

# IPCVA: INTERNATIONAL CALL FOR PROMOTION IN THE UNITED STATES

The Institute is to launch a new positioning campaign in the U.S. market between **August 2021 and August 2022**.

The Instituto de Promoción de la Carne Vacuna Argentina (IPCVA) is to carry out a Promotion Campaign for Argentine Beef in the United States in the period **August 2021 – August 2022**.

To that end, the IPCVA invites **agencies specialized in marketing, communication and/or advertising** to participate in this call.

The interested agencies must have had a presence in the United States market of no less than **5 (five) years** and have **own offices in at least one city, and own offices and/or associates in at least another 2 (two) large cities in the USA**, such as New York, Chicago, Los Angeles, Miami, Washington, etc..

Agencies should register and request the Bases and Conditions for Participation in the Agency Tender **before 5 p.m. (Argentina Time) on May 27** by e-mail to [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar), [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar) and/or [concursoeeuu2021@gmail.com](mailto:concursoeeuu2021@gmail.com)

The registration request should be accompanied by an **Agency presentation** folder stating:

- Experience of no less than 5 (five) years in the U.S. market, and have own offices in at least one city, and own offices and/or associates in at least another 2 (two) large cities in the USA, such as New York, Chicago, Los Angeles, Miami, Washington, etc
- In the case of associated companies in other cities, presentation is required of a folder containing the history of each one of the partner companies and of their current client portfolio.
- Submit a folder describing past Promotion and/or Communication Campaigns both on- and off-line and current client portfolio. Previous experience in campaigns for the food sector will be an asset.
- Present history of previous successful on- and off-line promotions with the KPIs of the cases presented.
- If the company's client portfolio currently features beef companies carrying out promotions in the U.S. market, when registering in the tender the company should specifically express that it will agree to work exclusively with the IPCVA in the event that it is chosen as the winning company in the tender.

After **May 27, 2021** no new registrations to participate in the Agency Tender will be made.

Campaign proposals should be sent to [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar), [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar) and/or [concursoeeuu2021@gmail.com](mailto:concursoeeuu2021@gmail.com) before **5 p.m. (Argentina time) on June 24, 2021**, time and date of closure of the Agency Tender.