

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

### **CONTEXT- BACKGROUND**

**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.

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

According to studies carried out in 2023, this period closes with a drop in demand for rabbit meat of 7.8% with respect to 2022, which implies that its volume share has fallen to the current 2% with respect to total fresh meat.

However, although rabbit meat is losing presence in households, the promotional activities executed in the previous European campaign managed to halt the decline, maintaining more than 200 thousand consumer households that would have stopped buying the category if the campaign had not been carried out.

This decline in demand for rabbit meat is explained both by the loss of buyers and by a reduction in the frequency of purchase. Thus, 4 out of 10 households that bought rabbit meat during the year 2023, going out an average of 3.4 times throughout the year, i.e., fewer households buy and do so on fewer occasions.

In view of this situation, we must continue to develop promotional activities to position rabbit meat as another alternative when it comes to purchasing. Thanks to the aforementioned activations, it was concluded that there is an opportunity for improvement which is expected to be reflected in the execution of this three-year promotional campaign, with good planning based on the target buyer being key, since this will be decisive in reaching the target of interest and converting it into sales.

### **EVALUATION BODY TENDER**

INTERCUN requests evaluation agencies or bodies, to submit a proposal for the evaluation of the Multi Program for the promotion and communication of rabbit meat on the internal 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 ARE WE LOOKING FOR FROM**

We need an Evaluation Body to evaluate the degree of compliance with the objectives of the campaign, both in terms of business and communication, and to analyse the impact of the actions to be developed in the European rabbit meat promotion campaign planned for the years 2025-2027.

This promotion campaign will be implemented in both Spain and Hungary, but the proposal should only cover the evaluation of Spain.

Given that the program will be carried out over 3 years, it will be necessary to start from a point 0 and evaluate the impact of all the activities carried out during each year of the campaign.

It is also essential to attach the proposal related to the business and communication objectives separately.

## **CAMPAIGN OBJECTIVES TO BE MEASURED**

### **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. **(Not to be considered in the evaluation of communication objectives in Spain).**
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

Communication objectives should be measured in accordance with the specific activities included in the program, i.e., it is essential to measure not only activities related to digital media or supports, but also face-to-face activities or events.

### **Business objectives:**

To halt the decline in rabbit meat consumption year to year:

1. Maintaining rabbit meat sales of rabbit meat at 2023 level.
2. Increase the penetration in more than 2% in the three years of the program.

## **TARGET TO WHICH THE CAMPAIGN IS DIRECTED AND ACTIVITIES**

Target:

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.

Thus, the evaluation of the activities should focus on these targets.

Activities:

**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 (**only the activity carried out in Spain is subject to evaluation**)::

- Communication strategy
- Press office
- Event – campaign presentation

## **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 (**only the activity carried out in Spain is subject to evaluation**)::

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

## **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 (only the activity carried out in Spain is subject to evaluation):

- TV campaign
- Digital campaign

Hungary (not subject to evaluation):

- Radio campaign

#### **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 (only the activity carried out in Spain is subject to evaluation):

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

#### **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 (not subject to evaluation):

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

## **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 (not subject to evaluation):

- Rabbit meat tastings in the point of sale.

## **WHAT SHOULD THE PROPOSAL INCLUDE?**

The proposal submitted to INTERCUN must include the evaluation of the objectives of the study to be carried out, both business and communication and separately.

It must also analyse the evolution of the data in each year of the European promotion campaign in order to confirm or not the stipulated objectives, i.e., it must include results and conclusions obtained after the evaluation on an annual basis.

In addition, it is essential, as a requirement of REA, to be measured:

- The change in the level of recognition of EU logos.
- The change in the image of the quality of EU products.

- The increase in knowledge related to agricultural products produced within the EU.

It is also necessary to include the methodological approach to be used in the study, as well as the scheduled work plan in relation to the tasks to be carried out and their distribution over time.

It will be positively valued that the evaluation body has experience in the area in (rabbit meat category and European projects).

Finally, the proposal must include the detailed budget for both the evaluation by business and communication objectives and always adjusted to an amount of **26,000 euros per year, and a total of 78,000 euros for the three years of the campaign.**

**Note:** in the event that REA or any competition agency of the European Commission, once the promotion campaign is over, i.e. after the 3 years of the program, requires information related to the evaluation of the program, the organization awarded with the above mentioned tender must meet, together with INTERCUN as coordinator of the project, any of the requirements.