



Home of Fair Trade Enterprises

CALL FOR EXPRESSION OF INTEREST

Public Relations Company to promote the MADE51 Holiday Collection in 2023

Reports to: MADE51 Global Lead at United Nations High Commissioner for Refugees (UNHCR)

Contract: Service Agreement

Location: Remote

Application deadline: August 4th, 2023

INTRODUCTION

The World Fair Trade Organization (WFTO) is seeking proposals from highly specialized consumer Public Relations companies (PR thereafter) with a proven track record in driving sales for artisanal products and small brands. The selected agency will be responsible for promoting the sales of the MADE51 holiday collection in the third and fourth quarters of 2023, with a particular focus on the United Kingdom, European Union, and United States markets.

The MADE51 Holiday Collection is a series of 24 ornaments, handcrafted by refugees around the world. The WFTO aims to engage a PR partner that possesses a strong network, industry expertise, and a deep understanding of consumer behaviour in these regions.

MADE51 is a unique initiative that supports refugee artisans by showcasing their high-quality, handcrafted products on the global market. The WFTO aims to engage a dynamic and innovative PR agency to increase awareness, drive sales, and amplify the impact of this year's holiday collection.

BACKGROUND

MADE51 is UNHCR's flagship initiative, established by UNHCR, the UN Refugee Agency in 2018, that connects beautiful refugee-made products to global markets, thus enabling refugees to earn income through their craft.

The MADE51 implementation model entails:

1. identification of refugee artisans,
2. engagement of local social enterprises (LSEs) who meet Fair Trade standards,
3. partnering LSEs with refugee artisans to develop and market products that meet specified MADE51 design criteria,
4. offering technical and financial support to LSE partners to ensure sustainable inclusion of refugee artisans in their value chains,
5. creating market access for MADE51 products, and
6. facilitating inputs of Strategic Partners, brands and retailers that support model and ambitions of MADE51.

WFTO is UNHCR's main implementing partner on MADE51 and supports UNHCR to carry out and accomplish the abovementioned activities, including the creation of market access for refugee-made products. As part of this, WFTO seeks to support UNHCR in the development of MADE51 brand awareness and brand equity. In so doing, MADE51 can help create demand for refugee-made products, thus driving sales, which can in turn increase sustainable livelihoods opportunities for refugees. Furthermore, building

public awareness of MADE51 allows UNHCR to engage more partners to support the development and scaling of MADE51, and helps improve public perceptions of refugees by showcasing them as talented, positive contributors.

GENERAL OBJECTIVE

The primary objective of this call for proposals is to select a consumer PR company with a specialized focus on driving sales for artisanal products and small brands. The selected agency should have a demonstrated expertise in promoting unique and handcrafted products. They should understand the value propositions of artisanal items and possess the ability to effectively communicate their quality, craftsmanship, and social impact to target consumers.

The chosen agency will be responsible for creating and implementing a comprehensive PR strategy to raise awareness, generate media coverage, and drive sales during the holiday season for the [MADE51 Holiday Collection](#). The agency should have a strong network in the UK, EU, and US markets to maximize reach and impact.

SCOPE OF WORK

1. **Develop a targeted PR strategy:** The selected agency will create a strategic plan that outlines key messaging, target markets, and media channels to effectively promote the [MADE51 holiday collection](#). This strategy should incorporate traditional and digital PR methods, including media relations, influencer outreach, and social media campaigns.
2. **Media relations and press releases:** The agency should have established relationships with relevant media outlets, journalists, and bloggers. They will develop compelling press releases, media kits, and other promotional materials to secure media coverage, product features, interviews, and product placements that generate buzz and drive sales for the MADE51 collection. The agency should also be capable of organizing press events and interviews, as appropriate.
3. **Influencer engagement:** The agency will identify and engage with influencers, bloggers, and social media personalities who align with the values and target audience of the [MADE51 holiday collection](#) to create buzz and drive sales. This may include gifting products for review, sponsored content collaborations, and influencer-led events.
4. **Social media campaigns:** The agency may be asked to advise and/or help develop and execute a social media campaign to drive awareness and engagement with the holiday collection.
5. **Performance tracking and reporting:** The agency will monitor the success of the PR activities through regular reporting and analysis. They should provide comprehensive metrics, including media mentions, website traffic, social media engagement, and sales impact, to evaluate the effectiveness of the campaign and make necessary adjustments.

PROPOSAL SUBMISSION

Interested PR companies are invited to submit their proposals, which should include the following:

1. **Introduction and company profile:** Provide an overview of your agency, including its expertise in consumer PR, experience with similar campaigns.
2. **Approach and methodology:** Outline your proposed approach to promoting the [MADE51 holiday collection](#), highlighting key strategies and tactics you would employ. Include details on how you would tailor your efforts to different target markets.
3. **Work plan and timeline:** Present a detailed work plan with specific activities, milestones, and a proposed timeline for the project's duration.
4. **Budget:** Provide a comprehensive breakdown of the costs associated with your proposed PR strategy. Include any additional expenses that may arise during the campaign.
5. **Team composition:** Specify the key team members who will be dedicated to this project, along with their relevant experience and roles.

6. **Previous work examples:** Share case studies or examples of successful PR campaigns you have conducted, particularly those related to consumer products or social impact initiatives.
7. **References:** Include contact information for at least three references from previous clients who can speak to the quality of your work and professionalism.

SUBMISSION DETAILS

Please submit your proposal as a PDF merged document via email to made51@wfto.com by 21st of July of 2023. Please, include **"PR Proposal for MADE51 Holiday Collection Sales Promotion"** in the subject line.

Selection process

The selection of the consumer PR company will be based on the following criteria:

1. Extensive experience and specialization in promoting artisanal products and small brands.
2. Demonstrated success in driving sales for similar products and brands in the UK, EU, and US markets.
3. Strong network and relationships with relevant media outlets, influencers, and key stakeholders in the target regions.
4. A thorough understanding of consumer behaviour and market dynamics in the UK, EU, and US.
5. Competitive pricing and cost-effectiveness.
6. Strong references and testimonials from previous clients.

The WFTO reserves the right to request additional information or conduct interviews with shortlisted agencies before finalizing the selection.

We look forward to receiving your proposals and partnering with a passionate and dedicated consumer PR agency to make the MADE51 holiday collection a resounding success. Should you have any questions or require further information, please contact *Sergio Silva* at made51@wfto.com