

**FAQs concerning the
TENDER EXECUTIVE AGENCY
(advertising agency)**



Question 1:

We are pitching the tender for Naturland China/HK marketing campaign. We realize that there's already Naturland-labeled products in those two markets. In order to have better understanding for the current situation, would you please share with me a list of the existing naturland labeled - products in China and HK market? Also, What products will have an interest to come to the market? We need to promoting the Naturland label with the products.

Answer:

Regarding your questions:

1) We are not aware of any Naturland products being sold in the target markets included in the tender as we do not have the means of tracking this. Please note that we're planning to increase the share of organic products being sold in the target markets precisely through the planned marketing campaign that should raise the awareness of local consumers for the high quality of EU organic products. These products could also include Naturland labelled products.

2) Concerning the products that should come to the market: Please note that we plan to go with a "basket approach" which means that not one single organic product will be promoted but a selection of products. We consider it part of the overall concept submitted by a potential executive agency to make a suggestion about products that are suitable for the target markets.