



## REQUEST FOR PROPOSAL PR REPRESENTATION JAPAN WINE INSTITUTE OF CALIFORNIA

### Introduction

The Wine Institute of California is a trade organization of 1000+ California wineries. The International Department, based in San Francisco, manages the “Export Program”. Its objective is to increase exports of California wine by generic promotion of California wines.

The Wine Institute of California is issuing a Request for Proposal for PR Agency in Japan. Agency shall actively contribute to the increase in awareness, interest and sales of California wines in Japan, by managing public relations activities. Agency will report to the Director Japan based in Tokyo.

### Strategic Priorities

1. Increase overall awareness of and interest in California wines in general by promoting the attributes of California wines, including the high quality, diversity and California lifestyle.
2. Stimulate media exposure of California wineries that are member of the Export Program.

### Set of Objectives

1. Increase awareness of California wines
2. Improve image of California wine

### Services to be provided

- Develop annual PR plan
- Conduct media visits to California
- Develop/maintain relationships with lifestyle media
- Manage PR activities
- Prepare monthly report of activities

## Budget scope

The total estimated PR budget for Japan is \$120,000 – 150,000 per year. This includes all media trip expenses as well as agency fees.

## Qualifications

The successful agency would have

- relevant experience in PR activities in Japan
- excellent media contacts
- experience in managing generic industry marketing programs
- track record in working within a membership organization
- experience in marketing a California food or beverage
- strong analytical, communication, organizational, negotiating and language skills

## Proposals

The Wine Institute of California is interested in receiving initial proposals, to include

- brief agency presentation
- summary of relevant experience and clients
- proposed fee level and structure.

After an initial screening process, selected agencies will be invited to submit a more detailed proposal with strategic and tactical content. Interested agencies should send their proposal, by May 1, 2015, to:

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