



American Sweet Potato Marketing Institute

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American Sweet Potato Marketing Institute (ASPMI)

Request for Proposal – Sweet Potato Promotion Campaign in Europe

Background:

The American Sweet Potato Marketing Institute (ASPMI) is a U.S. agricultural trade association representing U.S. sweet potato packers, growers, exporters, processors, trading companies, state associations, and affiliated industries. The role of the Institute is to explore, develop and maintain international markets for U.S. sweet potato exports through promotion, market research, and evaluation of potential new export markets. U.S. sweet potato exports are growing sharply, with key foreign markets including the UK, Benelux, Germany, Canada and Mexico.

ASPMI is seeking a creative agency specialized in food marketing and public relations to assist in conducting a generic promotional campaign of U.S. sweet potatoes in Europe, focused primarily on the UK, Benelux, Germany, and Northern France. Promotional activities are primarily funded by the USDA's Market Access Program (MAP) and are subject to the regulations and review of USDA's Foreign Agriculture Service.

Scope of the Proposal:

Your proposal should include the following:

1. Agency introduction and philosophy
2. Agency team proposed for the ASPMI account
3. Market overview as it relates to U.S. sweet potatoes (relative strengths and weaknesses of the product, etc.) and how your agency can address this market
4. Recommended strategy, both short and long-term
5. Proposal for conducting the activities outlined below
6. Budget recommendations, including estimated out-of-pocket expenses and fees. Note: Total budget available for this project for the fiscal year is \$195,000 inclusive of all hard costs and fees.

7. Primary agency contact and contact information
8. Additional information that would be of assistance (i.e., government relations, current work samples, etc.)

Specific scope of work:

For the fiscal year July 1, 2022, through June 30, 2023, ASPMI envisions its promotional campaign in the UK, Benelux, Germany, and Northern France encompassing:

1. Organizing and promoting product demonstrations/tastings targeting consumers at leading food events in the region.
2. Translating, adapting, and producing promotional materials (e.g., recipe cards) for the target markets.
3. Conducting a media campaign (paid advertising, PR, and social media) targeting consumers and the trade in the target markets.
4. Update and enhance ASPMI's website for the European market www.sweetpotatoes.com.
5. Providing regular updates on consumer and industry trends relevant to the sweet potato trade in the target markets.
6. Other promotional tactics that your firm recommends to further expand demand for U.S. sweet potatoes in the region.

Selection Criteria

1. Knowledge of the produce trade and foodservice industry in the target markets.
2. Contacts in the target countries involved in the produce and sweet potato trade.
3. Expertise in creating and executing tracking/reporting public relations and social media plans targeting consumers and the food and foodservice trade, including press relations.
4. Experience in organizing trade events and product demonstrations/tastings relevant to the produce and sweet potato industry.
5. Experience in developing promotional activities that can be evaluated on a year-to-year basis.

6. Relevant background of staff to be assigned to this project.
7. Experience with USDA/FAS cooperator promotion programs.
8. Experience with the U.S. Agricultural Trade Offices, Foreign Agricultural Service, the U.S. cooperators and the American Embassy staff.
9. Suggested fee schedule (e.g., planning fees, monthly representation fees, etc.).
10. Statement that working with the Institute construes no conflict of interest with the Agency's other clients or affiliates.
11. Completeness and thoroughness of the proposal.

Timing and Submission of Proposals:

Please submit your proposal in English no later than **May 31, 2022** to:

Kay Rentzel, ASPMI Program Consultant
American Sweet Potato Marketing Institute
Email: ksrentzel@aol.com

Jerry Hingle, International Program Consultant
American Sweet Potato Marketing Institute
Email: Jerry@intltradeassociates.com

No in-person interviews will be conducted, although interviews may be conducted via video conferencing following reviews of the written proposals.

For more information, please contact Kay Rentzel at ksrentzel@aol.com or tel +1-717-329-8421

The American Sweet Potato Marketing Institute is an Equal Opportunity Employer.