



## **CALL FOR PROPOSALS**

### **IMPLEMENTING BODY (ADVERTISING AGENCY) FOR PROMOTION CAMPAIGN IN VIETNAM** **(published on 24th January 2025)**

Announcement ID: 3109427

Announcement ID: 3915980

Application deadline: February 25<sup>th</sup>, 2025, 12:00 a.m. CET

Award ID: PCVIET 01/2025

Estimated contract value: 1,250,000 EUR (net)

#### **1. CLIENT**

Naturland is a producer association based in Germany that develops and disseminates organic farming methods regionally, nationally and worldwide.

In addition to the EU organic standard, all farms also work according to the Naturland standards, which offer them added value on the German organic market. Independent control procedures and the consistent application of strict quality assurance management form the basis for the production of high-quality foodstuffs that are produced in harmony with nature and the environment. This is particularly appreciated by retailers.

There will only be more organic farming if consumers demand the products. This in turn requires education about the quality and social benefits of organic products. Only then can successful organic markets such as those in the EU also develop in other countries.

#### **2. CALL FOR TENDER**

Naturland has already started to raise consumer awareness of the organic products produced in accordance with the high standards of the EU and Naturland in Vietnam with its first campaign that has been running since 2021 and about to be completed in February 2025. Vietnam organic market has been progressing and thus also expanded to include products from European producers.

Naturland would like to build on the “lessons learnt” from the existing campaign and expand its reach with the Phase 2 with a slightly different strategy adapting to the take-aways from the initial campaign program.

With this call for tender Naturland aims find an Advertising Agency, who will be tasked to support implementation of the Campaign that Naturland is planning to apply in the upcoming round of “Calls for Proposals” Promotion of Agricultural Products by the European Commission.<sup>1</sup> launched in January 2025.

Naturland has extensive experience in communicating with the consumers, and will contribute to the campaign with its know-how in certain work packages as detailed in the Annex 2. The Advertising Agency shall consider integrating Naturland's experience in consumer communication, expertise in organic farming and value chain development into the implementation. Naturland would like a

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<sup>1</sup> [Calls for proposals - Promotion of agricultural products - European Commission](#)



sustainable and trusting partnership with the Advertising agency, also in view of the overall budget. It is expected that the agency will deal responsibly with confidential competitive information that is made available to you.

An estimated budget of a 1,250,000 EUR (net) has been earmarked for the implementation of the program by the Advertising Agency.

Naturland reserves the right to make changes to the budget should this be necessary during the completion of the funding application. Furthermore, Naturland reserves the right to refrain from implementing the measures even in the event of a successful funding application, should internal circumstances make this necessary.

### **3. DESCRIPTION OF THE REQUESTED SERVICES**

See Annex 2

### **4. SELECTION PROCESS:**

All relevant criteria for each stage are presented below.

- Offers that do not comply with the “**Eligibility Criteria**” will be excluded from the evaluation process.
- Eligible offers will be evaluated and scored on the basis of “**Evaluation Criteria**” listed below. The details on how to achieve the maximum points are provided in the **Annex 1 – Evaluation Form**.
- The two highest scoring agencies will be invited to a verbal (online) presentation. The contract will be awarded to that Agency that presented its strategy with the highest quality and coherence during the interviews, thereby offering best value for money (i.e. “**Award Criteria**”).

#### **Eligibility Criteria**

In order to participate in the tender, interested parties must provide the following documents/evidence:

- 1) **Commercial/professional register** (Validated from the relevant Authority within the last 12 months)
- 2) **Proof of ability of the agency to carry out measures in the Vietnam** (to be evidenced through own licenses/ permits or already established cooperation with a competent company which holds such license in Vietnam)
- 3) Submission of **European Single Procurement Document (ESPD)** (Annex 4) (to be filled in and signed by the legal signatory of the Company)
- 4) **Proof of minimum turnover of EUR 1.000,000 in the last 3 years** (e.g. audited financial statements or Management Accounts or Tax Declarations)

#### **Evaluation criteria**

##### **1) Technical Offer (Maximum 70 point):**

Points will be awarded according to the sub-criteria below.

##### ***i. Relevant Experience (Maximum 25 points)***

Experience from previous and/or ongoing projects in the last 5 years. To be demonstrated by a list of comparable references with an explanation of the objective of the campaign.



The maximum number of points can be achieved if the company can demonstrate experience with all 3 criteria below:

- Experience with multi-channel promotions i.e. B2B, PR, social media, e-commerce platforms, etc. (Max. 10 points can be achieved as follows → 1 reference: 5 points / 2 references: 8 points / 3 references: 10 points)
- Campaigns focused on agricultural products, food or sustainability (Maximum 10 points can be achieved as follows → 1 reference: 5 points / 2 references: 8 points / 3 references: 10 points)
- Campaigns with a total budget of more than EUR 750,000 (Max. 5 points can be achieved as follows → 1 Reference: 2 points / 2 references: 4 points / 3 references: 5 points)

If the services will be delivered through cooperation with local partners, partnership agreements as well as the references of the local partners should be made available to evidence an ongoing collaboration and technical competence of the partners.

**ii. Team Experience (Maximum 15 points)**

Demonstration of involvement in comparable promotional campaigns, demonstrated through short introduction of team members. Higher points will be given for teams that have managed multi-channel strategies (e.g., digital, print, events) targeting agricultural products, food or sustainability focused promotions.

To achieve maximum points:

- Team members have significant involvement in comparable multi-channel campaigns (Max 5 points)
- Team has experts that were involved in the referenced promotion projects. (Max 5 points)
- Clear descriptions of roles, responsibilities, and outcomes achieved in past projects. (Max 5 points)

**iii. Team Structure and Project Management Capability (Maximum 20 points)]**

The proposed team structure will be assessed based on the alignment of roles and ability to plan, implement, and monitor multi-channel campaigns effectively. Higher points will be awarded for teams with a well-defined structure where roles and responsibilities are distributed logically and strategically (e.g., dedicated project manager, content creators, event managers etc.).

To achieve maximum points:

- Well-defined team structure with roles logically distributed and clearly aligned with campaign objectives and the structure includes key positions (Max 10 points)
- Evidence of advanced project management capabilities, including the use of tools and processes for tracking progress and measuring KPIs. (Max 10 points)

**iv. Innovation and Creativity (Maximum 10 points)**

The level of innovation and creativity in proposed strategies will be assessed

To achieve maximum points :

- Innovative approaches, such as the use of novel technologies, creative storytelling, or unique audience engagement methods. (Max 5 points)
- Clearly articulated strategies showcasing originality and alignment with the objectives of the campaign. (Max 5 points)

## **2) Financial Offer: (Maximum 30 points):**

Lowest priced offer will receive 30 points. Highest priced offer will receive 0 points. All other offers will receive 15 points.

Bidders are required to submit their offers in a transparent manner, clearly itemizing the actual costs associated with the implementation of the project and specifying the management fee separately.

### **Award Criteria:**

Quality and coherence of the strategy and argumentation for the proposed measures - clarity of the verbal presentation and their rationale in alignment with the country demographics. It is easy to follow the presentation (Maximum 10 points)

## **5. SUBMISSION OF THE OFFERS**

Please submit your offer, consisting of:

- 1) All documents listed in the Eligibility Criteria above.
- 2) References no older than 5 years to support the experience specified under the Evaluation Criteria.  
No more than 3 references for each criterion. The same references can be used to demonstrate fulfillment of each criterion. (e.g.: If the Company has 3 campaign references that fulfill all the criteria (i.e. multi-channel, industry and budget), providing 3 references are sufficient).
- 3) Presentation of the Team structure with the details evidencing competence listed in the Evaluation Criteria
- 4) Presentation of your concept and financial offer for the services listed in Annex 2 (incl. net price and all applicable taxes) *Agencies are encouraged to keep the presentation to maximum 20 pages*.

electronically on the link provided through the TED platform / evergabe.

## **6. BIDDER QUESTIONS**

Bidder questions must be submitted via evergabe. All questions and answers will be published through the platform. The last date to submit questions is **February 17<sup>th</sup>, 2025**. Questions received after this date cannot be answered.

## **7. QUERIES**

Naturland e.V. reserves the right to ask questions of the bidders if there are any uncertainties regarding the documents submitted.

## **8. TIMELINE**

- a. Submission of the detailed proposal via evergabe / TED: February 25<sup>th</sup>, 2025 -12.00 CET.
- b. Announcement of the shortlist (the two proposals that scored the most points in the shortlist will be selected): Planned for February 26<sup>th</sup>, 2025
- c. **Online interviews with the pre-selected agencies: Planned for February 28<sup>th</sup>, 2025**
- d. Notification of the selected agency and the other non-selected agencies: Planned for March 3<sup>rd</sup>, 2025
- e. **Binding deadline for the Offers: March 31<sup>st</sup>, 2026**

Due to the tight schedule, all agencies are advised to start preparing for the oral presentation before the announcement of the shortlist.

It is expressly pointed out that the project will only be carried out and the Advertising Agency is commissioned if the application for EU funding for the implementation of the promotion campaign<sup>2</sup> is successful and Naturland signs a contract for the implementation of the project with the responsible EU authority/agency. Naturland expressly reserves the right not to carry out the measure should unforeseen developments occur.

## **9. MISCELLANEOUS**

### **Binding Acceptance of Terms:**

The submission of a tender shall constitute the tenderer's unconditional acceptance of all terms and conditions set forth in the procurement documents. By submitting a tender, the tenderer agrees to be bound by these terms and conditions throughout the performance of the contract, should the tender be awarded.

### **Consent to Electronic Notification:**

By submitting a tender, the tenderer consents to receiving all notifications regarding the outcome of the procurement procedure, including award decisions, through electronic means. The tenderer accepts that such electronic notifications shall be considered valid and legally binding.

## **10: ANNEXES**

<b>Annex</b>	<b>To be submitted</b>	<b>Remains with the bidder</b>
Annex 1: Evaluation form		X
Annex 2: Description of services		X
Annex 3: Sample service contract		X
Annex 4: European Single Procurement Document	X	

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<sup>2</sup> Application will be for funding (simple call) in this programme:  
[https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/calls-proposals-promotion-agricultural-products\\_en](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/calls-proposals-promotion-agricultural-products_en)