

D.O. CAVA

CALL FOR AGENCY SELECTION FOR THE EXECUTION OF A PROMOTIONAL PROGRAM IN JAPAN UNDER A PRESTIGE PLAN FOR D.O. CAVA

This document presents the call for proposals to select a communications and PR agency for the execution of a prestigious promotional program for D.O. Cava in Japan market during 2027, under OCM funds. The goal is to reposition Cava as a high-quality, premium sparkling wine by emphasizing its tradition, origin, sustainability, and exceptional versatility through exclusive, professional-focused activities.

1. Introduction

The Regulatory Council of the D.O.P. Cava is a public law corporation responsible for safeguarding and guaranteeing the quality of Cava, and for compliance with the regulatory specifications.

It includes winegrowers and wineries that produce base wines and Cava, it certifies origin, production method, and analytical and organoleptic features. It also manages promotional and brand defense efforts.

2. About D.O. Cava

- Over 37,000 hectares of vineyards.
- More than 6,000 families of winegrowers and 330 wineries.
- 60% of production is exported to over 100 countries.
- Produced exclusively using the traditional method. Only Appellation of origin 100% specialized in traditional method in Spain.
- Strict regulatory and official controls aimed at product excellence.
- The only Appellation of Origin in Spain 100% specialized in traditional method.
- First D.O. with a certified 100% organic premium category (Guarda Superior).
- Long aging classifications: Guarda 9+, Guarda Superior: Reserva 18+, Gran Reserva 30+, and Paraje Calificado 36+ months.
- Mediterranean freshness and balanced complexity.
- Great pairing versatility with global cuisine.

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3. Objectives of the Program

- **Change Perception:** Shift the perception of Cava from low-cost to premium through value education based on its core values: the traditional method, different aging times, autochthonous grape varieties, great versatility, and its Mediterranean origin.
- **Premiumization:** Associate Cava with high-quality, excellence, and gastronomy.
- **Professional Focus:** Engage sommeliers, importers, educators, and wine trade professionals. Likewise, maintain a close and fluid relationship with specialized and general media, as well as sector influencers.
- **Visibility:** Raise awareness through prestigious events and press actions.
- **Education:** Develop programs to highlight the Guarda Superior segment and sustainable practices.

4. Market Focus: Japan

This program is exclusively focused on Japan market.

5. Target Audience

- High-profile wine and gastronomy professionals (sommeliers, MWs, MS, importers, chefs, educators, journalists, etc.).
- Prestigious wine schools and associations.
- Age range: 30–55, balanced gender.
- Consumers only engaged through activities with professionals (e.g., HORECA).

6. Strategy

- Prestigious and educational in-person events.
- Masterclasses and gastronomy pairings led by experts.
- Trip to Cava region (press/buyers).
- Collaborations with leading institutions and influencers.
- Presence in high-end, well-established events in the market with a premium focus.
- High-level media and PR content generation.

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7. Key Considerations for the Agency

- Tailor actions to Japan market and premium image.
- Include broad winery participation (focus on Guarda Superior).
- Prestigious, high-impact, exclusive actions (less is more).
- Elevate brand perception through 'silent luxury', refined, modern and attractive.
- Facilitate networking between wineries and importers/buyers from Japan.
- Ensure continuity in storytelling, branding, and media coverage.
- The agency should provide full services by giving just one point of contact to coordinate the different areas of work: marketing, communication, PR (press office), and digital.
- An integral coverage of each action should take place including photography and geolocated photos and a final detailed balance report delivered to the client within 2 weeks' time from the end of each event.
- The promotion for all events should be centralized on www.cava.wine and D.O. Cava social networks. Program related content to be provided by the selected agency (both texts and photos).

8. Event Formats

- High-level masterclasses by trained Key Opinion Leaders.
- Technical tasting and food-pairing sessions.
- Networking events with national distributors and importers.
- Reverse trade and media trips to the Cava region.
- Visibility in top-tier, reputable media outlets.

9. Evaluation and KPIs

Each activity must include a report with geolocated photos and the following indicators:

- Number of professionals participating.
- Number of involved wineries.
- Qualitative feedback and quotes from the attendees.
- Media and digital reach of press releases and actions.
- Number of reverse missions and participants (if it is a reverse mission)
- Overall brand media coverage in the market (for PR).

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10. Reference Projects to Leverage

- Cava Academy: Online and in-person educational certification (one of them partnered with WSET).
- Best Cava Sommelier Contest: National and international semifinals.
- Cava Meeting: Biennial event with high-end Masterclasses and visits hosting 60 VIP international professionals in Cava region.
- International Cava Day (July 12).

11. Budget and Logistics

- Total budget: €180,000 (VAT included). Proposals should be delivered in Euros.
- Include all related costs (strategy, implementation, monitorization, promotion, design, hosts, shipping, venues, partnerships, fees, etc.). Note that is going to be a funded project by OCM.
- D.O. Cava can supply some branded promotional materials (tote bags, aprons, Cava stoppers, Ice buckets, informative leaflets, pens, notebooks).
- The agency must be based or have operations in Tokyo, with warehousing.
- Include the KPIS per activity.
- Must offer single point of contact for all coordination.
- No extra costs accepted post-approval.
- Keep samples of all printed materials and send them over physically to our offices once the program finishes, including boarding passes if there are trips involved.

12. Selection Process

Documents to submit:

- Detailed technical proposal (actions, KPIs, calendar).
- Itemized budget per activity and what is included in each activity.
- Agency credentials (team, relevant experience, signed conflict of interest statement, experience in other OCM programs).

Only proposals sending all documentation requested will be accepted for evaluation.

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Phase 1 – Preselection:

- Evaluate structure, location, financial capability.
- Signed conflict of interest statement: no competing sparkling wine clients during the contract.

Phase 2 – Final Evaluation:

A. Alignment with Objectives (20 pts).

B. Technical Quality & Creativity (40 pts).

- Consistency of the proposal
- Measurement methods
- Reporting and results
- Improvements made beyond the minimum requirements of the Briefing

C. Project Management & Coordination (10 pts).

D. Cost-Effectiveness (30 pts).

13. Calendar and Deadlines

- **Program Duration:** January–December 2027. (OCM funded program)
- **Emphasis:** Year-round visibility, especially September–December.
- **Proposal Deadline:** June 30th (submit to comunica@cava.wine).
- **Proposal Review Completed:** July 31st.

D.O. Cava reserves the right to modify, suspend, or cancel this agency selection process at any time before the award of the project or the execution of any contract.