



BRIEF FOR THE CALL FOR PROPOSALS FOR EVALUATING AGENCIES

1. Background of the campaign

The Inter-professional Organization for Promoting the Rabbit Sector INTERCUN, an organisation which integrates the rabbit meat producer and processor sector in Spain, together with the Hungarian Rabbit Meat Production Council, launches a competitive procedure for the selection of the evaluation agency for the activities of a MULTI program for assessing the efficiency of information and promotion of rabbit meat in Spain and Hungary, regulated according to Regulation (EC) 1144/2014. The duration of the referred program is 3 years covering from 2025 to 2027.

The program's challenge is to defend European rabbit meat production, which meet the European production model and the highest environmental and social sustainability requirements to defend the sector.

The objective of the campaign is to increase the awareness of consumers in the Spanish and Hungarian markets, which will in turn contribute to stop the loss of market share of rabbit meat among fresh meats in Spain, and to cement its re-positioning in Hungary, which has begun to take place in the last years due to internal promotional campaigns, after the near disappearance of this meat in the Hungarian points of sale in the past.

Communication objectives of the campaign:

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.
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.

The expected result of the campaign is 7.38% growth of media in product awareness by activating the main drivers that motivate consumption.

Business objective of the campaign: the quantitative objective of this campaign should be to halt the decline in rabbit meat consumption year to year.

As secondary objectives, we propose:

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

Target group of the campaign:

- CONSCIOUS ABANDONER CONSUMER: target millennial (25–44-year-old)
We need to work on this target to conquer the future, rabbit meat is a product that is becoming outdated and millennials, although they like its flavour, do not include it in the shopping basket since it is related to occasional consumption, and they do not know how to prepare it on daily basis.
We want to connect with this audience in moments of leisure, in order to generate notoriety and rejuvenate the image of rabbit meat, encourage them to consider it as an



essential in family meals or to be encouraged to order it on the restaurant menu as a "must" so that in the future they will be encouraged to prepare it.

- **NON-CONSCIENTIOUS ABANDONER CONSUMER:** target senior + 60-year-old. To think about the future, we must secure our present and we have seen it compromised due to an unconscious abandonment in the purchase of an audience that we thought was consolidated. We want to reach this audience through the world of cooking and recipes, so they don't forget to prepare it for the whole family.

To assess the campaign's efficiency, an external evaluation body is required both in Hungary and Spain.

The budget for the evaluation in Hungary will be EUR 10.000 per year and the campaign will last for three years. That means a campaign budget of EUR 30.000 over three years.

The evaluation agency must measure the following aspects:

- Purchasing behaviour
- Consumption behaviour
- Media: Media campaign impact through sample merger with audience panel and other media consumption
- Target group: 25-44 year and 60+ year old representative sample for the Hungarian population for gender and age
- The research activities must be executed each year in Hungary. In Year 1 T0 level must be measured in May 2025 and then T1 at the end of Year1

2. The proposals of the evaluating bodies must cover the following items:

- The credentials of the company
- The proposal for the market research activity in details with budget for 3 years.
- Experience in European campaigns' evaluation
- Experience in other market research activities
- Signed COI (conflict of interest) declaration

From today until 14th March 2025 the deadline is open to submit the required documentation for all agencies wishing to compete for the assessment of the campaign executed in Hungary.

This call does not cover the remuneration of the work and time spent by the competing non-winning agencies. The successful tenderer shall be selected by competitive tendering.

The proposal should be presented in English and include evaluation activities and a research plan. It also should include the objectives and other indications of the briefing provided and shall be sent to info@nyultermektanacs.hu within the deadline set out in this call.

For further information, please contact info@nyultermektanacs.hu and/or phone +36 30 955 9913.

The deadlines are as follows:

- Deadline for submission of proposals: 14th March 2025, please change this and put 14th (23:59 hours, GMT + 1 hour).
- Deadline for communication of the results: 24th March 2025 (23:59 hours, GMT + 1 hour).

Rejected evaluation agencies shall be notified as soon as possible and in accordance with the timetable laid down for the process. There will be a specific programme in each country for the



evaluation of their rabbit meat campaign. This means that all material must be adapted to both countries and edited in the appropriate language.

The assessment criteria that will be used for the evaluation of projects for the promotion of rabbit meat shall be as follows:

- Technical quality of the evaluation activities.
- Value for money (best return on investment).
- Experience in European campaigns' evaluation.
- Experience in other market research activities.

For more information you can visit the following sites:

REA: https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en

INTERCUN: www.carnedeconejo.es

Hungarian Rabbit Production Council: <http://www.nyultermektanacs.hu/>