



GREAT Food and Drink China Digital Marketing Brief

1. **How did the ROI target come about and how do we plan to measure the perceptions uplift or would we want an agency to propose this?**
 - The ROI target comes from the GREAT F&D overarching campaign target of 11:1
 - We would be looking to the successful agency to develop a strategy and method for measuring the uplift in perceptions.
 - In 2021, we conducted baselining market research across all our markets including China. This covered key areas including motivations, perceptions awareness and purchase intent. This research revealed that although Chinese consumers and buyers have the highest levels of awareness and purchase intent for UK food and drink across all four priority markets - positive perception scores are some of the lowest. We can also see that Quality is one of the top factors in choosing food and drink, provenance and heritage also resonate strongly with audiences in China.
 - In terms of Kantar, it might be useful to use the same modelling or questioning as Kantar in brand uplift studies.
2. **Can DIT/GREAT share the full findings from Kantar?**
 - We will have to check and come back to you, but the most relevant information is already in the brief for this campaign.
 - Update from on 24 November – As this is an internal document we won't be sharing the full Kantar findings, however, as mentioned all relevant information from the Kantar research is in the tender brief already, please refer to this.
3. **How will we be able to measure the uplift in sales and what channels? Companies don't typically reveal their sales information? Is there a benchmark for the awareness etc objectives? What channels do we intend to use for the campaign?**
 - We have experimented before for example DIT had a LRB account, but we would be looking to the agency to suggest the most appropriate channels for the campaign. If we are partnering with a retailer/sales channel then they'll likely share their sales data as we would be promoting on their platform for free. To see our previous content (what worked and what didn't), you can look on the LRB channel
 - In terms of benchmarking, we do have a baseline from last year's Kantar research for awareness, but as the audience surveyed as part of this campaign will be different, it doesn't make sense to use this. Instead we expect the successful agency to design and conduct pre and post campaign brand uplift studies to be able to specifically measure this uplift with our target audience.
 - Regarding channels – we expect the successful agency to work collaboratively with KOLS to produce content that will be posted on their channels. We wanted to work with digital advocates who have already engaged audiences around UK F&D. The quality of the content will be very important and we expect the agency to produce content with KOLs.
4. **Is there any physical activity happening in Feb/March that could align with the digital campaign?**
 - At the moment it is impossible to tell due to the changing Covid situation. It's not possible for us to delay the digital campaign to align with any activity as this needs to be completed within this financial year (before the end of March).



- It may be possible to build on and share data from other campaigns for example the GREAT calling campaign is launching it's second phase soon
- We do have some budget outside of this to work with other KOLs.

5. Do you have any examples of previous activity?

- A digital marketing campaign of this scale is a first for DIT/GREAT F&D and so we don't have any insights/learnings to share at this time.

6. Is there a target audience that should be prioritised between consumer, trade and media?

- This is an ambitious brief, we would like to make sure that it reaches both trade and consumer audiences. That said, it is geared towards consumers and the ROI sales target will be reached through new sales of UK F&D through selling activities. So we can have a bit more of a focus on the consumer audience and would suggest a split of 60% consumer and 40% trade.
- That said, we are interested in the split that you suggest, as an agency what do you think will work best?

7. Will there be an opportunity to present the proposal or will agencies just submit a deck and these will be marked? Is the mapping document a key requirement or a nice to have?

- Agencies will just submit a deck as their proposal. Please read the instructions carefully to ensure that you don't go over the page limit – this will be that a proposal cannot be accepted/considered.
- Part of the project will be building on and modernizing the existing mapping document, potential to add tracking metrics and links as well.

8. Can DIT/GREAT provide a list of products/companies that the campaign can collaborate with and not just categories?

- We have an existing mapping document which lists companies, that said it will be up to individual companies to decide whether they would like to take part in the campaign. We can support elements of this process for example introducing suppliers, but we cannot lead it. IT will be up to the successful agency to manage the suppliers, logistics, storage etc and research this before submitting a proposal.

9. Is the campaign idea to work with KOLs to increase sales on a selling platform?

- Yes this is part of it but definitely not the whole campaign. It important that this is changing perceptions as well as increasing sales. The campaign needs to increase/improve perceptions and awareness as well as sales with a view of more long term results rather than a short sales campaign. Looking at the Kantar results, we would like to build on the quality, provenance and heritage themes that we know resonate with Chinese audience and use these to raise positive perceptions of UK F&D in China, with the opportunity to purchase as well. The perceptions campaign could run for 2 weeks and the live selling/e-commerce part can lead on from that.
- There is potential to increase the budget slightly
- Also in the brief, you will see we would like to work with 2 types of KOLS – one which has an already engaged audience around UK F&D, and also Chinese consumers/KOLs profiling their experiences of UK F&D – so please consider both in your proposal.

10. What is the team structure like?

- In the UK is the GREAT team with Fliss and a couple of others, Stuart is based in Shanghai and is supported by a small team. We also have the Marcomms team in Beijing. We don't have a cloud sharing service and so in the



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past we have used tools like Trello, however these need to be used safely in regards to confidentiality. The project will be working across time zones, there is also the GREAT brand which requires extra sign off and layers of approval.