

# **Statement of Work (SOW)**

## **Sabor Vietnam – Digital Marketing Campaign 2020**

### **1.0 Background:**

The Foreign Agricultural Service (FAS) of the United States Department of Agriculture (USDA) is a U.S. government agency charged with the promotion of trade in U.S. origin food, beverages, agricultural goods, fish, and forestry products. Further information can be accessed here: <https://www.fas.usda.gov/about-fas>

The FAS Ho Chi Minh City (HCMC), Vietnam Office of Agricultural Affairs has a requirement for planning, designing, developing, and executing an integrated digital marketing campaign to promote U.S. foods and beverages in Vietnam.

The U.S. food and beverages include, but are not limited to, imported consumer-oriented products such as meat (beef, pork and poultry), dairy products (milk, cheese, ice cream and yogurt), fresh fruits, frozen French fries, tree nuts, canned meat, breakfast cereal, non-alcohol beverages, alcohol beverages (wine, beer and spirits), and seafood.

Other USDA/FAS Posts have successfully carried out similar projects in other markets around the globe, such as “SaborUSA” in South and Central American countries. FAS HCMC plans to use available materials from these websites and Facebook pages, as well as materials from U.S. industry cooperator groups, to create a similar platform for Vietnam.

SaborUSA website: [www.saborusa.com](http://www.saborusa.com)

SaborUSA Facebook: <https://www.facebook.com/SaborUSA/>

In addition, FAS has commissioned a Vietnam Consumer Survey to identify the drivers for consumer purchasing decisions and the target groups for this campaign.

### **2.0 Objectives**

- Promote American culture and U.S. food and beverages, highlighting product quality, variety, versatility, nutritional benefits, and availability to final consumers
- Amplify stakeholder promotional and/or educational activities to final consumers
- Increase sales of U.S. food, beverage, and agricultural products to Vietnam

### **3.0 Technical Requirements/Tasks**

Bid components must include the following key deliverables:

- a) Brand/Logo Development: Propose a brand name for the marketing campaign and design the logo, adapting from the current name and logo of SaborUSA, taking into account Vietnamese cultural and consumer preferences.
- b) Marketing Strategy Proposal: Develop an integrated digital marketing strategy. Advise on appropriate platforms.
- c) Cost proposal for a Facebook fanpage and a website to house content, within the advised budget (3f). Please note, the platforms used will be based on the digital marketing strategy recommendation. After consultation with FAS/HCMC, build, develop, publish, maintain, and update select digital platforms, adapted from the available design, format, and layout from SaborUSA.
  - o Develop one-year of media content for the Facebook page in alignment with FAS/HCMC's activities, estimating 3 posts per week x 52 weeks = 156 posts.
  - o Support U.S. trade association, importer, and retailer marketing activities by amplifying their messages through the digital platforms.
  - o Post and update content as scheduled, provide English and Vietnamese translations for content.
  - o Manage replies, comments, and messages 3 times per day.
  - o Cloud storage service: Upload existing and new digital content (video recipes, blogs, web series and food photos), including photos and edited/unedited video clips for internal use.
- d) Develop content:
  - o Produce 4 recipes videos: develop creative concept, story board for 1-minute recipe video including filming location and settings, equipment resources, ingredients, inputs, scripts, sound or music, composition (lighting, foreground/background, color palette, etc.), props (objects in the frame), actors, food styling, and special effects. Example of the recipe video is here <https://www.saborusa.com/receta/lomo-de-cerdo-en-salsa-de-arandanos/>
  - o Edit and insert Vietnamese subtitles for 12 videos with 1-minute length that are available from the SaborUSA website.
- e) Monthly report:
  - o Provide monthly updates on the performance of digital platforms, such as total visits, views, subscribes, followers, engagement, reach, impressions, demographic data, U.S. trade association presence, user registration database.
- f) Cost: the total project cost for the first year should not be exceeded **USD 42,000**, including VAT.

The bid proposal should be comprehensive and provide a fixed cost summary for all above activities as below table. Cost breakdown details can follow the vendor's own template. The proposal should be in pdf format. The digital platforms and the number of posts is subject to change depending upon the business requirements.

No	Task	Unit	Unit cost	Cost per quarter (3 months)	Total cost full year (12 months)
1	Develop logo and name for digital platforms in Vietnam	package			
2	Develop an integrated digital marketing strategy and advise on marketing platforms- 12 months.	package			
3.1	Build, develop platform #1 for 12 months	package			
3.2	Manage and maintain platform #1 for 12 months	month			
4.1	Build, develop platform #2 for 12 months	package			
4.2	Manage and maintain platform #2 for 12 months	month			
5	Develop content - 12 months (12 edited clips, 4 new clips, 156 posts per year)	month			
	<i>Unit cost for 1-minute recipe video - edit/add subtitle</i>	<i>clip</i>			
	<i>Unit cost for 1-minute recipe video - produce new</i>	<i>clip</i>			
	<i>Unit cost for 1 post – basic content without photo or video</i>	<i>post</i>			
<b>Total project cost (including VAT)</b>					

#### 4.0 Government Furnished:

FAS/HCMC will provide a verbal briefing and written background material to enable the selected contractor to understand the project and access to materials from SaborUSA. FAS/HCMC will be responsible for all day-to-day project liaison, budget, and invoicing arrangements.

#### 5.0 Deliverables/Schedule:

**Key Deliverables for the first three months** – Please refer to 3.0 and the attached table.