  
Aged between 35-49 (21% vs. 26%)  
Aged 50 or more (58% vs. 47% within the French public)

### #1 Communication via TV

- ▶ **73%** watch TV daily or nearly every day
- ▶ **44%** for an average of 2h or more daily in front of the TV



More...  
Among viewers (n=488)

> Weekly, between noon-2pm: **32%** vs. 25% consuming minimal F&V



Among viewers (n=488)

First and foremost...

- > France 2: **64%** vs. 57%
- > France 3: **49%** vs. 40%
- > France 5: **44%** vs. 30%

### #2 Communication via Radio

- ▶ **57%** listen to the radio daily or nearly every day
- ▶ **81%** for an average of 30 minutes or more vs. 71%



First and foremost...  
Among listeners (402)

> France inter: **29%** vs. 19%

Also...

> RTL: **25%**

### #3 Communication via Press

- ▶ **48%** read national newspaper (Le monde, Figaro, Libération,...) vs. 39%
- ▶ **21%** are monthly readers of ir magazines (Courrier International, The vie, Le Figaro Magazine, Le point,...) vs. 14%



# Media habits of those consuming the least fresh fruit and vegetables

## Media habits

Among those consuming the least F&V (notes 0-7) (n=504)

More of those aged under 35 (31% vs. 26% within the French public)  
 More of those aged 35-49 (31% vs. 26%)  
 Fewer of those aged over 50 (37% vs. 47%)

### #1 Communication via TV

- ▶ **76%** watch TV daily or nearly every day
- ▶ **50%** for an average of 2h or more daily in front of the TV



More...  
 Among viewers (n=485)

> On weekends between noon-5pm: **53%**

vs. 46% major consumers of F&V  
 vs. 43%



On weekends between 5-8pm: **53%**  
 Among viewers (n=485)

First and foremost: **66%** vs. 59%  
 > M6: **64%** vs. 51%

Also...

> BFM: **31%**  
 > TMC: **29%** vs. 23%  
 > W9: **25%** vs. 18%  
 > C8: **24%**

### #2 Communication via Social Media

- ▶ **62%** use social media daily



First and foremost: **Facebook**

**40%** using it multiple times daily vs. 34%

Also... > **Instagram**

**22%** daily users vs. 14%

### #3 Communication via Radio

- ▶ **50%** listen to radio daily or nearly every day vs. 57%
- ▶ **21%** for an average of less than 30 minutes daily vs. 14%



First and foremost...  
 Among listeners (370)

> RTL: **23%**  
 > Virgin radio: **18%**  
 > NRJ: **16%**  
 > RTL2: **15%**



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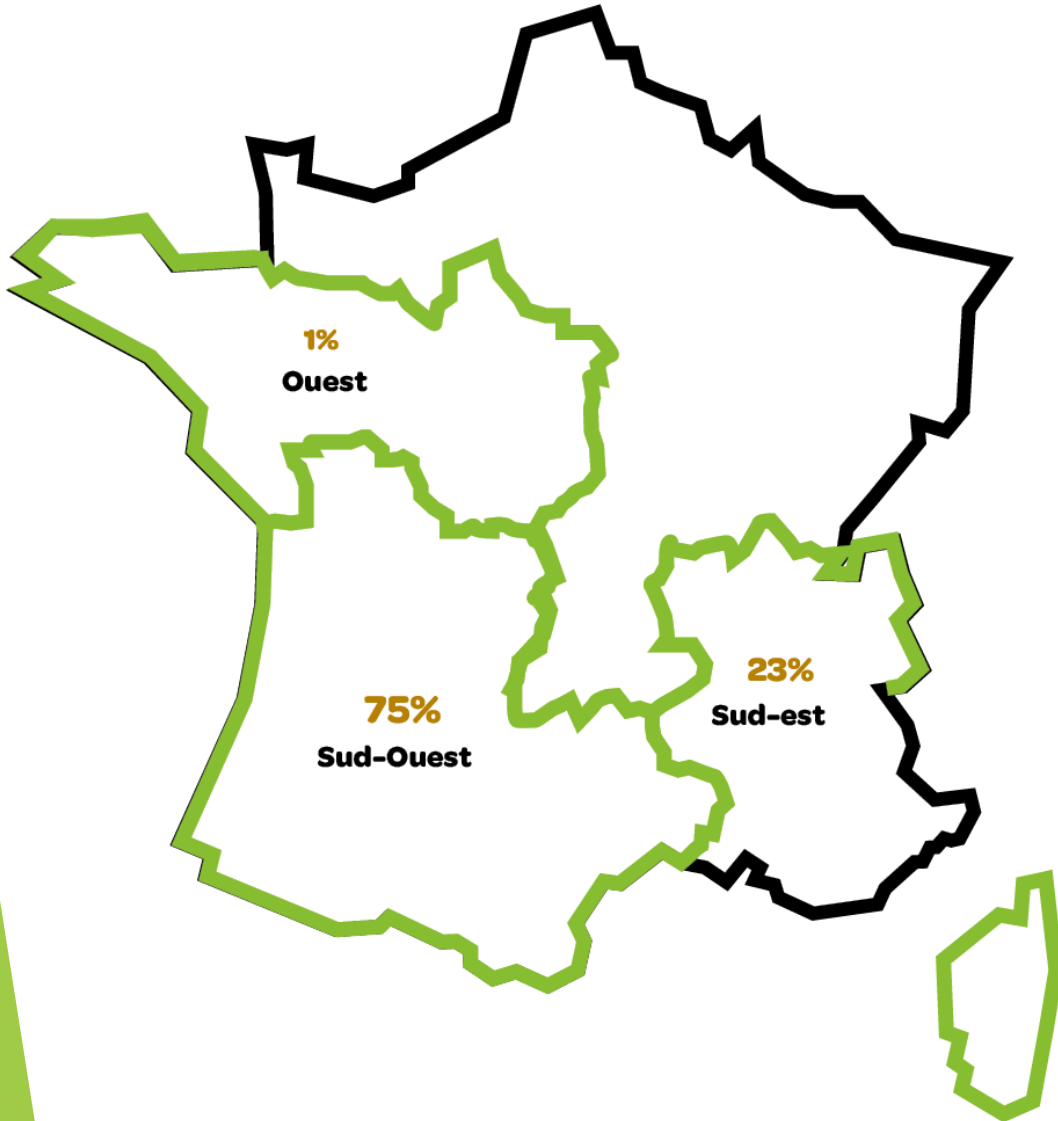
# FOCUS ON THE MAIN PRODUCTS

## KIWI



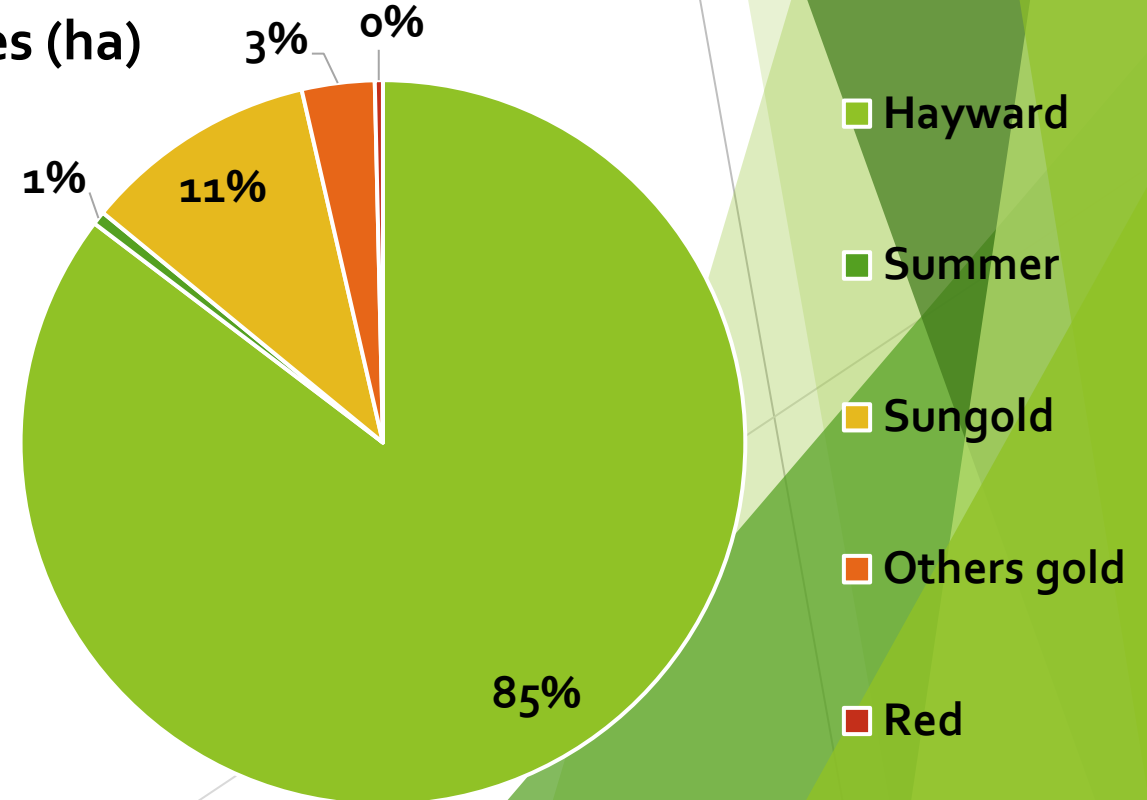
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# French Kiwifruit production



- ▶ 85% Hayward
- ▶  $\frac{3}{4}$  kiwifruits come from Sud-Ouest
- ▶ 4 départements produce 63% of French kiwifruit

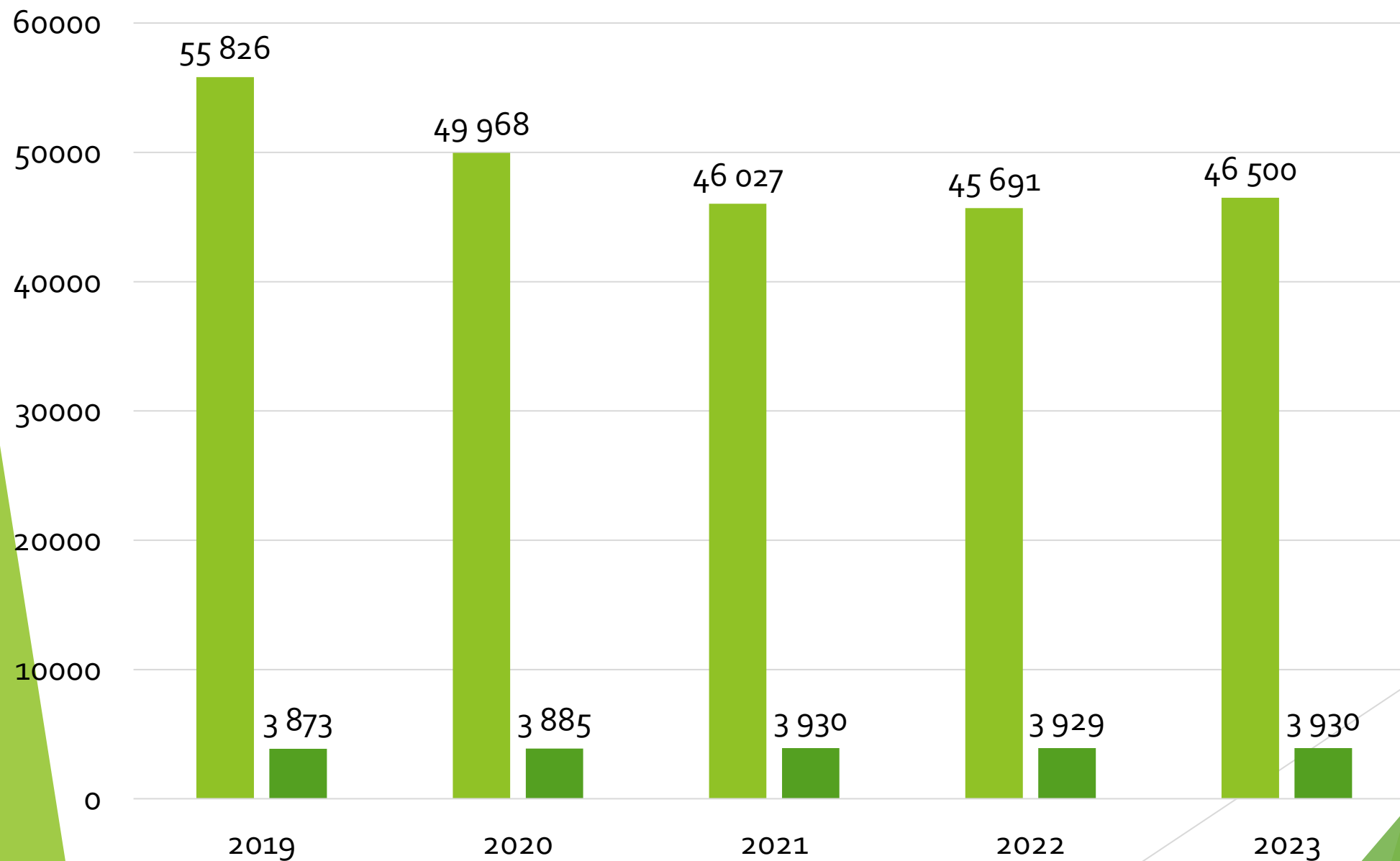
Varieties (ha)



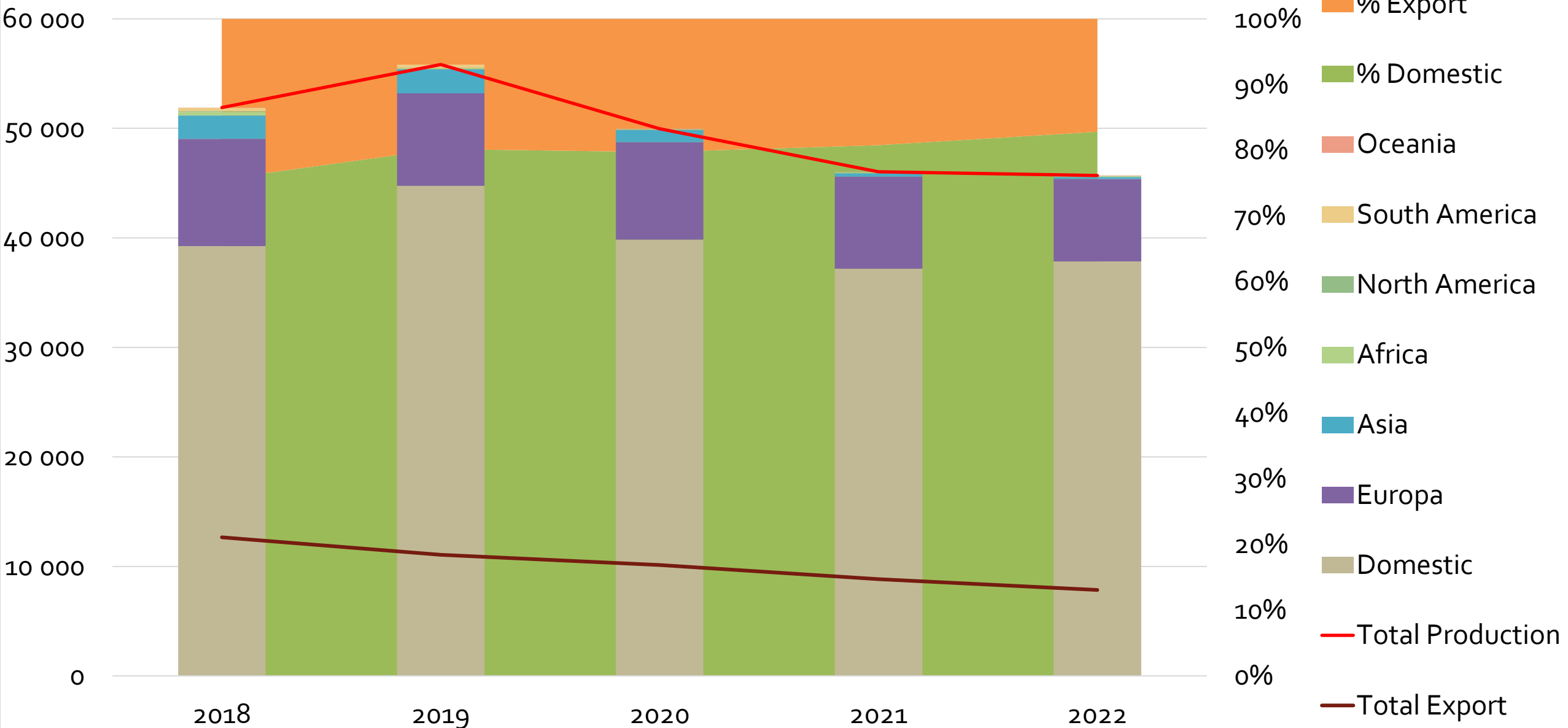


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# French Kiwifruit production



# Sales by destination

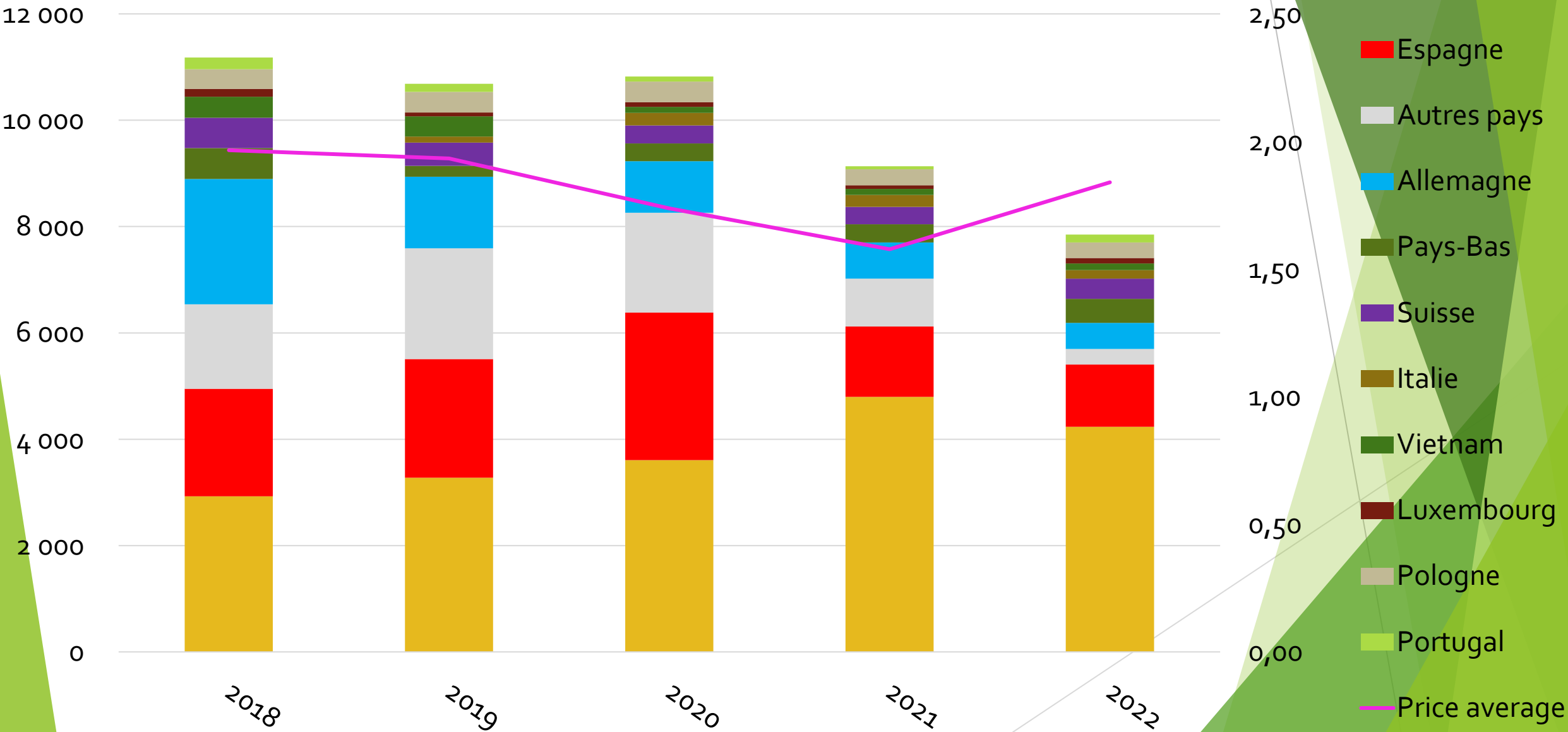




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# Top 10 export destinations

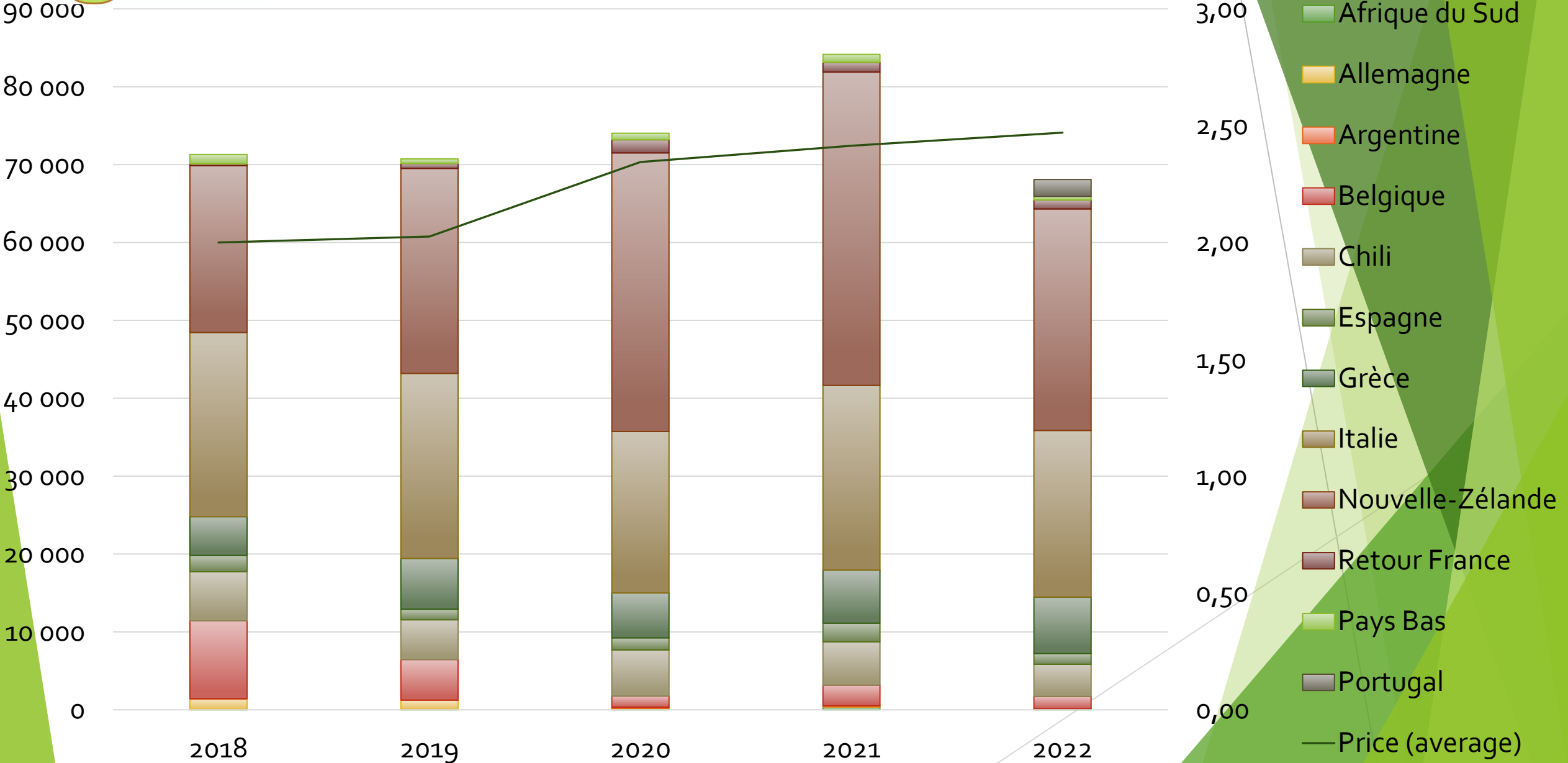
Export





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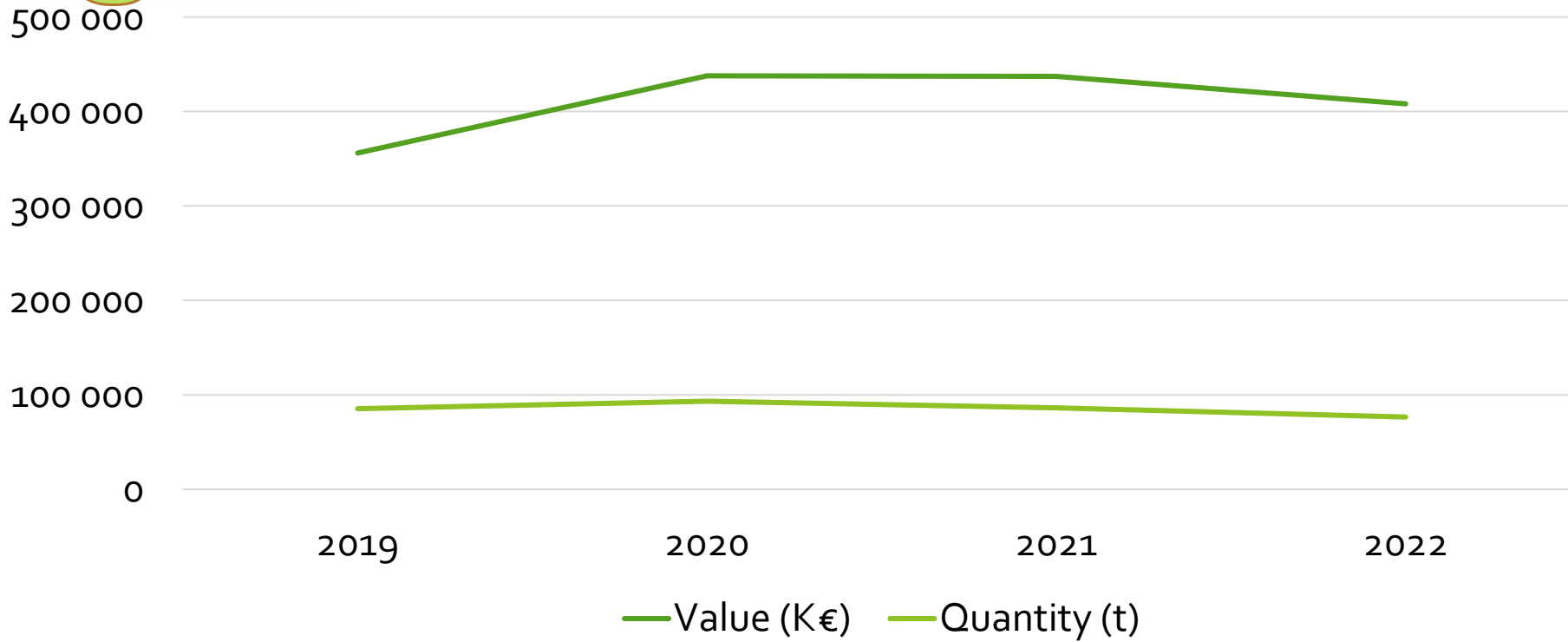
# Top 10 import origins





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# Domestic consumption







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# FOCUS ON THE MAIN PRODUCTS

## KAKI

# Varieties / Quality Labels

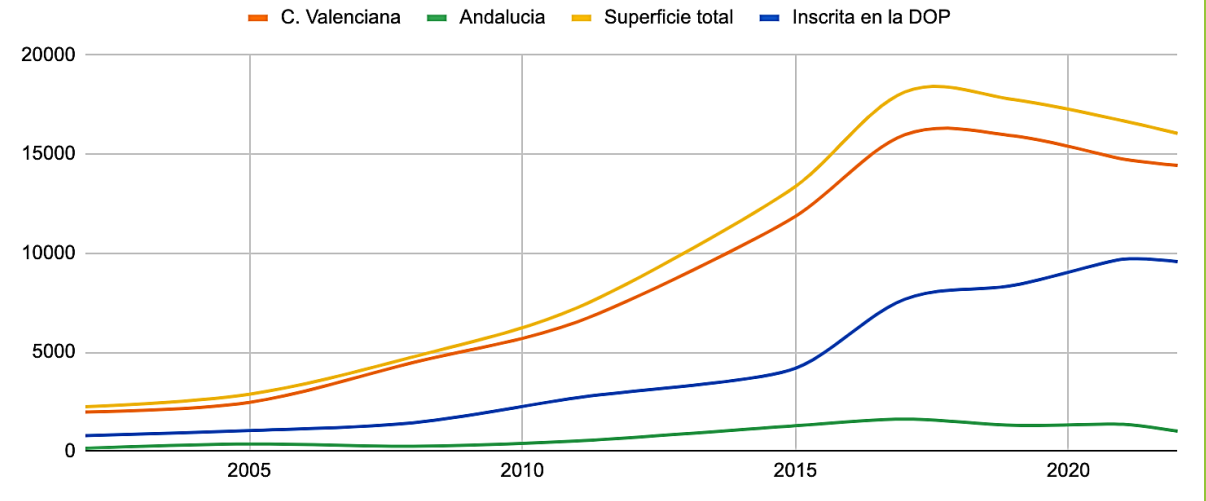
- The main variety grown in Spain is the **“Rojo Brillante”** variety, **the only one covered by the PDO**, and therefore the only variety protected by a quality seal in Europe. Marketed in its "firm" consumption form and marketed by the PDO under the registered trademark "Persimon", this variety accounts for more than 90% of the production from Spain, followed by the Sharoni variety, although it has been the introduction of the **“Rojo Brillante”** variety that has caused this commercial success.
- As mentioned previously, **the PDO KAKI RIBERA DEL XÚQUER is the only protected designation of origin recognized by the EU for a variety of persimmon**, in this case the **“Rojo Brillante”** variety.





# Spanish production of kaki

- **The Valencian community is the main producer of persimmon in Spain**, followed by Andalusia. Approximately **90% of Spanish production is produced in the Valencian Community**, and within it in the production area covered by the Denomination of Origin, which in recent years has shown a decrease in the cultivated area.
- The cultivation of persimmon just 20 years ago was practically unknown and, in this period, it has become one of the few fruits that have experienced such significant commercial growth in Europe.



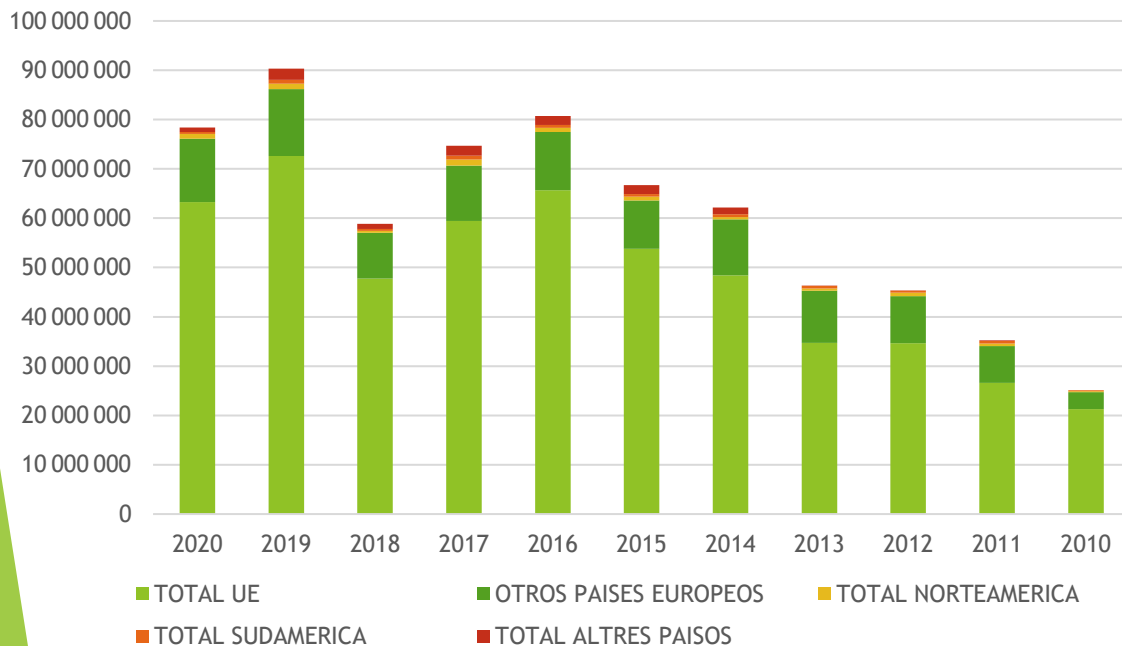
Source: ESYRCE (2022) – MAPA – Harvested área by region

- **The PDO has been a definitive boost** for the development of this crop and its commercial success, especially in Europe, thanks to the work of the PDO and the promotional effort carried out to publicize this fruit and its European quality seal.



# Spanish kaki exports

- Spanish exports currently reach **more than 40 countries**, although more than 90% is destined for European markets, and to a lesser extent America and the Middle East, in addition to other less important markets.



## Main destinations for Spanish persimmon exports

	2017		2018		2019		2020		2021	
	Volume n (t)	Valor (miles €)	Volume n (t)	Valor (miles €)	Volume n (t)	Valor (miles €)	Volume n (t)	Valor (miles €)	Volume n (t)	Valor (miles €)
<b>Total</b>	<b>215.693</b>	<b>191.729</b>	<b>171.539</b>	<b>175.647</b>	<b>210.088</b>	<b>194.268</b>	<b>210.818</b>	<b>205.204</b>	<b>189.831</b>	<b>206.120</b>
Alemania	47.885	43.584	42.276	44.184	51.335	48.064	49.617	49.379	46.962	51.709
Italia	30.041	25.073	25.097	23.222	32.048	26.079	30.365	25.802	27.177	27.307
Francia	23.002	20.872	19.092	18.525	24.039	20.585	24.149	22.029	21.451	21.989
Polonia	14.541	9.593	8.454	7.650	11.692	9.890	9.950	8.908	10.646	10.588
P. Bajos	12.680	7.733	10.455	6.611	12.448	9.515	11.898	7.463	7.504	7.681
Portugal	5.027	9.363	4.595	8.805	5.487	9.488	6.271	10.613	6.710	7.433
R. Unido	8.810	4.265	6.927	4.627	8.580	4.887	8.244	6.095	6.490	6.894

Source: Trademap (UN Comtrade)

Historical data of DOP exports by geographical area expressed in kilos

# Target of Spanish kaki exports

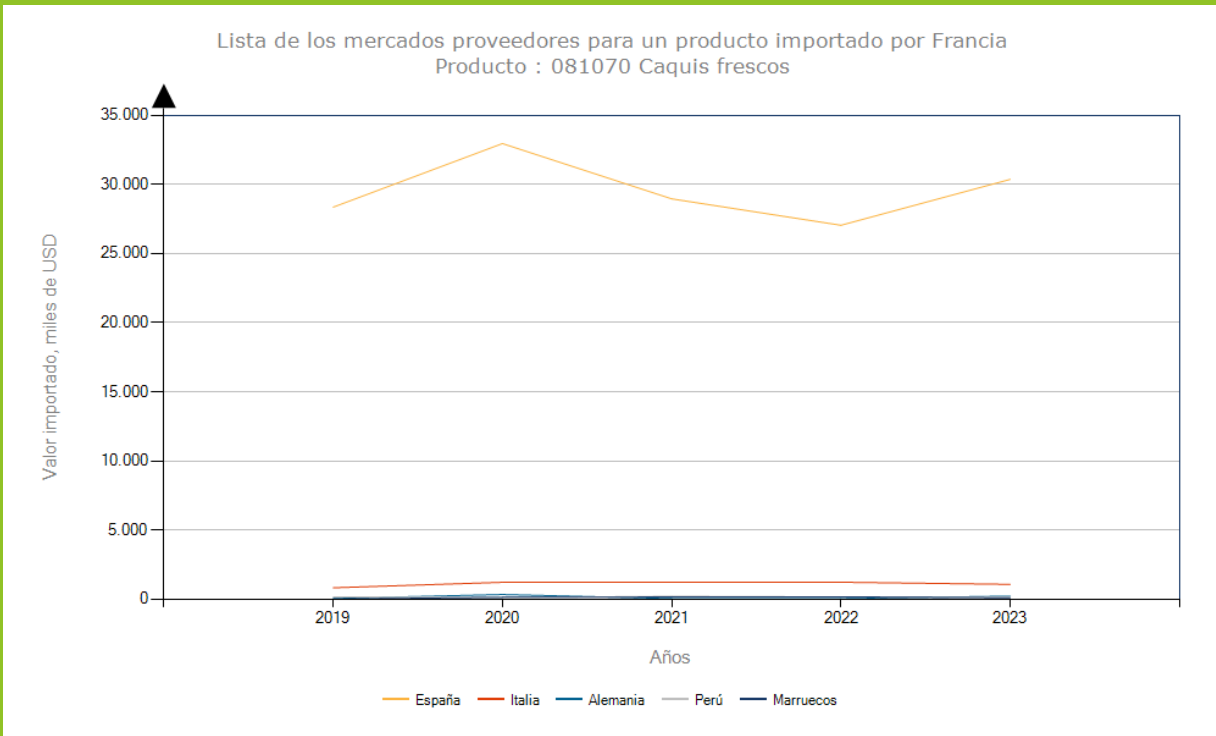


- The two target countries, **Canada and Brazil** are important to expand markets, where it has been exported for years, and with commercial stability, which with the support of promotional campaigns can give an important push that would help increase export levels.
- Both markets know the product, although they have traditionally been consumers of soft varieties, so the arrival of the “Rojo Brillante” variety, marketed **under the Persimon® brand by the PDO**, has meant greatly expanding the consumption possibilities given that it has in general, a greater acceptance than soft or traditional consumer varieties, so they present many possibilities commercially, although knowledge of **this new form of consumption must be improved** and, above all, the confusion of the traditional consumer who sometimes doesn't understand the difference between classic varieties and the way of consumption of the “Rojo Brillante” variety in its commercial way (Persimon® brand).
- Brazil is a traditional producer of persimmon, so specially at the area of Sao Paulo there's a knowledge of the fruit. Canada has also a historical relation with the America's productions, although they aren't producers, but in both cases, there's a lot of consumers that really don't know the fruit, and **the differences between the classic and our “Persimon®”**.
- As shown in the next slides, the last years have been complicated due to the weather conditions that have **limited the production and therefore export** which are usually more exposed to a lack of product.

# Target of Spanish kaki exports to France

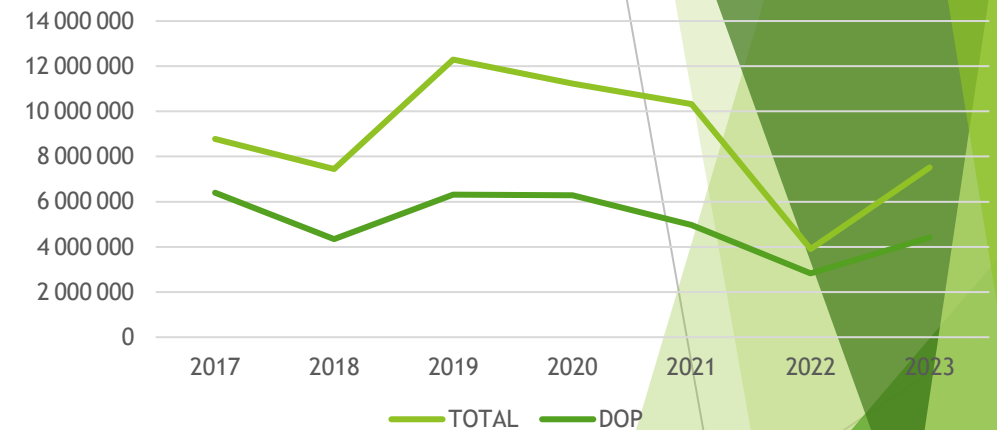


## FRENCH MARKET



Origin of persimmon imports by FRANCE  
Source: Trademap

## EXPORTS TO FRANCE FROM DOP ASSOCIATES (Kg)



Persimmon exports (Kg) from those associated with the DOP KAKI RIBERA DEL XÚQUER



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# Summary of proposing organisations' communication strategies

# Summary of the BIK communication strategy



For almost 40 years, the BIK has brought together producers, producer organizations, cooperatives and shippers of French kiwifruit. It reflects their desire to work together to promote and promote the French kiwifruit.

Collective actions which have taken many forms in previous years, both on the internal market and on the external market:

- Cinematographic spots;
- Television or radio spots (European program);
- Digital actions;
- Press actions;
- Creation of advertising items (kiwi spoon, recipes, cookbook, etc.);
- Export support programs (European programs).

With the aim of making consumers aware of the French origin and the seasonality of French kiwi, as well as diversifying consumption occasions.



# Summary of the DOP Kaki Ribera del Xuquer communication strategy



The DOP has been carrying out campaigns in France for more than 15 years, initially with the aim of publicizing a fruit practically unknown to the French consumer, and on the other hand, trying to explain the differences between the persimmon marketed under the brand of the DOP, with a hard and crunchy texture, different from the traditional consumption known in France. During these years, numerous actions have been carried out to publicize the persimmon of the PDO, through advertising campaigns and actions at the point of sale.



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# **Communication strategy 2025-2027 Program**



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# Communication strategy 2025-2027 Program

## Context:

The current set of specifications make up part of an over-arching communication program, **proposed to the European Union in May 2024** with a view to obtaining funding over three years (to cover 80% of the budget). The campaigns are divided into packages, details of which are annexed. **The candidate agencies must be experts in the content of each package** and embrace collaboration with all agencies selected for the other packages to ensure the various campaigns collectively form a cohesive whole.

The campaigns presented in the current set of specifications were devised by the proposing organisations. However, the applicant agencies are expected to put forward complementary or even different campaigns if considered relevant and within the allocated budget. The relevance of the campaigns will have to be substantiated.

## Goals:

*BIK, DOP Kaki Ribera del Xuquer:*

- Consumers aged 25 - 65



# Communication strategy 2021-2023 Program

## Objectives:

- Boost awareness of fresh fruit and vegetables (production methods, fruit and vegetable farm-to-fork journey, professions, consumption methods, uses, etc.).
- Nurture greater liking for fruit and vegetables through sensory experiences to encourage product discovery
- Increase the amount of fresh fruit and vegetables eaten and include them in consumers' diets.

## Key theme:

- The joy of eating fresh kiwifruits and persimmons
- The exotics fruits from here

## Tentative program dates:

- January 2025 - December 2027

## Proposing bodies:

- France - Bureau national Interprofessionel Kiwi (BIK)
- Spain - DOP Kaki Ribera del Xuquer



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# Conditions and obligations imposed on agencies

# Conditions and obligations imposed on agencies

## No. 1 set of obligations

Applicants will have to issue **detailed and quantified** proposals for each campaign and each holder, for the first year of the campaign as well as the remaining two years.

Each campaign must include a **detailed budget (number/unit cost)** setting out the fees, which must be **substantiated and reasonable**.

The performance indicators announced in the different packages will be included in the dossier submitted to the European Commission and will have contractual value. Failure to attain any of the indicators will have to be justified.

No scope will be allowed to transfer budget between partners and packages.

A MODEL FOR PRESENTING THE CAMPAIGNS WILL BE ANNEXED TO THESE TECHNICAL SPECIFICATIONS

This program will be submitted to the European Commission for co-financing.

Consequently, all proposals from any agency(ies) must comply with EC regulations governing information and promotion campaigns:

- 1.1. Regulation No. 1144/2014 of the European Parliament and of the Council of 22 October 2014
- 1.2. Delegated Regulation No. 2015/1829 of the Commission of 23 April 2015
- 1.3. Implementing Regulation No. 2015/1831 of the Commission of 7 October 2015

**The promotion of national origin or trademarks is strictly regulated in this type of program.**

# Conditions and obligations imposed on agencies

## No. 2 set of obligations

All proposed campaign materials must include the emblem of the European Union and a mention of European co-financing in the language of the target country.



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

AND the advertisers' logo (not all logos need appear on all media.)



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AND all campaign materials must include the catch phrase "Enjoy - it's from Europe"

AND all campaign materials must include the following disclaimer in the language of the target country:

*"The content of this this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) accept no responsibility for any use that may be made of the information it contains."*

ENJOY  
IT'S FROM  
EUROPE





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# Planned initiatives





# Package 1

## Creation - Design

1.1 Creation of the graphic chart

1.2 Development and printing of supporting materials



# Package 1: Creation - Design

## Introduction to campaigns 1.1 and 1.2

Campaigns 1.1 and 1.2 draw on "creative agency" expertise sought from potential candidates for "Package 1: Creation - Design".

The successful applicant will have to design, create and follow through on most of the visual elements that will benefit the agencies handling packages 4 and 6 of this program and its partners as well as their members and contributors.

Spotlighted above all will be the exploitation, distribution and modification rights, which will have to be clearly included in any successful bid, to facilitate the end utilisation as provided for in the description of campaigns 1.1 and 1.2.



# Package 1

## Campaign 1.1 Creation of the graphic chart

### Context:

During the 23/24 communication program of the BK, a new guide-line was developed : “kiwifruit, the exotic fruit from here” and has a very good impact on the consumers. The concept should include this idea.

### Objectives:

- To create a graphic identity building on the previous program - what we hope for, above all, is a new, clearer and more streamlined branding block.
- To create a brand experience that can reach both children and parents - we hope it will be a more plausible creation than the previous fantasy experience.
- Highlighting fresh fruit and vegetables above all
- Make it simpler for people to take the program theme on board
- Set out the graphic identity over all tools and handle the editorial and graphical execution of the same.

### Description of the campaign:

- Creation of a graphic experience synonymous with the world of fresh fruit and vegetables, adaptable to all types of media and geared to the targets of children and their parents.
- Assignment of utilisation/dissemination/modification rights to the partners of this program, their members and contributors as well as to the European Commission, for advertising, commercial and editorial use worldwide and on all media for a period of 10 years.
- Transmission of ready-to-use graphic files to agencies involved in developing the program's tools and campaigns.



# Package 1

## Campaign 1.1 Creation of the graphic chart

### Work assigned to agency:

- Propose a graphic chart and adapted to the target group.
- **This chart will include:**
  - The creation of a brand block (FR, SP and EN versions), in four-colour and monochrome
  - The creation of a brand experience accompanied by key visuals and recommendations.
  - Typographical design(s)
  - Colorimetric experiences, Pantone proposals
  - Example layout of main tools (from other packages): poster, information sheet, flying banner, food truck skin, inside page of children's activity book, flyer.)
  - Editorial tone (e.g. digital support materials)
- The graphic chart will be defined in year 1 and further refined in years 2 and 3. Its positioning as part of a logical and cohesive whole must be properly considered.

### Constraints

- Reference the European scale of proceedings by including the word "Europe" or "European".
- Do not talk in terms of "European fruit and vegetables"
- To ensure program implementation remains feasible, the graphic chart will have to be completed no later than the end of February 2025.



# Package 1

## Campaign 1.2 Development and printing of supporting materials

### Description of the campaign:

Design of the program's communication tools working with the candidates selected to implement package 2 (events & promotions at points of sale) for use in France and Germany, i.e. awareness-boosting event tools, POS/ILV tools and goodies.

- Writing and creative work slotted in alongside the graphic chart as part of work to meet the campaign objectives described in package 2.
- Implementation, production and associated logistics of display and POS/ILV tools, information and teaching supports, other goodies...
- Completion only for visuals of event materials manufactured by successful candidates in package 2 (promotional furniture, arches, flying banners, etc.).

*Does not apply to digital and RP actions, where the candidates selected for the packages in question are tasked with drafting, implementing and manufacturing the tools .*

Following this competitive stage, the formats and number of creations, configurations and print runs initially proposed by the successful candidate may be applied commensurate with what the candidates in package 2 need and what they are offering).

### Work assigned to agency:

- Reflection on the tools to be proposed according to the various targets and campaigns planned.
- Detailed tariff grid for each tool including logistics points
- Technical specifications of tools, goodies and event furniture



# Package 1

## Campaign 1.2 Development and printing of supporting materials

### Predictive hypothesis with regard to package 2 :

#### Package 2 - Events :

- BIK / France : Kiwik
- All partners / Germany : FruitLogistica
- Needs: Provide POS/ILV supporting materials to highlight the campaign, educational and/or fun tools and goodies.

#### Package 2 - Promotions at points of sale

- Beneficiaries: France 20 000 consumers
- Device for edutainment promotions in points of sale
- Needs: propose tools to enhance campaign visibility (POS/ILV) and educational or fun tools for target audiences, as well as goodies for each supermarket/hypermarket (x75).

Tools can be shared.



# Package 1

## Budgets for the package

### Provisional budget

European financial aid funding up to 80% of the overall cost.

PACKAGE 1	BIK	DOP KAKI
Year 1	30,000 €	30,000 €
Year 2	10,000 €	10,000 €
Year 3	10,000 €	10,000 €

-> No transfer between partners and packages will be possible.



## Package 2: Proposal and implementation of Media and/or Non-Media activities

- 2.1 Digital initiatives AOP BIK
- 2.2 Digital initiatives DOP Kaki Ribera del Xuquer
- 2.3 BIK media campaign
- 2.4 DOP Kaki media campaign
- 2.5 Events / Kiwik
- 2.6 Events / FruitLogistica
- 2.7 Press events
- 2.8 Press tools
- 2.9 Point-of-sale actions



## Package 2

### Campaign 2.1 Digital initiatives BIK

#### Context:

The National Joint-Trade Association Kiwi Board - BIK has been striving to boost kiwi consumption ever since 1984. The initial thrust of its communicative efforts centred on boosting awareness of kiwifruit among consumers and since 2009, they have partnered Interfel and produced promotional materials geared towards children. Since 2015, the target for promotion has shifted to purchasing managers, but today, the BIK wishes to focus on all potential consumers.

#### Objectives:

- Encourage consumers to eat more kiwifruit

#### Envisaged scheme:

- Establishing a strategy for social media promotion
- Suggest an editorial calendar
- Co-construct the visuals and the sponsorship campaign
- Propose partnering influencers (food & lifestyle)
- Filmed videos, recipes based on Hayward kiwifruits

#### Summary of the campaign:

Development and implementation of videos

Digital plan: YouTube channels, influencers and others Broadcast:

- In year 1: at the soonest between weeks 2 and 13
- In year 2 and 3 weeks 2 to 13

## Package 2

### Campaign 2.1 Digital initiatives BIK

#### Work assigned to agency:

- Development and implementation of videos and filmed recipes, respecting the program's editorial charter.
- Ensuring the partner videos form a cohesive whole.
- Creation of cooking videos and related photos.
- Recommendation of a digital plan.

#### Indicators for assessment measured against objectives:

- The indicators will have to be defined with the agency and according to the chosen media.



# Package 2

## Campaign 2.2 Digital initiatives DOP Kaki

### Context:

### Objectives:

- Encourage consumers to eat more persimmon

### Envisaged scheme:

- Establishing a strategy for partnering influencers (cook & lifestyle)
- Filmed recipes based on persimmon

### Summary of the campaign:

Development and implementation of videos

Digital plan: YouTube channels, influencers and others Broadcast:

- In year 1: at the soonest between weeks 2 and 13
- In year 2 and 3 weeks 2 to 13



## Package 2

### Campaign 2.1 & 2.2 Digital initiatives BIK and DOP KAKI

#### Work assigned to agency:

- Development and implementation of videos and filmed recipes, respecting the program's editorial charter.
- Ensuring the partner videos form a cohesive whole.
- Creation of cooking videos and related photos.
- Recommendation of a digital plan.

#### Indicators for assessment measured against objectives:

- The indicators will have to be defined with the agency and according to the chosen media.

#### Required dossier elements:

- Video editorial charter proposals (within 10 pages) including production references.
- Recommendations for community management campaigns (number/frequency of posts...)
- Proposal of a digital strategy and influencer by partners.
- Retroactive schedule.
- Detailed budget per partner.
- Action card in English.

## Package 2

### Campaign 2.3 BIK media campaign

#### Context

The National Joint-Trade Association Kiwi Board - BIK has been striving to boost kiwi consumption ever since 1984. The initial thrust of its communicative efforts centred on boosting awareness of kiwifruit among consumers and since 2009, they have partnered Interfel and produced promotional materials geared towards children. Since 2015, the target for promotion has shifted to purchasing managers, but today, the BIK wishes to focus on all potential consumers.

#### Objectives

- Support the kiwifruit campaign launch (launch of product commercialisation)
- Supporting efforts to promote brand awareness of the kiwifruit among consumers.

#### Envisaged scheme

A multifaceted plan to meet the objectives at hand:

- TV cooking shows
- Advertising screens in malls

#### Summary of the campaign

The focus for the first year will be producing this commercial, while years 2 and 3 will be devoted to the broadcasts between weeks 2 to 13.

## Package 2

### Campaign 2.3 BIK media campaign

#### Work assigned to agency

Propose one or more means of media coverage that will optimise performance and define related indicators.

#### Indicators for assessment measured against objectives

The indicators will have to be defined with the agency and according to the chosen media.



## Package 2

### Campaign 2.4 DOP kaki media campaign

#### Context

The DOP KAKI RIBERA DEL XÚQUER has been striving to boost KAKI consumption ever since 1997. The initial thrust of its communicative efforts centered on boosting awareness of persimmon among consumers in France to all potential consumers.

#### Objectives

- Support the persimmon campaign launch (launch of product commercialization)
- Supporting efforts to promote brand awareness of the persimmon among consumers.

#### Envisaged scheme

A multifaceted plan to meet the objectives at hand:

- TV cooking shows
- Advertising screens in malls

#### Summary of the campaign

The focus for the first year will be producing this commercial, while years 2 and 3 will be devoted to the broadcasts between October to December.



## Package 2

### Campaign 2.4 DOP Kaki media campaign

#### **Work assigned to agency:**

Propose one or more means of media coverage that will optimise performance and define related indicators.

#### **Indicators for assessment measured against objectives:**

The indicators will have to be defined with the agency and according to the chosen media.





## Package 2

### Campaign 2.3 & 2.4 BIK & DOP Kaki media campaign

#### Items to give back

- Recommendation of a media plan via sub-campaigns
- Indicators
- Retroactive schedule
- Detailed budget
- Action card in English
- Presentation of possible subcontractors

# Package 2

## Campaign 2.5 : Events / Kiwik

### Context

In 2023 and 2024, the BIK created Kiwik, a week celebrating the French kiwi. With Blue Monday, the third week of January is the most depressing of the year... This is why the BIK has set up Kiwik, an entire week of celebration dedicated to the kiwi. A true cocktail of energy and good humor, kiwi from French producers knows how to bring a smile to the face in the heart of winter, and above all, at the height of the season for it. On the program this week: competitions, new publications, exclusive partnerships. To date, Kiwik is a digital event. A physical extension and press actions are imaginable.

### Objectives

- Increase the presence of kiwi among consumers, with capital sympathy.
- Convince consumers to eat more kiwifruits.
- Give better visibility to the kiwifruit.
- Leverage the means at our disposal for a nationwide impact in France.

### Description of the campaign

To create a global, digital and possibly physical system and ensure its concrete implementation on the ground.

### Budget (fees included)

All the material and personnel costs for events involving the device in question will be integrated in this budget.



# Package 2

## Campaign 2.6: Events / FruitLogistica

### Context

The FruitLogistica show is a professional show. It is an opportunity to show professionals the promotion tools essential to the successful marketing of fruit.

### Objectives

- Increase knowledge of promotion and POS tools.
- Give better visibility to kiwifruit and persimmon.

### Description of the campaign

To create a stand permitting to promote POS tools.

### Budget (fees included)

All the material and personnel costs for events involving the device in question will be integrated in this budget.



# Package 2

## Campaign 2.5 & 2.6: Events / Kiwik & FruitLogistica

### Dossier to be submitted

- Recommendations in line with brief.
- Retroactive schedule.
- A detailed budget (deployment of individuals, purchase of fruit and vegetables, fees, hiring of space if event...)
- Presentation of the agency project team.
- Presentation file in English.



Le kiwi  
des producteurs  
français

## Package 2

### Campaign 2.7 Press events



Cont

BIK developed 2 press workshop each year. However, we are keen to increase the number of press events we put on to revitalise and sustain relations with journalists and influencers. In the same way, DOP Kaki developed different actions during this years, including visits to the production area and event with press in France.

#### Objectives:

- Make the program more prominent.
- Promote relations between journalists/influencers - BIK and DOP Kaki.
- Propose revised content to journalists and influencers.
- Re-examine the topic from new angles (products, tips for eating fruit and vegetables, learning to cook, neophobia - fear of new foods...) adapted to the target.
- Optimally exploit the cooking aspect, ease of preparation and cosy time...

#### Description of the campaign:

- Propose a regular series of press events over the three years of the program to boost program prominence by providing the press with exclusive content.



Le kiwi  
des producteurs  
français



# Package 2

## Campaign 2.7 Press events

### Envisaged scheme:

- Establish a range of press events over the three years (cooking workshops, afternoon events around the program ...)
- Highlight the program, related campaigns, partners and why it was set up in the first place.
- Highlight fresh fruit and vegetables above all.
- Convince people to eat fresh fruit and vegetables.

### Work assigned to agency:

- Recommendation on the number and frequency of press workshops and formats
- Get the press and influencers on board to attend these events
- Send out invitations to journalists/influencers, transmission, reminders
- Devise new press event(s)
- Manage the logistics
- Propose and establish which goodies to pass to participants as take-home gifts
- Dramatisation of the venue
- Sourcing a professional photographer and videographer
- Establishing specific press tools for such events
- Reminders and follow-ups on press coverage
- Press review
- Assessment of operation (in quantity and quality terms)



Le kiwi  
des producteurs  
français



# Package 2

## Campaign 2.7 Press events

### Indicators for assessment measured against objectives:

- Number of workshops
- Number of persons present
- Number of press mentions and social networks



# Package 2

## Campaign 2.8 Press tools

### Context:

The previous communications saw press tools developed and commensurate with the different campaigns set up.

### Objectives:

- Propose revised and exclusive content for journalists and influencers
- Propose different angles centring on the European program
- Optimally exploit the cooking aspect, ease of preparation and cosy time...
- Establish a regular presence for the press and influencers: Content to be developed, recipes, recommendations on the tools to be developed

### Description of the campaign:

Provide press tools and press content throughout the European programme to maintain relations with journalists.

### Work assigned to agency:

- Propose and develop specialised content for the press and influencers
- Agency offering proposals on which angles to embark on for these workshops (in terms of cooking, awareness, institutional aspects...) taking into account the graphic chart and the editorial stance regarding the cooking content.
- Press review by press events and any campaigns as part of the European program
- Nurturing ongoing relations with journalists and influencers and monitoring press mentions
- Keeping a handle on quantity and quality aspects





# Package 2

## Campaign 2.8 Press tools

### Indicators for assessment measured against objectives:

- Number of tools created
- Number of dispatches
- Mentions



Le kiwi  
des producteurs  
français

# Package 2

## Campaign 2.7 & 2.8 Press events & press tools



### Dossier to be submitted

- Recommendations
- Retroactive schedule
- Detailed budget
- Action card in English

# Package 2

## Campaign 2.9 Point-of-sale actions



### Context:

Promotional and informational campaigns for the general public at points of sale facilitates to raise awareness among consumers right where they buy and eat their food of the importance of eating fresh fruit and vegetables. These are key moments at which to drum home such messages and encourage people to eat more fresh fruit and vegetables.

### Objectives:

- Deploy event fixtures best-suited to sales outlets and target group.
- Ensure the key program messages are conveyed.

### Description of the campaign:

- Campaigns to boost awareness among families when they visit shops.
- Help anchor a culture of learning within the home.

# Package 2

## Campaign 2.9 Point-of-sale actions

### Means envisaged (1/2):

Propose a turnkey event system for all relevant elements of distribution (new in-store arrivals, markets, supermarkets and hypermarkets, etc.) with a forecast breakdown of 80% for supermarkets and hypermarkets and 20% for new arrivals.

The system will have to be event-driven and centre on families; offering them a quality experience at the point of sale. Introduce tasting sessions as part of a fun, interactive and educational approach which proactively brings the whole family on board.

The main turnkey system includes:

- Event-building concepts (specifics of the gaming contest in-store and web competition games)
- Recommendation of tools linked to "green principles",
- Logistics,
- Recruitment and training of facilitators,
- Rating sheet/assessment/reporting,
- Annexed provisions (except fresh fruit and vegetables),
- Pre-event call to action at the point of sale which will be hosting the event.

Configure the set-up such that the family concerned can continue the experience at the point-of-sale via the programme's various communication channels.

The partners pledges to list the points of sale at which such events will be held and which will provide the fresh fruit and vegetables necessary for the events in question.

Period: To be decided

-> *This action is to be carried out in collaboration with package 1 for the tools.*

# Package 2

## Campaign 2.9 Point-of-sale actions

### Work assigned to agency:

The agency will have to propose an event plan for children and their families. This event will have to be easy for any facilitators to handle (we recommend deploying a pair of persons) and for hosting in any kinds of shops (hypermarkets, supermarkets, new arrivals, markets etc...).

Number of events targeted per year: 70 Kiwi / 250. - 300 Kaki event week-ends (week-end = Friday and Saturday, Friday: 10am-12 noon; 2pm-7pm; Saturday: 10am-1pm; 3pm-7pm)

The agency must propose a **promotional event kit**, *excluding graphic design, which will be provided in package 1*. Physical fixtures, including manufacturing and logistics and to be adapted to two types of points of sale:

- Large- and medium-sized department stores
- Greengrocers

All those targeted by the awareness-raising must be presented by one or more goodies related to the proposed event. *(Cf production in package 1)*

Select profile of presenters:

- Set out profiles of presenters vis-a-vis their target audience (young/BAFA, used to young audience)
- Provide their CVs

-> Coordination with the agency for package 3

# Package 2

## Campaign 2.9 Point-of-sale actions



### Indicators for assessment measured against objectives:

20 000 families reached per year

### Communication tools:

- Event-building kits: 75 kits for points-of-sale

### Dossier to be submitted:

- Recommendations (including simulated layout at point-of-sale, principle of events for each circuit, etc.)
- Retroactive schedule
- Profile of presenters
- Action card in English
- Detailed budget per partner

# Package 2: Proposal and implementation of Media and/or Non-Media activities



## Budgets for the package

### Provisional budget

European financial aid funding up to 80% of the overall cost.

WP N° 2	BIK			DOP KAKI			TOTAL
	Year 1	Année 2	Année 3	Année 1	Année 2	Année 3	
2.1 & 2.2 SOCIAL MEDIA	280 000,00 €	280 000,00 €	280 000,00 €	65 000,00 €	65 000,00 €	65 000,00 €	1 035 000,00 €
2.3 & 2.4 MEDIA	70 000,00 €	70 000,00 €	70 000,00 €	70 000,00 €	90 000,00 €	90 000,00 €	460 000,00 €
2.5 & 2.6 EVENTS	55 000,00 €	55 000,00 €	55 000,00 €	10 000,00 €	10 000,00 €	10 000,00 €	195 000,00 €
2.7 & 2.8 PRESS RELATIONS	40 000,00 €	40 000,00 €	40 000,00 €	40 000,00 €	40 000,00 €	40 000,00 €	240 000,00 €
2.9 ANIMATIONS IN POINTS OF SALES	20 000,00 €	40 000,00 €	40 000,00 €	200 000,00 €	200 000,00 €	200 000,00 €	700 000,00 €
WP N° 2 PROPOSAL AND IMPLEMENTATION OF MEDIA AND/OR NON-MEDIA ACTIVITIES	465 000,00 €	485 000,00 €	485 000,00 €	385 000,00 €	405 000,00 €	405 000,00 €	2 630 000,00 €

-> No transfer between partners and packages will be possible.



## Package 3: Evaluation





# Package 3: Evaluation

## Context:

To evaluate the program, the mission entrusted to the appraisal firm is divided into **two main tasks**:

## Summary of the campaign

### Part 1:

Evaluation of the *impact ex post* of the communication campaigns of the program (evaluation of each campaign and monitoring throughout the duration of the same, based on European indicators)

### Part 2:

Overall evaluation of the program according to the indicators expected by the European Commission. (measurement of the impact and verification that the program objectives have been achieved)



# Package 3: Evaluation

## Work assigned to the assessment body:

### For part 1:

The selected evaluation body will be responsible for **evaluating each campaign of the program**, taking into account the Commission requirements contained in Commission Implementing Regulation No. 2015/1831 of 7 October 2015.

For each action, the evaluation should therefore be based on the system of indicators established by the European Commission:

- **Implementation indicators** to assess the extent to which the planned activities have been carried out; and,
- **Result indicators** to measure the direct and immediate effects of these activities,
- **Impact indicators** allowing benefits beyond immediate effects alone to be measured.



# Package 3: Evaluation



## Work assigned to the assessment body:

### For part 2:

In addition to study skills, the successful candidate should be able to provide **advice and expertise as the campaigns progress from one year to the next.**

Using the indicators, the candidate **will monitor how each campaign unfolds over time** during the three years of the program and thus report on its progress.

At the end of the three years, the candidate will be tasked with **completing the evaluation study of the results of the program campaigns, concerning the program objectives.** Recommendations from the evaluator are also expected each year to optimize the program's campaigns to within budgetary and regulatory limits.

The selected agency will also be tasked with completing the annual technical reports with the specified indicators. Proposing organisations wish to receive regular milestones or progress reports on the evaluation.

The evaluator will have to go into action when it comes to evaluating each campaign of each proposing organisation and ensure it can muster sufficient human resources (internal teams, partners or subcontractors) to achieve its mission.



## Package 3: Evaluation



NB: Perform a post-test on the target, each year, carried out by the evaluator (*Package 7*) on a representative sample of the target population, which will pave the way to evaluate different indicators: How memorable it is, awareness factor, appreciation, insights provided, degree to which knowledge is inculcated and how well it encourages people to eat more fresh fruit and vegetables



# Package 3: Evaluation



## Assigned to agency: Evaluation method

No one evaluation method by campaign type is imposed. Proposing organisations remain open to the recommendations of the candidate research firm(s).

For your information, proposing organisations typically use the following evaluation methods to assess their communication campaigns:

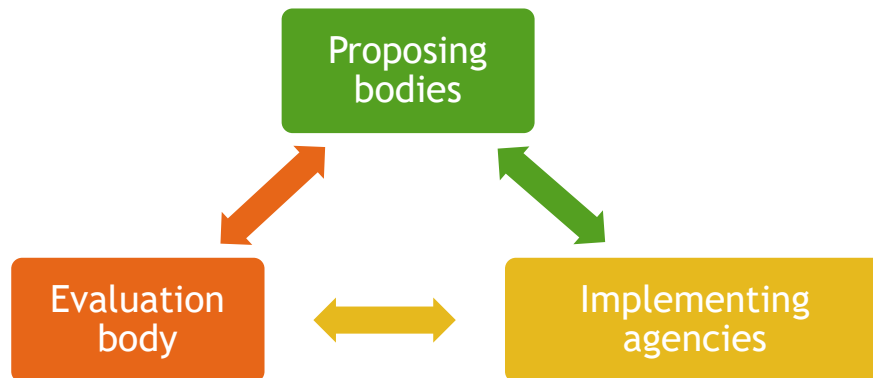
Type of campaign	EXAMPLE evaluation methods <i>(all indicators combined)</i>
MEDIA	Media post-tests, performance of the campaign
EVENT-RELATED	Participant questionnaire survey (in situ)
PRESS	Analysis of press/online mentions (for bloggers) Questionnaire survey among participants of trips, lunches and press workshops, etc. (in situ)

This is a non-exhaustive list and may be modified by the candidate firm(s) according to their methodological approach.



## Package 3: Evaluation

The agency retained will be involved in **editing the proposal** working with the selected implementing organisations and proposing organisations:



It shall have scope to intervene in the following parts:

- Defining campaign objectives (recommendations for evaluating these objectives),
- Defining the indicators of each campaign,
- editing part 7 "Measurement of results and campaign indicators".

Annex III of the Guide for Applicants sets out "Suggested methodologies for calculating ex-post principles" and should be used by the applicant when structuring the evaluation of the program.



# Package 3: Evaluation

The recommendation file for package 7 must include:

1. The **recommended evaluation approach**, setting out the approach for working and collecting information and a provisional evaluation schedule. This document should clearly indicate the recommended indicators for each campaign.\*.
2. A **financial offer**, clearly setting out the budget for each proposing organisation and per year

*\* These indicators will be adapted, in a second stage, in line with the proposals of the implementing bodies.*

# Package 3: Evaluation



## Order of campaigns to be evaluated

PACKAGES	FRANCE BIK	SPAIN DOP KAKI
<b>PACKAGE 1 CREATION - DESIGN</b>	<ul style="list-style-type: none"> <li>▪ Creation of a graphic chart</li> </ul>	<ul style="list-style-type: none"> <li>▪ Creation of a graphic chart</li> </ul>
<b>PACKAGE 2 SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>• Creation of videos</li> <li>• Social Media campaign</li> <li>• Creation of videos</li> <li>• Influence</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of videos</li> <li>• Social Media campaign</li> <li>• Creation of videos</li> <li>• Influence</li> </ul>
<b>PACKAGE 3 MEDIA</b>	<ul style="list-style-type: none"> <li>▪ TV campaign</li> <li>▪ Advertising</li> </ul>	<ul style="list-style-type: none"> <li>▪ TV campaign</li> <li>▪ Advertising</li> </ul>
<b>PACKAGE 4 EVENTS</b>	<ul style="list-style-type: none"> <li>• Kiwik</li> <li>• FruitLogistica</li> </ul>	<ul style="list-style-type: none"> <li>▪ FruitLogistica</li> </ul>
<b>PACKAGE 5 PRESS RELATIONS</b>	<ul style="list-style-type: none"> <li>▪ Press events</li> <li>▪ Press tools</li> </ul>	<ul style="list-style-type: none"> <li>▪ Press events</li> <li>▪ Press tools</li> </ul>
<b>PACKAGE 6 POINT-OF-SALE INITIATIVES</b>	<ul style="list-style-type: none"> <li>• Point-of-sale promotions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Point-of-sale promotions</li> </ul>
<b>PACKAGE 8 EVALUATION</b>	<ul style="list-style-type: none"> <li>▪ Evaluation of campaigns</li> </ul>	<ul style="list-style-type: none"> <li>▪ Evaluation of campaigns</li> </ul>





# Package 3: Evaluation

## Dossier to be submitted

- Assessment of the evaluation strategy
- Profiles of subcontractors specialised in evaluating communication campaigns
- Retroactive schedule
- Detailed budget per partner
- Action card in English



# Package 3: Evaluation



## Budgets for the package

### Provisional budget

European financial aid funding up to 80% of the overall cost.

PACKAGE 3	BIK	DOP KAKI
Year 1	5,000 €	5,000 €
Year 2	5,000 €	5,000 €
Year 3	5,000 €	5,000 €

-> No transfer between partners and packages will be possible.



# Questions

For any further information concerning the contract, candidates may contact the contact person below, no later than six days before the deadline for submission of tenders by email only. Responses will be centralised, anonymised and sent to all candidates having requested the consultation file.

## Inquiries:

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