

Briefing Call for Tenders Agencies for the implementation of the European Programme MULTI **RabbitMeatCont2024**

CONTEXT

INTERCUN (Interprofessional Organization to Promote the Rabbit Sector), considers it necessary to continue carrying out promotion and information actions to position and increase the consumption of rabbit meat in households.

The consumer is generally over 45 years of age, which together with the fact that rabbit meat is considered as “traditional cooking meat”, leads new consumers not to include it in their shopping basket. To consolidate/position and increase consumption have been the objectives of the campaigns developed by the Interprofessional in recent years.

For this reason, in May 2024, INTERCUN applied to the European Commission for the European Multi Program, together with Hungary, **which has been granted.**

IMPLEMENTING BODY TENDERING

INTERCUN requests agencies or implementing bodies for promotional activities, to submit a proposal for the implementation of the Multi Program for the promotion and communication of rabbit meat in the intern market (Spain and Hungary).

The said project is regulated according to **Regulation 1144/2014** and granted to INTERCUN by the European Research Executive Agency (REA).

WHAT IS **LOOKING FOR?**

We need an Executing Agency to carry out and develop the promotional activities of the campaign linked to both business and communication objectives and to achieve the impacts committed and described in the project awarded to INTERCUN and the Hungarian Rabbit Meat Production Council foreseen for the years 2025-2027.

This promotional campaign will be implemented both in Spain and Hungary, so the proposal submitted must cover the actions detailed for both markets.

CAMPAIGN OBJECTIVES:

The activities included in the proposal should be planned in accordance with the achievement of the communication and business objectives set forth in the program, which are detailed below:

Communication objectives:

1. In Spain: 6,73% of all people impacted by the campaign showed a favourable change in their perception about the objectives of the program.
2. In Hungary: 8,04% of all people impacted by the campaign showed a favourable change in their perception about the objectives of the program.
3. Influence about total European population: 7,38 % of all people impacted by the campaign showed a favourable change in their perception about the objectives of the program

Business objectives:

1. To halt the decline in rabbit meat consumption.
2. Maintain rabbit meat sales at the 2023 level.
3. Increase penetration by more than 2% throughout the three years of the programme.

TARGET TO WHICH THE CAMPAIGN IS DIRECTED:

The target audience to which the campaign is directed is divided into two large population groups according to the results of the studies that INTERCUN has conducted in recent years, which are as follows

- **Conscious abandoner consumer: target millennial (25-44 age)**

We need to focus on this target to conquer the future; rabbit meat is becoming outdated and millennials, although they like its flavour, do not include it in their shopping basket because it is associated with occasional consumption, and they do not know how to prepare it daily.

With this campaign, we seek to connect with this audience in moments of leisure, to generate notoriety and rejuvenate the image of rabbit meat, to encourage them to consider it as an essential in family meals or to encourage them to ask for it in the restaurant menu as a “must” so that in the future they decide to prepare it at home.

- **Nonconscious abandoner consumer: target senior (+ 60 age)**

To think about the future, we must ensure our present and we have been compromised due to an unconscious abandonment in the purchase of a public that we believed consolidated.

We want to reach older people through the world of cooking and recipes, so that they do not forget to prepare it for the whole family.

In relation to the media, the millennial target consumes the digital world to a greater extent, so we believe that we must develop a campaign linked to different digital media such as social networks, connected TV and digital radio.

For the senior target, we consider it interesting to develop actions linked to conventional television through informative magazines and special content with famous prescribers in programs aimed at them, radio and magazines according to their interests.

Similarly, in outdoor advertising, we are confident that we will continue to implement point-of-sale promotions for both targets, as this is the second most consumed medium by our strategic consumer.

With respect to the B2B target, the population belonging to this category are industry professionals recognized as authorities in certain areas of specialization and, therefore, they are the source of information to turn to for specialized knowledge. For the purposes of the referred project, their power of influence is high, meaning that their opinion, content or action is followed by our desired audience. Their communication skills are very good with their audience and they know how to approach certain topics. Finally, we are aware that they provide information and recommendations by creating content about the importance of the origin of our product and the importance of following a sustainable diet.

ACTIVITIES TO BE IMPLEMENTED:

1. Public relations:

Objective:

For INTERCUN it is fundamental to increase the general public's awareness of European rabbit meat, particularly in the 25-44 and 60+ age segments, in order to stop the abandonment of its consumption.

Likewise, the campaign will have to reinforce the notoriety of European rabbit meat, promoting its advantages and healthy, gustatory and gastronomic characteristics in such a way that we reach our objective, during the three years of the program, by promoting specific actions with specialized journalists and content creators who will become the best prescribers of our product and of the European messages. Through investment in Public Relations, we will obtain quality impacts with less advertising invasion, thus reinforcing notoriety and coverage on the knowledge of the advantages of the European product compared to those of third countries.

Activities:

Spain and Hungary:

- Communication strategy
- Press office
- Event – campaign presentation

% of the total budget for this activity package: 4%

2. Web and Social Media:

Objective:

In relation to the web in today's environment, it is key to have a digital presence in order to communicate our messages effectively. A microsite serves the function of concentrating in one place all the information that the public needs to know about the rabbit meat sector, its activities and efforts, as well as the progress of the campaign: events, press releases, etc.

With respect to social media, it is right now one of the most direct ways to communicate with the campaign's target audience, and it gives us the possibility to do so in a creative, fun, visual and experiential way, while at the same time being precise and rigorous. This program will be used as a showcase for all the activities carried out in order to encourage the participation of the target groups in the proposed activities, promotional actions, reels, recipes and surveys will be continuously launched through the selected platforms.

Activities:

Spain and Hungary:

- 1 Microsite per country
- Management and activities in 2 SOME profiles per country: IG y FB

% of the total budget for this activity package: 5%

3. Advertising:

Objective:

The objective of this package of activities is to increase the notoriety of the campaign using different media specifically aimed at our two main objectives, raising awareness of European rabbit meat and all that it implies, as well as its benefits and different recipes, and creating a global action to enhance consumer information.

Therefore, the idea is to develop a linear and digital TV campaign specifically designed to achieve an optimized coverage of the target. This is a basic type of media for the campaign, as it allows it to impact consumers directly. Thus, television is the main medium that contributes to gain coverage in the campaign. Non-conventional formats allow us to explain the message of the campaign, not only with images but also with other informative messages such as recipes, product values, etc.

In Hungary, the objective is also to incorporate radio as a means of disseminating the benefits of rabbit meat in order to increase its market share.

Activities:

Spain and Hungary:

- TV campaign
- Digital campaign

Hungary:

- Radio campaign

% of the total budget for this activity package: 31%

4. Communication tools:

Objective:

Communicate our campaign messages in a physical support that will be delivered both to the press and to the attendees of the different activities.

In them, we will visually explain to consumers all the campaign messages that support the different activities of the campaign.

Activities:

Spain and Hungary:

- Creative strategy for the materials production
- Production of physical materials adapted to the different activities of the programme.

% of the total budget for this activity package: 18%

5. Events:

Objective:

Impact directly on our target public through events designed to attract them and remind them of the quality of European rabbit meat. The objective should be achieved by attending trade fairs and tastings where we can increase awareness of our product by informing them about its advantages and the European production model.

Activities:

Spain:

- Rabbit meat tastings in our Food Truck

Hungary:

- Trade fairs attendance
- Promotional activities HORECA (hospitality, restaurant and catering) channel

% of the total budget for this activity package: 17%

6. Point of sale:

Objective:

To impact our target during the purchasing process and thus achieve quality contacts with the potential customer for the consumption of rabbit meat with the intention that he/she buys our product. For this package of activities, rabbit meat tastings are planned in Hungary.

Activities:

Spain:

- Point of sale promotional activities.

Hungary:

- Rabbit meat tastings in the point of sale.

% of the total budget for this activity package: 17%

What does the proposal have to include?

The proposal submitted to INTERCUN must include the details of the activities for each country, i.e., both Spain and Hungary. Each activity must also be detailed according to the split described above: public relations, social media and web, advertising, communication tools, events and point-of-sale actions.

The proposed activities must be in line with the communication and business objectives set out in the project and in accordance with the target audience.

It will be positively valued that the implementing agency has experience in the field in question (rabbit meat category and European projects).

Finally, the proposal must include the detailed and separate budget for the implementation of the Hungarian and Spanish activities and always within the maximum budget amount detailed in the relative point.

BUDGET OF THE PROJECT

The total budget for the execution of the activities of the rabbit meat promotion campaign amounts to **EUR 3,893,023** for the 3-year duration.

The budget allocated by market is also detailed, taking into account that 70% corresponds to Spain and 30% to Hungary:

Spain	2,683.457 €
Hungary	1,209.566 €
TOTAL	3,893.023 €

The percentage of the budget to be allocated to each of the activities listed above is as follows:

<i>Public relations</i>	4%
<i>SoMe / Web</i>	5%
<i>Advertising</i>	31%
<i>Communication tools</i>	18%
<i>Events</i>	17%
<i>Point of sale activities</i>	17%
TOTAL	92%

*Remaining 8% belongs to the evaluation agency and the project coordination.

Note: in case REA or any other competent body of the European Commission, once the promotion campaign is over, that is to say, after the 3 years of the program, requires information regarding the execution of the program, the organization awarded the above mentioned tender must meet, together with INTERCUN as coordinator of the project, and the Hungarian Rabbit Meat Production Council as partner, any of the requirements.