



## INVITATION TO TENDER

### EUROPEAN CHEESE

Centre National Interprofessionnel de l'Economie Laitière [French Dairy Interbranch Organization] (CNIEL) residing at the French Cheese Board/CNIEL, 428 Broadway, New York, NY 10013 Telephone : +1 (646) 645-0220; and the Association Nationale Interprofessionnelle Caprine [French Goat Dairy Interbranch Organization] (ANICAP) residing at La Maison du Lait, 42 rue de Chateaudun, 75009 Paris, France, Telephone: +33 1 49 70 71 14, are launching an invitation to tender to agencies who will design and implement a three-year mix communications campaign (January 2021 to December 2023) in favor of the quality cow & goat's milk cheeses from Europe and mainly cow & goat's milk cheeses from France.

**CAMPAIGN OBJECTIVES:** The general objective of the campaign is to become the spearhead of French cow & goat's milk cheeses within the context of EU imported cheeses.

Objective 1: To educate and raise awareness of cow and goat's milk European cheeses

Objective 2: Increase the level of knowledge of foodie and consumer targets

Objective 3: Increase the market share of European cheeses by supporting exports

**COMMUNICATIONS OBJECTIVES:** Reinforce French cheese consumption as an everyday staple to foodies and influence the foodie community and subsequently their followers by broadcasting content through their channels.

**PLANNING:** January 10, 2020 at 12 noon ET: Last call for agencies to send their full proposal and official documents.

**BUDGET:** 2,000,000 euro (two million euro) per year. This amount is equivalent to about 2.2 million USD at the following exchange rate: 1 euro = 1.10 USD, agency fees included.

The Brief and the Official Tender Rules are available for upload at <http://www.filiere-laitiere.fr/en/appels-doffres> Requests for these documents can also be made via e-mail to [cduque@cniel.com](mailto:cduque@cniel.com) or [mlepape@anicap.org](mailto:mlepape@anicap.org)