



**INTERNATIONAL
SKATING UNION**

Request for Proposal

Social media support

Season 2024/25

Target markets:

- ❖ People's Republic of China,
- ❖ Japan
- ❖ Republic of Korea

**Response Due
September 12th 2024**

CONTEXT TO THE FEDERATION & THE COMPETITION

ISU CONTEXT

The International Skating Union (ISU), founded in 1892, is the oldest governing international winter sport federation and the exclusive international sport federation recognized by the International Olympic Committee (IOC) administering the sports of Figure Skating (Single & Pair Skating, and Ice Dance), Synchronized Skating, Speed Skating and Short Track Speed Skating worldwide.

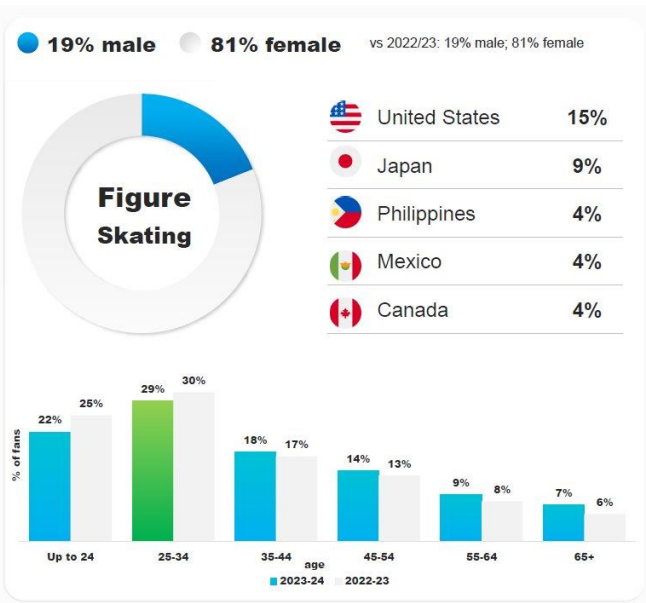
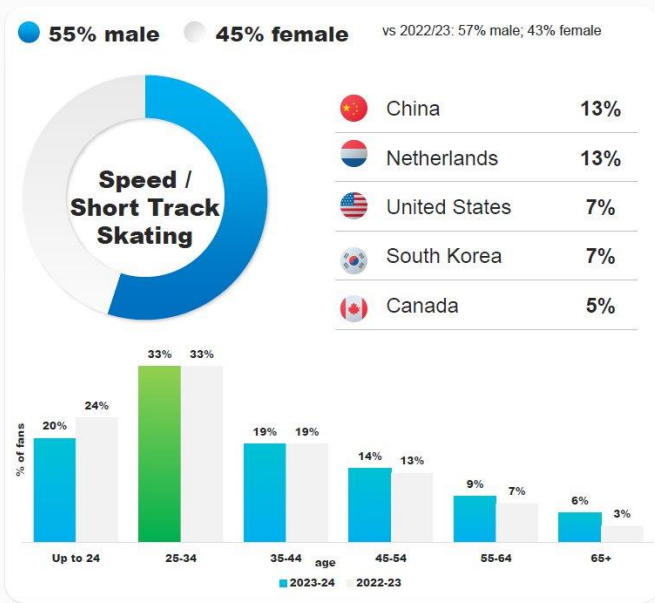
The objectives of the ISU are to protect (regulate and govern) and promote (develop and commercialize) its sports on the basis of friendship and mutual understanding between skaters while inspiring and aspiring fans worldwide..

Currently three ISU disciplines are included in the Olympic Winter Games program (Figure Skating, Speed Skating and Short Track Speed Skating) and the ISU manage between 45 and 50 of its own events per season, including for adults (men and women) and youth, from European, Four Continents and World Championships, to World Cup Series (Short Track and Speed Skating), a Grand Prix Series (Figure Skating).

INTRODUCTION

ISU is seeking proposals from experienced digital marketing agencies with a strong presence and proven track record in the markets of Japan, Republic of Korea, and the People's Republic of China. The selected vendor will be responsible for creating, repurposing, and managing content across various social media platforms, with a focus on engaging audiences in these regions. This RFP outlines the scope of work, key deliverables, and requirements.

Currently the ISU posts content in English across all its social media accounts (with the exception of Weibo, where the content is posted in Chinese via the support of a specialized agency). People's Republic of China, Republic of Korea and Japan are key markets and content on social media should reflect this.



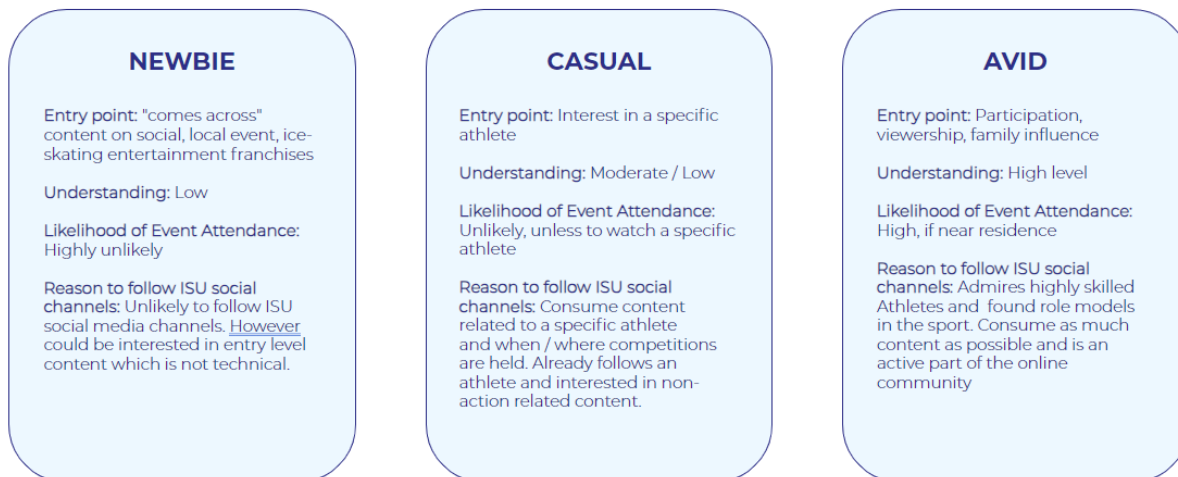
ISU currently manages the following social media accounts (Weibo is in Chinese, all other accounts are in English only):

Facebook	ISU Development Projects
	ISU Figure Skating
	ISU Speed Skating
	World Ice Skating Day
Instagram	ISU Figure Skating
	ISU Speed Skating
	World Ice Skating Day
Twitter	ISU Figure Skating
	ISU Speed Skating
	World Ice Skating Day
YouTube	ISU Skating
	ISU Development Projects
	ISU Junior Grand Prix
Weibo	ISU Official
TikTok	ISU Figure Skating
LinkedIn	International Skating Union

ISU TARGET AUDIENCE: FAN PROFILE

Based on market expertise and research conducted by the ISU, we have identified three key audience profiles.

While the ISU effectively engages Avid fans, there is a significant opportunity to expand our reach by focusing on Newbie and Casual fans. To achieve global growth, it's essential to better serve these audiences, particularly in key non-English speaking markets that are currently underserved.



SCOPE OF WORK

The selected vendor will play a crucial role in enhancing the ISU's digital presence and engagement in China, Korea and Japan. The scope of work includes the following key components, with **80% of the content tailored specifically for these key markets and 20% adapted from ISU's global content**:

LOCALIZED AND CUSTOM CONTENT CREATION TAILORED TO TARGET MARKETS

- **Market-Specific Campaigns:** Develop and propose innovative content ideas and digital campaigns that reflect the interests, trends, and values of ice skating fans in Japan, Republic of Korea, and the People's Republic of China. This may include creating content around local athletes, culturally significant events (e.g. lunar New Year), or popular themes within these regions.
- **Engagement Strategies:** Provide creative concepts for engaging local audiences through social media, influencer partnerships, and interactive digital experiences, ensuring these initiatives are culturally appropriate and appealing.
- **Influencer marketing:** Identify and collaborate with key influencers, such as popular ice skaters, sports commentators, and local celebrities, who resonate with the ice skating community in Japan, the Republic of Korea, and the People's Republic of China. Develop targeted campaigns where these influencers share authentic stories, or behind-the-scenes content that highlights their connection to the sport. Monitor the performance of influencer partnerships and optimize strategies based on audience response and regional preferences.
- **Cross-over ideas:** including but not limited to entertainment, pop culture, animation, gaming etc.
- **Fan activation:** Create market related sweepstakes, votes and more.
- **Content Calendar Development:** Propose a content calendar that aligns with key dates and events specific to each market, including local holidays, sporting events, and cultural celebrations.

CULTURAL KNOWLEDGE AND SENSITIVITY

- **Cultural Insights:** The agency must demonstrate a deep understanding of the cultural nuances, social behaviors, and consumer preferences in Japan, Republic of Korea, and the People's Republic of China. This includes knowledge of local customs, traditions, and potential cultural sensitivities that may impact the reception of ISU content.
- **Tailored Messaging:** Adapt ISU's brand messaging to align with the values and communication styles preferred in each market, ensuring that the content is not only understood but also embraced by local audiences.
- **Ongoing Consultation:** Provide ongoing advice and consultation to the ISU on emerging cultural trends, changes in the digital landscape, and potential challenges in the target markets.

REPURPOSING AND LOCALIZING CONTENT

- **Content and Visual Adaptation:** The agency will repurpose, adapt and localize relevant existing digital content originally created for European and North American markets to suit the cultural, linguistic, and social contexts of Japan, South Korea, and China. This could include social media posts, website content, video scripts, promotional materials, and newsletters. Visual elements such as graphics, videos, and images will be adjusted or redesigned to align with the aesthetics and cultural preferences of each target market.
- **Accurate Translation and Language Expertise:** Content is to be translated into Japanese, Korean, and Mandarin Chinese with a high degree of accuracy, maintaining the original intent, tone, and style while ensuring cultural relevance. Native speakers with expertise in the sports industry are to ensure correct terminology and language nuances that resonate with local audiences.
- **Platform Optimization and Quality Assurance:** Content formats and structures will be modified to fit the preferred digital platforms and consumption habits of each market, maximizing reach and engagement. A rigorous quality assurance process is to be implemented, including proofreading by local language experts and testing content with target audiences to ensure accuracy and effectiveness.

PERFORMANCE MONITORING AND REPORTING

- **Data-Driven Analysis:** Develop metrics and KPIs to measure the effectiveness of localized content and campaigns in each market, including audience engagement, reach, sentiment, and conversion rates.
- **Regular Reporting:** Provide the ISU with detailed, regular reports on the performance of digital content in each market, along with actionable insights and recommendations for optimization.
- **Continuous Improvement:** Based on performance data and feedback, continuously refine and improve content strategies to enhance audience engagement and achieve ISU's objectives in the target markets.

PROJECT MANAGEMENT AND DELIVERABLES

- **Timeline Management:** Develop a detailed project timeline with key milestones and deliverables, ensuring all tasks are completed within the agreed-upon deadlines.
- **Budget Adherence:** Provide a detailed budget plan and ensure all activities are executed within the allocated budget.
- **Final Deliverables:** Ensure that all final content, in its localized and translated forms, is delivered in the appropriate formats and meets the quality standards set by the ISU.

AD HOC/ON-REQUEST SERVICES

- **Event Support:** The agency may be required, upon mutual agreement, to provide ad hoc services related to attending ISU events within the target markets. These services could include delivering real-time campaigns, creating event-specific content, or liaising with local influencers to enhance event coverage and engagement.

TIMELINES AND DELIVERABLES

The services are to be performed in alignment with the ISU Events calendar for the 2024/25 season (see Appendix A), with the understanding that the calendar may change due to unforeseen circumstances. The vendor is expected to adapt to these changes and work according to the updated ISU social media calendar.

EVALUATION CRITERIA

The ISU will evaluate responses based on the Provider's:

- Expertise and experience
- Creativity and innovation
- Cultural and linguistic competence
- Project Management and delivery
- Budget and cost effectiveness

The ISU will award the contract to the vendor who provides a proposal that it determines provides the best value for the organization.

The Proposals must include:

- Proposal Summary
- Company Profile/History
- Solution Requirements
- Budget (various budget options are preferred)

The award of the contract will be made to a Provider, whose proposal receives a favorable evaluation and recommendation from the relevant persons at the ISU, with final approval by the Director General. The International Skating Union reserves the right to accept whichever proposal is felt to be in the best interest of and provide the best value to the ISU as well as to reject any and all bids for any or no reason.

FORMAT & PROPOSAL DETAILS

Responses to this RFP must be submitted by email, presentation should be maximum 10 pages and include examples of relevant work.

Please respond to the email with everyone in copy and if you have any questions please contact:

Mr. Andrés Duran
duran@isu.ch

All responses are due **September 12th 2024**

Responses received after this date and time may not be considered.

STANDARDIZED CALENDAR ISU EVENTS & NATIONAL CHAMPIONSHIPS
SEASON 2024/25

September 2024				October 2024				November 2024				December 2024			
2-8/9	9-15/09	16-22/9	23-29/9	30/9-6/10	7-13/10	14-20/10	21-27/10	28/10-3/11	4-10/11	11-17/11	18-24/11	25/11-1/12	2-8/12	9-15/12	16-22/12
JGP1 LAT 28-31/8 Riga	JGP3 THA 11-14/9 Bangkok	JGP4 TUR 18-21/4 Ankara	JGP5 POL 25-28/9 Gdansk	JGP6 SLO 2-5/10 Ljubljana	JGP7 CHN 9-12/10 Wuxi	GP USA 18-20/10 Allen, TX USA	GP CAN 25-27/10 Halifax, NS CAN	GP FRA 1-3/11 Angers FRA	GP JPN 8-10/11 Tokyo JPN	GP5 FIN 15-17/11 Helsinki FIN	GP CHN 22-24/11 Chongqing CHN		GP Final 5-8/12 Grenoble FRA	WISD 15-Dec	
JGP2 CZE 4-7/9 Ostrava										Four Cont Speed 15-17/11 Hachinohe	World Cup Speed 22-24/11 Nagano	World Cup Speed 29/11-1/12 Beijing		JWC2 Speed 7-8/12 Zakopane	
							ISU Short Track World Tour 25-27/10 Montreal	ISU Short Track World Tour 1-3/11 Salt Lake City	Four Cont Short Track 8-10/11 Salt Lake City	JWC1 Short Track 8-10/11 Bormio	JWC2 Short Track 14-16/11 Bormio		ISU Short Track World Tour 6-8/12 Beijing	ISU Short Track World Tour 13-15/12 Seoul	
January 2025				February 2025				March 2025				April 2025			
30/12-5/1	6-12/1	13-19/1	20-26/1	27/1-2/2	3-9/2	10-16/2	17-23/2	24/2-2/3	3-9/3	10-16/3	17-23/3	24-30/3	31/3-6/4	7-13/04	14-20/4
		FISU Games 13-23/1 Torino	FISU Games 13-23/1 Torino	European Figure 20-26/1 Tallinn			Four Cont Figure 18-23 Seoul new date	Jr Worlds Figure 24/02-2/3 Debrecen	SyS Junior Worlds 7-8/03 Gothenburg			Worlds Figure 24-30/3 Boston Skating Awards	World SyS 4-5/4 Helsinki		Easter Weekend World Team Trophy Tokyo JPN 17-20/04
	European Speed 10-12/01 Heerenveen		World Cup Speed 24-26/01 Calgary	World Cup Speed 31/01-2/02 Milwaukee			World Cup Speed 21-23/02 Zakopane	World Cup Speed 28/02-2/03 Heerenveen			Worlds Speed Single Dist. 13-16/03 Hamar				
				JWC3 Speed 1-2/02 Collalbo	Jr Worlds Speed 7-9/02 Collalbo										
		European Short Track 17-19/01 Dresden			ISU Short Track World Tour 7-9/02 Tilburg	ISU Short Track World Tour 14-16/02 Milan OWG 2026 Test Event	JWC3 Short Track 21-23/02 Québec	Jr Worlds Short Track 27/2-2/3 Calgary			Worlds Short Track 14-16/03 Beijing				
		FISU Games 13-23/01 Torino	FISU Games 13-23/01 Torino												

Lausanne, June 25, 2024