

RESOLUTION OF THE CONTEST FOR THE CHINESE PROMOTION CAMPAIGN

2024 - 2026

From Interaceituna, we make public the table with the scores obtained by the 5 companies that submitted proposals for the contest of promotion campaign in China, call for proposals 2023 of European Funds.

	Section A (20)	Section B (40)	Section C (10)	Section D (30)	TOTAL
OPERA	18	23	7,5	24	72,5
SOPEXA	17	40	10	25	92
TACTICS	15	40	10	30	95
HAVAS	18	30,5	5	25	78,5
EIBENS	19	40	10	28	97

These scores have been obtained by applying the scale shared in the tender briefing and used by the European Commission to evaluate the proposals of the proposing entities, which is as follows:

A. European dimension, 20 points (threshold 14):

- Design of an appropriate action plan with respect to the objectives and strategy of the program, synergies with other actions in the market, as well as sustainability (10 points).
- Creativity and European message of the campaign and compliance with the regulations governing the program (10 points).

B. Technical quality of the project, 40 points (threshold 24):

- The knowledge and analysis presented by the agency on the Chinese market and its legislation will be valued (15 points).
- Well justified geographical proposal with coherent actions (10 points).
- Detailed actions, which can be justified according to the new EU guide and Chinese regulations, measurable, concrete in time, realistic and result-oriented (15 points).

C. Quality of project management, 10 points (threshold 6):

- Project coordination and management structure (5 points).
- Quality control mechanisms and risk management (5 points).

D. Cost-effectiveness, 30 points (threshold 18):

- Budgetary detail of the actions to be developed. Detailed description of estimated costs and accuracy of the budget (10 points).
- Adequate budget allocation in relation to the objectives and scope of the activities, with a balance between the type of action to be developed and its economic amount (10 points).
- Impacts to be achieved with each activity, indicating their estimation method. Unit cost of the impact (10 points).

In Seville, on March 16, 2023