

**CALL FOR TENDER FOR THE SELECTION OF THE RESULTS
MEASUREMENT AGENCY FOR THE DEVELOPMENT OF THE
PRE- AND POST-TEST OF THE MULTI-PRODUCT
PROMOTIONAL CAMPAIGN FOR AGRI-FOOD PRODUCTS OF
THE EUROPEAN UNION
DO RUEDA & GRAŠEVINA CROATICA**

The European Union co-finances programmes to promote agricultural products in the internal market and in third countries in accordance with Regulation (EU) 1144/2014, which establishes the criteria, eligible products, and the selection process of the measuring organism.

The proposing entities of this programme are the Regulatory Council of the Rueda Designation of Origin (DO Rueda) in Spain and the Graševina Croatica Association, the main regional wine association in Croatia.

Together, they are submitting this joint proposal for an information and promotion programme that highlights the specific characteristics of agricultural production methods and the features of the Union's agri-food products, in accordance with Article 5(4)(d) of Regulation (EU) No. 1144/2014.

This campaign will be key for DO Rueda to strengthen its leadership in white wines in Spain and for Graševina Croatica to boost recognition of the Graševina variety in Croatia, the country's most representative white grape. Through a multichannel communication strategy, the programme will showcase the authenticity, certified quality, and uniqueness of both wines in their respective markets.

Therefore, DO Rueda and Graševina Croatica **are launching this tender in order to select a body specialised in results measurement for the three-year 2026–2028 promotion programme, with the aim of jointly promoting their wines in their respective markets.**

CALL FOR PROPOSALS

1. Bidders:

- DOP RUEDA – Protected Designation of Origin Rueda
- GRASEVINA CROATICA- High-quality Croatian wine variety

2. The Principal aim:

To carry out the selection of the company that will be responsible for the Results Evaluation activity, a selection process is now being launched, inviting those market research companies interested in participating to submit an offer in accordance with the guidelines of the briefing for information and promotion programs, which highlights the specific characteristics of Union agricultural production methods and agri-food products, in accordance with Article 5(4)(d) of Regulation (EU) No. 1144/2014

The complete promotion project will be delivered to the company that wins the tender.

The evaluation study will be divided into 3 annual measurements:

- o Year 2026 – Pre- and post-test evaluation Year 1
- o Year 2027 – Post-test evaluation Year 2
- o Year 2028 – Post-test evaluation Year 3

After each evaluation, it will be identified whether any corrective or improvement measures need to be introduced, in order to determine the proper functioning of the actions.

To assess the fulfillment of the general objectives of the Programme to increase European consumers' awareness of the benefits of the Union's agricultural products and of the high quality standards met by Union production methods, as well as to increase the competitiveness and consumption of the Union's agricultural products by improving their visibility within the Union and increasing their market share, **the proposed research must address the following specific objectives:**

1. To measure the awareness of products with special characteristics of the European Union, specifically those of D.O. Rueda and Graševina Croatica, among the campaign's target audience
2. To measure the target audience's awareness of the benefits of these agricultural products with special characteristics, specifically those of DO Rueda and Graševina Croatica.
3. To measure the effectiveness of the communication actions. The analysis will include campaign recall by media, overall assessment of the communication, recall and

understanding of the message, the aspects liked most and least, and the communication profile (informative, persuasive, emotional).

4. Main target audience by scope and product:

- **Scope Spain- DO RUEDA:** The target audience for Rueda wines consists of people aged 25 to 55, with a medium to medium-high educational and socioeconomic level, and an interest in gastronomy and wine.
- **Scope Croatia- GRASEVINA:** The target audience for Graševina Croatica consists of people aged 30 to 55, with a medium-high to high socioeconomic level and higher education.

5. Period and scope: 2026–2028. Spain and Croatia

6. Type of research required and minimum requirements to be met:

Quantitative research: Online interview with a semi-structured questionnaire. The scope of the research will be Spain and Croatia. The quotas will be representative by gender, age, and region for the research target: population aged 25 to 55 with a medium-high to high socioeconomic level in Spain, and population aged 30 to 55 in Croatia with the same socioeconomic profile. 4 measurements will be carried out during the three years of the Programme, distributed as follows:

1. Pre-test Moment / Year 0. Maximum duration: 10 minutes and 4 open-ended questions
2. Post-test Moment / Year 1. Maximum duration: 15 minutes and 7 open-ended questions.
3. Post-test Moment / Year 2. Maximum duration: 15 minutes and 7 open-ended questions
4. Post-test Moment / Year 3. Maximum duration: 15 minutes and 7 open-ended questions.

The results of the Pre-Test measurement will be used as a reference baseline to establish the target values of the planned indicators, so that the comparison of the results of the Year 3 Campaign Post-Test with the Pre-Test results will show the absolute number of people who have achieved the set objectives..

The **minimum** number of surveys to be carried out in each measurement is 500 in Moments 0 and 3 (participants for objective compliance), which implies operating with a margin of error of $\pm 4.5\%$ for a 95.5% confidence level (2σ), and 400 interviews in Moments 1 and 2 (monitoring), which implies a margin of error of $\pm 5\%$ for a 95.5% confidence level (2σ).

Thus, the total minimum number of surveys to be carried out in the programme will be around 1,800 interviews over the different years of the programme..

Social Listening. In addition to the data obtained from the online questionnaires, we will use a continuous digital monitoring tool —Social Listening— that allows us to complement the

offline overall view with what the public expresses spontaneously in the digital environment without the need to be asked.

7. Evaluation periods

PRE-TEST: The surveys for the Pre-Test measurement will be carried out before the execution of the first year of the campaign, so that the results are not influenced by the actions and thus provide an unbiased baseline.

- **Scope Spain – DO RUEDA:** before the start of the actions scheduled for the month of July
- **Scope Croatia – GRASEVINA:** before the start of the actions scheduled for January 16

VERY IMPORTANT: Since the first actions for GRASEVINA are scheduled for January 16, 2026, involving participation in fairs, it is essential that the pre-test measurement for the Croatia scope be carried out before that date, in order not to bias the baseline results of the programme. The results may be presented later, but the fieldwork cannot. Likewise, for the Spain scope, it will be possible to carry out the pre-test later, since its actions are planned for July 2026

POST-TEST: Conversely, the surveys for the Post-Test measurements will be carried out at the end of each of the campaigns.

To ensure the quality of the research, the same respondent will not be allowed to participate in more than one of the measurements, thus avoiding bias in the results.

Additionally, once the fieldwork begins, supervision and a consistency analysis of all collected responses must be carried out

8. Tender conditions:

The impact indicators to be measured must correspond to the following:

1. To increase consumer recognition of European food products as differentiated due to their special characteristics and production methods, specifically those of DO Vinos de Rueda and Graševina Croatica. **This will be established in the Pre-test study in the target countries before the campaign**

- a. To increase by 6% the number of people who recognize European products, specifically those of DO Rueda and Graševina Croatica, as differentiated due to their special characteristics and/or production methods.
2. To improve European consumers' knowledge and awareness of the characteristics of the Union's agricultural products, especially regarding quality, taste, diversity, sustainability, and traditions. **This will be established in the Pre-test study in the target countries before the campaign.**
 - a. To increase by 5% the number of people who associate European food products, specifically those of DO Rueda and Graševina Croatica, with at least one of their distinguishing characteristics: quality, origin, taste, diversity, sustainability, or traditions

9. Budget:

Year 1: 40.000 EUROS

Year 2: 20.000 EUROS

Year 3: 20.000 EUROS

TOTAL: 80.000 EUROS

*** the distribution of the billing is planned and allocated as follows:*

YEAR 1: 34.800 EUROS SPAIN/ 5.200 € CROATIA

YEAR 2 y 3 :17.400 EUROS SPAIN/ 2.600 € CROATIA

PHASES OD THE TENDER

A. Selection phase

The deadline for submitting credentials is **December 11, 2025**.

Tender applications must be sent by email.

comunicación@dorueda.com

The subject line of the email must include the following: *‘Credentials for the pre-selection of the results measurement agency for a European MULTI Wine Programme 2026–2028’*

Applications received after this date will not be considered by the bidders. The agency must ensure that its application is successfully received before the submission deadline

Automatically, **agencies for results measurement that meet the selection/exclusion criteria will automatically move on to the next award phase.**

Selection/Exclusion Criteria

The measurement bodies must certify that they are not subject to any of the exclusion criteria set out in Article 71 of Law 9/2017, of November 8, on Public Sector Contracts.

To this end, they must certify:

- Being up to date with tax obligations, proven through a certificate issued by the corresponding Public Administration.
- Being up to date with Social Security obligations, proven through a certificate issued by the corresponding Social Security authority.
- A dated and signed application letter accepting the tender conditions described above; alternatively, this acceptance may be sent from a corporate email address.
- A sworn statement, duly dated and signed by the applicant, declaring any possible conflict of interest arising from work carried out in the wine or meat sectors in any of the markets covered by the campaign.
- A sworn statement attesting to the absence of any conflict of interest with DO Rueda and Graševina.
- Financial capacity, considering at minimum the annual accounts corresponding to the most recent financial year.
- Human, technical, and material resources, as well as own infrastructure in the target country where the actions will take place, made available to the project to ensure the correct planning, measurement, and evaluation of each programme.
- Experience in the evaluation of European programmes, specifically in third countries (international level), within the line under which the project falls and in the category of products covered by the Programme.

The communication of the selection phase will be published on the websites of both proposing bodies on **December 12**.

B. Award Phase

The deadline for submitting the three-year results measurement proposals, following the briefing and the criteria of this call, is **January 2, 2026**.

Tender applications must be sent by email.

comunicación@dorueda.com

“The subject line of the email must include the following: *‘Pre-selection proposal for the results measurement agency for a European MULTI Wine Programme 2026–2028.’*”

Applications received after this date will not be taken into consideration by the bidders. The agency must ensure that its application is successfully received before the submission deadline.

Once the proposals have been received, the proposing bodies will meet to assess each of the proposals submitted.

The award phase will assess the quality of the proposals or technical projects submitted by the measurement bodies. The criteria used for this phase will be the following:

1. Degree of compliance with the established objectives and alignment with the regulations governing the programme (30 points)
2. Technical quality of the project (40 points). The following aspects will be evaluated:
 - Overall coherence of the proposal: proposed techniques, sample size, number of intermediate studies, target audiences.
 - Quality of the measurement methods.
 - Presentation of reports and results.
 - Improvements introduced beyond the minimum requirements set out in the Briefing
 - Human and technical teams assigned to the project.
 - Own infrastructure in the target country where the actions will take place
3. Cost–effectiveness ratio (30 points). The following aspects will be evaluated
 - Budget breakdown of the proposal.
 - Balance between the evaluation to be carried out and its budget.

Both Proposing Bodies will publish **the winning agency** on their respective websites on **January 5, 2026**.

YEAR 2: from January,1 2027 to December 31, 2027

Summary to selection process:

		DATE
SELECTION PHASE	Publication of the contest announcement	December 1, 2025
	Deadline for submitting credentials	December 10, 2025
	Communication of the results of the selected applications	December 12, 2025
AWARD PHASE	Receipt of the technical and financial proposal	January 2, 2026
	Notification of the winning measurement agency	January 5, 2026

ANNEX: COMPLEMENTARY INFORMATION (BRIEFING)

1.1.1 Context and Relation to General Objectives

The European wine sector is at a turning point, facing increasing pressure from global competition, climate change, shifts in consumption patterns, instability in international trade, inflationary tensions, and demands driven by policies calling for greater sustainability and transparency..

In this complex context, the sector must adapt quickly to changing expectations while preserving its cultural, environmental, and economic value across the Union. This program aligns with the general objectives of the European Union set out in Regulation (EU) No 1144/2014, promoting the unique characteristics of European wines, such as those of DO



Rueda (Spain) and Graševina Croatica (Croatia). These two emblematic designations, leaders in their respective categories in their markets, act as ambassadors of a production model based on quality, origin, biodiversity, sustainability, and authenticity, and provide an ideal framework for strengthening the Union's quality schemes.

By enhancing visibility and perception, and promoting the consumption of DO Rueda and Graševina Croatica in their respective national markets (Spain and Croatia), this program helps increase awareness of the merits of the Union's agricultural products and strengthen their competitiveness and consumption, in line with the topic's priorities. Through their distinctive character and close connection to local terroirs, these wines exemplify key European values: food safety and quality, traceability, environmental respect, and cultural heritage.

Both the wines of DO Rueda and those of the Graševina Croatica Association are based on native grape varieties—Verdejo and Graševina, respectively—that have adapted over centuries to their specific agro-climatic environments. Their cultivation involves agricultural methods that protect natural resources, maintain soil health, reduce dependence on inputs, and support carbon-efficient farming. These practices also contribute to the preservation of rural landscapes and economic activity in less populated regions, reinforcing the EU's territorial cohesion objectives.

The wines produced under these schemes cannot be replicated outside their place of origin, which gives them a unique and irreplaceable product identity. Their quality and sensory profiles are shaped by authentic production methods, local know-how, native grape varieties, and specific environmental conditions, making them highly differentiated in a global market. The program:

- It will emphasize the specific characteristics of EU wine production, such as certified origin, food safety, traceability, environmental sustainability, biodiversity, and the quality and diversity of products.
- It will illustrate how EU wines, such as those from DO Rueda and the Graševina Croatica Association, can act as drivers of competitiveness for the broader category of the Union's agri-food products, particularly in the wine sector.
- It will position both wines as representative examples of the EU's commitment to excellence, authenticity, and tradition, aligned with the values and preferences of modern consumers **Ultimately, the program aims to increase awareness, recognition, and consumption of these wines in Spain and Croatia, while contributing to strengthening the market share and image of the European wine sector. In doing so, it will support the strategic objective of enhancing the global profile and status of the Union's agricultural products, as described in the topic..**

1.1.2 Description of the Proposing Entities

The proposing entities of this program are the Regulatory Council of the Rueda Designation of Origin (DO Rueda) in Spain and the Graševina Croatica Association, the leading regional wine association in Croatia. Together, they submit this joint proposal for an information and promotion program that highlights the specific characteristics of agricultural production

methods and the features of the Union’s agri-food products, in accordance with Article 5(4)(d) of Regulation (EU) No. 1144/2014.

DO Rueda and Graševina Croatica represent two leading European wine regions, deeply committed to the values promoted by the European Union’s quality and sustainability policies. Both entities bring together structured networks of producers and winegrowers who share a strong focus on sustainable agricultural practices, traceability, and the preservation of native grape varieties—Verdejo in Spain and Graševina in Croatia—which are closely linked to the natural, cultural, and gastronomic heritage of their respective territories.

While DO Rueda operates under a Protected Designation of Origin, Graševina Croatica does so under a recognized collective identity. Both entities promote high-quality wines produced with environmentally respectful techniques and a deep connection to traditional viticulture. Their production models are based on methods that prioritize biodiversity, efficient resource management, and the resilience of rural areas. DO Rueda and Graševina Croatica share key characteristics that make them particularly relevant to the objectives of this program:

- Commitment to sustainable viticulture and rural development, integrating agricultural practices that respect the environment, preserve the cultural landscape, and support the socio-economic fabric of wine-producing áreas.
- Certified or recognized standards of quality and traceability, which guarantee consumers access to reliable, safe, and authentic products
- Leadership in native grape varieties, contributing to Europe’s agricultural diversity and reinforcing the uniqueness and identity of their wines..
- Strong regional roots, resulting in products that are neither interchangeable nor relocatable, but instead express the specific climatic, soil, and cultural conditions of their place of origin.
- Market differentiation and added value, through wines that range from accessible styles to premium and gastronomic offerings, allowing for a broad connection with consumers and a tangible contribution to the competitiveness of the EU wine sector.

Through their cooperation in this program, both organizations aim to strengthen the visibility of their wines and the agricultural values they represent. Their shared mission is to help European consumers better understand the importance of sustainable, territory-linked production methods and to enhance the profile of the Union’s agri-food products as authentic, high-quality, and environmentally responsible.

Protected Designation of Origin Rueda (PDO Rueda)

Recognized in 1980, DO Rueda was the first Designation of Origin (DO) approved in Castilla y León. Its creation marked the beginning of a collective project to enhance the value of white wines made from Verdejo, the region’s native grape, and represents a milestone in the history of modern Spanish wine. Since then, the DO Rueda Regulatory Council has ensured compliance with quality regulations, protected the interests of winegrowers and wineries, and promoted its wines both nationally and internationally.



With more than 20,700 hectares of vineyards spread across 74 municipalities in the provinces of Valladolid, Segovia and Ávila, DO Rueda is among the largest white-wine Designations of Origin in Spain. The vineyards are cultivated by 1,523 registered growers and processed by 79 certified wineries, reflecting a specialized, technically advanced production model committed to quality. Areas such as La Seca, Rueda and Serrada concentrate much of the production, benefiting from stony soils, altitudes of up to 930 meters, and a continental climate that shapes a viticulture adapted to environmental extremes.

Graševina Croatica Association

Graševina Croatica is the largest association of winegrowers in the Slavonia and Croatian Danube wine region. It represents Croatia's most important white grape variety—Graševina—and acts as a key driver for regional development and wine promotion. The association brings together more than 350 wineries and manages approximately 5,800 hectares of vineyards, with an annual production exceeding 30 million liters. The Graševina variety is planted on 4,300 hectares and accounts for around 40% of Croatia's total wine production. In 2023, 183,775 hectoliters were produced—equivalent to 45.7% of Croatian wine—making it the best-selling wine in the country, with a market share of 44.4%. Wines made from Graševina are elegant, fresh, and versatile, with floral and citrus notes.

PDO Rueda and Graševina Croatica represent two authentic expressions of Europe's white-wine heritage. Both are produced from native white grape varieties—Verdejo in Spain and Graševina in Croatia—deeply rooted in their respective terroirs and shaped by centuries of adaptation to continental climates. Their styles reflect a shared European commitment to origin, sustainability, and quality.

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Their sensory profiles—marked by vibrant acidity, aromatic expression, and elegant fruit—respond to the growing demand for lighter, fresher, and lower-alcohol wines, aligning with evolving consumption patterns across the EU. Both Verdejo and Graševina are mainly vinified in stainless steel to preserve their primary aromas and ensure freshness, resulting in styles well suited to warm climates and modern culinary trends. At the same time, more complex expressions, including barrel-aged wines, are produced to appeal to connoisseurs and professional audiences seeking depth, structure, and ageing potential.

These shared characteristics position PDO Rueda and Graševina Croatica as ideal representatives of the EU quality model, offering wines that are:

- Certified and traceable.
- Produced with environmentally respectful practices
- Aligned with consumer expectations regarding quality, taste, origin, and diversity..
- Rooted in local traditions and adapted to sustainable viticulture methods.

By highlighting the shared values of both designations—freshness, typicity, authenticity, quality, and regional identity—**this program will help increase awareness, recognition, and consumption of Rueda and Graševina wines in the target markets. It will also serve to strengthen the competitiveness of the European wine sector as a whole, demonstrating how origin-based wines can respond to today’s market challenges by offering high-value products with strong sustainability credentials and deep cultural significance.**

1.1.3 Products or Schemes to be Promoted

Vinos de la Denominación de Origen Rueda (DO Rueda) y vinos elaborados bajo la asociación Graševina.

1.1.4 Description of the Context and Relevance of the General Objectives

The general objective of this program is to contribute to improving the competitiveness of the Union’s agricultural sector by increasing knowledge and appreciation of the distinctive characteristics of the Union’s agricultural products and their production methods, with a focus on sustainability, authenticity, and quality. This includes encouraging responsible consumption and enhancing the profile of agri-food products rooted in territory, biodiversity, and tradition.

This proposal is developed within the framework of a multi program, in response to the AGRIP-MULTI2025-IM call, and is aligned with the objectives and priorities of Topic B: information and promotion programs highlighting the specific characteristics of agricultural methods in the Union and the characteristics of the Union’s agri-food products, as defined in Article 5(4)(d) of Regulation (EU) No 1144/2014..

The specific objective of this campaign is to increase awareness in Spain and Croatia of the value and uniqueness of the wines produced by DO Rueda and the Graševina Croatica Association. These wines embody the diversity and quality of European viticulture and represent agricultural methods that promote food safety, traceability, environmental sustainability, biodiversity, and authenticity.

The program seeks to educate consumers about the benefits of these approaches and to position these wines as reliable, high-quality, and environmentally respectful options. In particular, the campaign will highlight:

- The strong link between the wines and their native grape varieties—Verdejo in DO Rueda and Graševina in Croatia—and their connection to local ecosystems and terroirs..
- The traditional and innovative production methods used by winegrowers in both regions, many of which are aligned with the EU’s climate, biodiversity, and sustainability objectives.

□ The importance of place-based production and the added value derived from responsible agricultural practices rooted in the landscape, culture, and heritage of the European countryside.

This campaign is expected to increase consumer understanding and appreciation of the Union’s agricultural products and to raise the profile of DO Rueda and Graševina Croatica wines in their respective markets.

This will contribute to the growth of their market share, foster a more sustainable and conscious consumption model, and strengthen the resilience and visibility of European wine producers who follow environmentally responsible, quality-oriented methods. In line with the objectives of Article 5(4)(d) of Regulation (EU) No 1144/2014, both DO Rueda and Graševina Croatica represent:

- Traceability and authenticity through native grape varieties with centuries of history.
- Food safety and sustainability through low-intervention viticulture and adaptation to climate stress.
- Environmental respect, as natural soil conditions and low rainfall encourage low-impact practices and reduce the need for irrigation.
- Diversity and tradition, offering a distinctive identity of European white wine that responds to the expectations of today’s consumers, who are increasingly health- and environment-conscious.

1.1.1. Main Strategic Challenges of DO Rueda

- Enhancing value perception. Although Rueda leads in brand awareness and market share, a segment of consumers still associates it mainly with young and accessible wines. The challenge lies in repositioning the appellation as a benchmark for quality and sophistication, highlighting flagship categories such as *Gran Vino de Rueda* and strengthening its presence on premium wine lists..
- Clarifying product architecture. The broad diversity of styles within the DO can sometimes generate confusion. It is essential to build a clear and cohesive narrative that helps consumers easily identify each wine category and understand a well-structured value ladder.
- Strengthen differentiation from non-PDO Verdejo wines. The strong association with the Verdejo grape variety has led to consumer confusion and unfair competition from wines that are not protected under a PDO. It is essential to reaffirm the PDO as a guarantee of origin, authenticity, and certified quality.
- Connecting with new consumers. Rueda must modernize its narrative and build an emotional connection with a younger, urban, and digital audience that values origin, sustainability, and lifestyle. Digital channels, storytelling, and collaborations with key influencers will be essential tools.

- Revitalizing the HoReCa channel as a quality showcase. The restaurant and hospitality sector needs to regain prominence in order to position premium ranges, generate qualified recommendation, and associate Rueda with gastronomic moments of enjoyment.
- Boosting wine tourism to strengthen the origin brand. Leveraging the potential of the region as a tourist destination is essential to build the brand from its origin, attract new audiences, and create memorable experiences that reinforce the consumer's bond with the territory.

1.1.2. Main Strategic Challenges for Graševina Croatica

- Enhancing consumer perception: Although it is the most widely planted variety in Croatia, Graševina is still associated with everyday, low-priced consumption. The challenge is to elevate its prestige by highlighting its quality, history, and cultural value as a national symbol
- Establishing quality standards and clear segmentation: The diversity among producers makes value perception difficult. It is essential to clarify product categories (young, premium, aged wines) and promote a culture of quality and a recognisable sense of origin for consumers.
- Positioning against local and international competition: Graševina competes with other Croatian and imported white varieties. Its differentiation should focus on its indigenous character, accessibility, and pairing potential with local cuisine, positioning it as a versatile white wine representative of Croatia
- Strengthening its presence in the Horeca channel: Although popular in domestic consumption, Graševina has room to grow in the restaurant sector. Collaboration with HoReCa prescribers is needed to position higher-quality expressions on wine lists and pairing menus
- Developing wine tourism as a tool for identity and promotion: The producing regions, especially Slavonia, have significant wine tourism potential. Improving the offer and visibility of the territory will help increase awareness, reinforce emotional connection, and stimulate local consumption

1.1.3. Common Challenges for DO Rueda and Graševina Croatica

The wines of Rueda and Graševina Croatica share key challenges related to differentiation, recognition, quality and consistency, competition, and international expansion. However, both hold strong potential if they succeed in leveraging their indigenous strengths, improving their positioning in target markets, and diversifying their offerings to cover both the mass and premium segments.

The key for both lies in strengthening their brand identity and creating an authentic, distinctive experience for consumers.

Common challenge: To build a narrative that connects emotionally with consumers, highlighting not only the characteristics of the wine but also its origin, tradition, and authenticity, in order to create a powerful brand identity

1.1.4. SMART Objectives of the Programme SMART del Programa

The following objectives have been defined in line with the specific aims of the AGRIP programme and the challenges identified in the initial market analysis. They respond to the expected impact of improving awareness and understanding of the merits of agricultural products of the Union, while enhancing their competitiveness and visibility through strategic promotion.

To measure the effectiveness of the programme, three SMART objectives have been established: two related to informational or awareness-raising performance and one related to economic performance. The final evaluation will take into account the evolution between the baseline data and the data collected in year 3 of the programme.

The expected overall impact is to improve European consumers' knowledge of the benefits of the Union's agricultural products, increase the competitiveness and consumption of EU agri-food products, enhance their visibility, and strengthen their market share.

Based on market information analysis, the following specific objectives are defined:

1 / Increase consumer recognition of European food products as differentiated due to their special characteristics and production methods, specifically those of DO Rueda wines and Graševina Croatica.

OBJECTIVE 1: Increase recognition of European products as differentiated due to their special characteristics and production methods..

Specific (SMART) objective: Increase by **6%** the number of people who recognise European products—specifically those of DO Rueda and Graševina Croatica—as differentiated due to their special characteristics and/or production methods.

Indicator: Number of individuals who recognise European products—specifically DO Rueda and Graševina Croatica products—as differentiated due to their special characteristics and production methods.

Source: Ad-hoc study

Baseline: Pre-test reserach

OBJECTIVE 2: Improve European consumers' awareness and understanding of the characteristics of the Union's agricultural products, particularly regarding quality, taste, diversity, sustainability, and traditions.

Specific (SMART) Objective: Increase by **5%** the number of people who associate European food products—specifically those of DO Rueda and Graševina Croatica—with at least one of their distinguishing characteristics: quality, origin, taste, diversity, sustainability, or traditions.

Indicator: Number of individuals who attribute to products under quality schemes—and specifically to those illustrated in this programme—special characteristics such as quality, origin, taste, diversity, sustainability, or traditions..

Source / Indicator:

Source: Ad-hoc studies

Baseline: Pre-test research

2 / Increase the competitiveness and consumption of EU agricultural products with special characteristics, specifically those of DO Rueda and Graševina Croatica.

Specific (SMART) objective: Increase the sales value of DO Rueda and Graševina by an estimated €16.8 million (€14.9 million from DO Rueda and €1.8 million from Graševina Croatica), based on sales forecasts derived from the historical performance of both organisations and calculating a direct return on investment (ROI) of €4.84 per euro invested (see point 3.1 for calculation details).

Source / Indicator:

Source: Statistical data from the DO Rueda Regulatory Council and the Graševina Croatica Association.

Baseline: The starting point will be the total estimated sales value for both organisations for the duration of the programme.

Indicator: Increase in sales.

Note: See points 2.

3.1.1 Concepto y Estrategia de Acción

“Europe’s Products and Traditions. Sharing is Living” is not just a slogan, but a statement of purpose. This programme emerges as a strategic response to key challenges identified, including: the need to revalue European white wine as a cultural, sensory, and social product, and the opportunity for European white wines to associate themselves with dynamic consumption moments—growing in spaces, contexts, and occasions currently being occupied by competing beverages.

In this scenario, both wines—leaders in their respective countries and with a strong identity rooted in origin and authenticity—share a common potential to grow and reconnect with consumers in a context of shifting consumption habits.

To address these challenges, the proposed strategy is based on a multichannel campaign with an emotional, experiential, and aspirational approach, combining broad visibility, qualified presence in gastronomic environments, and content that connects with the values and lifestyles of the contemporary consumer. The goal is to position the white wines of DO



Rueda and Graševina Croatica as versatile, authentic, and culturally meaningful products capable of integrating into new consumption moments: more informal, social, and everyday.

RUEDA DESIGNATION OF ORIGIN Based on the SWOT analysis of Rueda wines, several challenges have been identified, such as strengthening brand recognition, connecting with new audiences, and standing out in a competitive market. To address these, a comprehensive strategy is proposed that combines visibility, emotion, and experience, highlighting the brand's quality, origin, and gastronomic versatility. The plan targets a broad audience, with an approach focused on proximity, tradition, and the pleasure of sharing.

Detailed actions and rationale:

- TV Spot and Brand Ambassador. The core of the campaign will be an emotional TV spot featuring a brand ambassador, such as actress Elena Anaya, who will contribute notoriety, authenticity, and emotional connection. Her presence will be key to strengthening Rueda's identity, conveying its values—origin, authenticity, and enjoyment—and connecting with new audiences through a close and aspirational narrative.
- Media Plan. The campaign spot and message will be disseminated through a multichannel media plan, including traditional and linear television, radio, outdoor advertising, digital media, and social networks, ensuring cross-cutting coverage that reaches both frequent consumers and new profiles interested in authentic experiences. TV and radio guarantee massive visibility and nationwide penetration, addressing the challenge of increasing brand recognition.
- Digital and social media. The presence in digital media and social networks makes it possible to reach younger audiences and interact directly, increasing engagement.
- Outdoor. Outdoor advertising reinforces the presence and visibility of Rueda wines in key urban environments, helping address the challenge of increasing brand recognition. With impactful visual messages, the aim is to generate recall and emotional connection, positioning Rueda as an approachable, everyday, and authentic wine.
- Events and Point-of-Sale Promotion. Activations in restaurants help contextualize consumption and highlight the wine's gastronomic versatility, while the presence in wine shops offers a close and educational brand experience.
- Campaign Landing Page. It centralizes content and reinforces the narrative of quality, origin, and shared enjoyment, addressing the challenge of standing out and consolidating the brand image in a competitive environment

□ Measurement of Results. This will be essential to evaluate the effectiveness of the plan and its alignment with strategic objectives. Key performance indicators (KPIs) will be established for each action: reach and media impacts (TV, radio, outdoor, digital), attendance at events, and participation in wine shops and restaurants.

In addition, clipping reports and awareness analyses will be conducted, along with pre- and post-campaign brand recall and perception surveys. This evaluation will make it possible to adjust future actions and ensure a tangible return in terms of visibility, positioning, and connection with the consumer.

GRAŠEVINA CROATICA

The SWOT analysis of Croatian Graševina highlights the need to position it as a symbol of national identity, increase its visibility, and improve awareness of its quality and versatility. To achieve this, a multichannel plan has been designed that includes a launch event, press activities, promotional materials, participation in fairs and training sessions, as well as in-store tastings. The objective is to strengthen its image, increase its notoriety, and consolidate it as an emblematic wine in the Croatian market.

Detailed Actions and Rationale:

- Campaign Launch Event. It will serve as a starting point to generate visibility and institutional support, positioning Graševina as a symbol of national identity and quality.
- Press Office. It will ensure ongoing media presence, reinforcing the challenge of visibility and product legitimization.
- Advertising in Print, Radio, and Digital. This allows the campaign to reach both traditional audiences and younger consumers, increasing awareness of the variety.
- Creation of Promotional Materials, Photography, and Video. This provides a coherent, attractive, and professional image of the product—key to building a strong and distinctive identity.
- Participation in Fairs and Professional Training. These actions help position Graševina within the HORECA channel and among key opinion leaders.
- In-Store Tasting. They bring the product closer to the end consumer, encouraging trial, awareness, and conversion.

Taken together, these actions address the main challenges identified in the SWOT analysis, boosting awareness, prestige, and emotional connection with Croatian consumers.

3.1.2. Creative Aspects

The creative concept of this programme is built around the emotional and cultural value of wine as a shared experience, rooted in its origin and in the way it connects people through flavour, tradition, and place.

Our central creative message will be:

**“PRODUCTS AND TRADITIONS OF EUROPE. SHARING IS LIVING.
Sharing is Rueda. Sharing is Graševina.”**

This message reflects the core positioning of the campaign: wines that are much more than simple beverages. They are expressions of the land, the climate, the culture, and the people who create them. Wines made to be enjoyed in company, in spontaneous, genuine, and joyful moments—around the table, during celebrations, or simply through everyday connection. The campaign narrative emphasises that choosing European wines such as DO Rueda and Graševina means choosing authenticity, origin, and quality, but also embracing a lifestyle that values the simple joy of being together.

The creative execution will play with the duality between the complexity and excellence required to produce these wines, and the ease and naturalness with which they can be enjoyed. Behind every bottle lies a unique combination of tradition, know-how, and care; however, for the consumer, enjoying it is as simple as opening it and sharing it.

This creative strategy will be adapted to all channels and target audiences, using different formats and tones—digital, audiovisual, print, and in-person events—while always maintaining coherence in values and messaging.

Note on responsible consumption: All messages will promote moderation and responsible drinking, following the guidelines of Wine in Moderation (WiM) and the health recommendations of the authorities in Spain and Croatia. In Spain, all materials will be reviewed and approved by AUTOCONTROL, the independent advertising self-regulation organization, to ensure alignment with national regulations and best practices in public health communication.

3.1.3. Target Audience – Rueda Wines

The target audience for Rueda wines consists of individuals aged 25 to 55, with medium to medium-high educational and socioeconomic levels, and a strong interest in gastronomy and wine. These are consumers who value authenticity, tradition, and quality in the products they choose, and who are naturally drawn to Rueda’s wine culture.

They also seek shared experiences with friends and family, being frequent wine consumers for both special occasions and everyday moments. This audience is active on social media, where they follow brands and engage in conversations about food, drinks, and lifestyle.

Sociodemographic Characteristics

- Age: Focus on 25–55 years old, mainly young and middle-aged adults who value quality and tradition. The strategy targets two key segments:
 - Young adults (25–35): essential for generational renewal and to leverage the high retention rate that DO Rueda shows within this group.
 - Adults aged 35–55: currently among the largest consumer groups, with high potential for long-term loyalty and continuity.
- Gender: The campaign targets a mixed audience (60% women – 40% men).
- Geographic Location: Primarily urban areas in Spain, especially medium and large cities with a high concentration of restaurants, wine shops, and consumers interested in quality products. It also includes coastal areas and regions with mild temperatures, which naturally favor the consumption of fresh and light wines such as DO Rueda, and which attract large numbers of tourists.
- Socioeconomic Level: Upper-middle and high income: Consumers with medium-high or high socioeconomic status who seek quality, traditional products that remain accessible for frequent consumption. They are willing to pay a higher price for a genuine and authentic product that continues to be affordable for everyday enjoyment.
- Educational Level: Predominantly university-educated or with higher education, with an interest in gastronomic and cultural products, and who value authenticity and origin in the wines they choose.

Interests and Lifestyle

- Interests:

- **Gastronomy and oenology:** They appreciate good food and good wine, enjoy tastings, and are interested in learning about new varieties and terroirs. Many are connected to the restaurant world or frequently dine out in places with curated wine lists.
- **Culture and local traditions:** They show a strong interest in Spanish traditions and local products, such as Rueda wines, seen as cultural heritage. They value authenticity and the stories behind the products.
- **Healthy lifestyle:** This group often seeks a balanced lifestyle, where moderate consumption of quality products—such as wine—forms part of their habits.
- **Travel and experiences:** They enjoy experiences such as winery visits and gastronomic tourism. They are attracted to wine culture and visits to wine-producing regions.
- **Consumption Behavior:** They look for quality products with a clear focus on authenticity. They are willing to pay a higher price if the product has certified origin and meets recognized quality standards. They prefer social consumption. Rueda wines are associated with moments of sharing: dinners with friends, family celebrations, or informal gatherings. They appreciate the wide range of pairings with Spanish gastronomy.
- **Social Media Behavior:** Active on platforms such as Instagram, Facebook, and YouTube, where they consume content related to gastronomy, wine, recipes, and lifestyle. They tend to interact with brands through these channels, especially when presented with visually appealing content such as recipes, tasting videos, or cultural content related to wine.

3.1.4. Target Audience Graševina Croatica.

The target audience for Graševina Croatica consists of individuals aged 30 to 55, with upper-middle to high socioeconomic status and higher education. These consumers value high-quality, local, and autochthonous products with a strong connection to Croatian winemaking tradition. They seek exclusive wine-related experiences, such as winery visits and tastings, and prefer to enjoy Graševina during special occasions. They are also active on social media, where they enjoy sharing their knowledge and experiences related to Croatian wine.

Sociodemographic Characteristics:

- **Age: 30-55 years:** Primarily young and middle-aged adults who are interested in quality wines and have higher purchasing power. This group tends to explore local, native products.
- **Gender:** A mixed audience of both men and women who enjoy wine and value quality products and winemaking tradition.
- **Geographical Location:** Urban areas of Croatia, especially Zagreb and other main cities where the consumption of premium products is more widespread. The target also includes areas near key wine regions in the country.
- **Socioeconomic Level:** Upper-middle and high class: Individuals with upper-middle socioeconomic status who are willing to pay more for an autochthonous, high-quality product. They look for wines that offer a unique experience and reflect Croatia's cultural heritage.
- **Educational Level:** Higher education or advanced studies, with an interest in quality products, as well as the history and culture of Croatian wine.

Interests and Lifestyle:

- **Interests:**

- Gastronomy and oenology:** They enjoy wine culture, take part in tastings, and value local gastronomy, especially autochthonous products such as Graševina wine.
- Cultural Tourism:** They are interested in Croatian heritage and value products that represent the country's cultural identity, such as Graševina.
- Healthy Lifestyle:** They prefer products that are not only high-quality but also fit a balanced lifestyle, enjoying wine in moderation.
- Exclusive Experience:** They look for experiences such as winery visits and exclusive wine-related events, where they can learn more about the production process and flavour profiles.
- Consumption Behaviour:**
 - They seek wines that represent authenticity and quality. They are willing to pay a higher price for products with a strong link to Croatian tradition and premium quality.
 - They prefer consuming Graševina during special moments—social gatherings, dinners, or celebrations.
- Social Media Behaviour:**
 - Active on platforms such as Instagram, Facebook, and YouTube, where they look for content related to wine, gastronomy, and tourism. They enjoy sharing their experiences from events, tastings, or winery visits.

4.1. Campaign Period, According to the Implementation Scope

YEAR 1: From January 1, 2026 to December 31, 2026

YEAR 2: From January 1, 2027 to December 31, 2027

YEAR 3: From January 1, 2027 to December 31, 2028

- **Croatia:** all year round, with most actions concentrated in the months of January, February and March
- **Spain:** throughout the entire year, with most actions concentrated in June and July through the media campaign