



JUNE 2025

## **CHINA CAMPAIGN BRIEFING. OLIVE OILS FROM SPAIN**

### **1. BRAND AND MARKET OVERVIEW**

[www.aceitesdeolivadespana.com](http://www.aceitesdeolivadespana.com)

The Spanish Olive Oil Interprofessional is a non-profit organisation that brings together all the key players in the Spanish olive oil industry. Its primary mission is to promote this product around the world. Under the umbrella of its brand **Aceites de Oliva de España [Olive Oils from Spain]**, the organisation has been running international promotional campaigns for over 16 years, reaching consumers across six continents. These campaigns are focused primarily on reinforcing Spain's image as the global leader in both the quality and quantity of olive oils produced and sold.

[The Organisation](#) has launched a new Regulation Extension for the 2024/2025 to 2028/2029 campaigns, aiming to boost the consumption of Olive Oils from Spain and drive innovation within the industry. Over 80% of the funds are allocated to promotional campaigns, both in Spain and abroad.

#### **MARKET: CHINA. DEVELOPER.**

This is a market where the category still needs to be built up, with HEALTH as the core driver to boost both penetration and frequency.

#### **MARKET**

- Spain Origin: 88% of imports, holding a dominant lead over other origins. Spain positioned as the benchmark and guarantor of top-tier quality.
- Manufacturer brands still have significant room to grow.

#### **CHINA CUSTOMS**

The Chinese market was hit particularly hard by the price crisis caused by the drought. After hitting a record high of 45,571 tons imported from Spain in 2022, volumes dropped sharply to 19,841 tons the following year, with a slight recovery in 2024 to 21,236 tons. In all scenarios, Spain has maintained its relative market share, consistently holding over 88% of total imports.

This market has only two major players: Spain, with 88.83% of total export volume in 2024, and Italy, with 8.08%. The rest (Australia, France, Greece, Turkey, Portugal, etc.) all remain well below 1%.



In the first quarter of the year, our exports were again cut by 15.08% compared to the same period in 2024, reaching 2,415 tons. Total imports saw a 2.76% drop in the first quarter of the year.

## **2. PRODUCT / BRAND TRUTHS**

### **PRODUCT (Extra Virgin Olive Oil, EVOO)**

- EVOO is the star product
- Higher in antioxidants (backed by specific data compared to other fats/oils)
- Proven health benefits, especially for cardiovascular wellness. Supported claims.
- No blended origins as a mark of authenticity (products with protected designation of origin)
- Varieties that pair beautifully with the flavour of your meals
- Varieties that withstand high cooking temperatures
- A category that holds up to high heat (refined oils)

### **BRAND**

- Embodies the Spanish way of enjoying life
- Core values: enjoying the simple things, creating slow moments in a fast-paced life
- Global leaders in quality, sales, awards, production, and exports

### **DRIVERS / MOTIVATIONS**

- Health (Healthy China 2030) (more convenience)
- Quality / Status
- A more balanced Mediterranean diet and lifestyle, with high aspirational appeal. Taking care of oneself and enjoying life more.

### **Olive oil is recognised as Spanish, healthy, and high quality, and is seen as a luxury product.**

In China, olive oil is synonymous with Spain—a label renowned for exceptional quality and health benefits.

This product has reached an almost luxury-like status, firmly established as a symbol of prestige and refined taste. However, its high perceived value means it is often reserved for special occasions rather than everyday use.

Spanish Olive Oil reflects the character and “slow lifestyle” of Spain and the Mediterranean: savouring life’s pleasures with balance and authenticity.

### **A necessary balance**

China’s fast-paced lifestyle—defined by long working hours and high stress levels—has led its urban population to prioritise convenience when it comes to food. With little time available, people increasingly rely on fast food and ready-made meals, often placing health on the back burner.



However, with initiatives like “Healthy China 2030,” the population has begun to seek a better balance between convenience and well-being, turning toward options that offer both speed and healthier choices.

This shift reveals a growing interest in habits that support health without compromising on practicality.

#### **BARRIERS:**

- Lack of knowledge about how to use it, which limits its role in a lifestyle now striving to balance convenience and wellness
- Home cooking takes time
- Seen as a delicate oil (not heat-resistant)
- Not familiar with how to incorporate it into local recipes

Olive oil is known for its quality and health benefits. However, its image as a luxury item with limited versatility holds it back from becoming part of everyday cooking.

Many consumers believe its flavour doesn’t match traditional Chinese cuisine and question whether it can withstand high heat.

This lack of understanding around how and when to use it reinforces the perception of olive oil as a distant luxury—something for special occasions—leaving its full culinary potential untapped in day-to-day life.

### **3. BRAND AND BUSINESS OBJECTIVES**

- Maintain leadership through education on usage
- Drive category growth (both penetration and frequency)
- Desired behaviour: increase frequency through easy recipes. Encourage trial of “honest recipes” with EVOO as an essential ally

**BRAND AMBITION:** Spanish EVOO as an icon of healthy, delicious, and convenient food.

**BUSINESS AMBITION:** Category development: increase penetration in Shanghai and Beijing (>5%).

### **4. TARGET AUDIENCE**

**Consumers aged: Families and professionals aged 25 to 45**

- Lack of time pushes us toward the easy choice, which isn’t always the healthiest. Spanish Olive Oil is an easy-to-use product that elevates healthy cooking.
- Belief to shift: From: “Spanish olive oils are an unattainable luxury,” to: “Spanish Olive Oils are a premium, easy-to-use product that elevates healthy cooking.”



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**Archetype: LOVER**

- Someone attractive, well-mannered, sophisticated, cosmopolitan, and hip
- A great host
- Open to the world and to Western trends
- Strives for a balanced, fulfilling life, embracing social moments and savouring the joy of good food

**5. STRATEGIC APPROACH**

**tone of voice:** Attractive / well-mannered / sincere. Shares knowledge in a compelling and approachable way. Not restrictive.

**main pillar:** HEALTH. A national priority (more ease of use).

- In 2016, China launched **Healthy China 2030**, a comprehensive national strategy and vision to improve public health. It explicitly lists reducing excess weight and obesity as a key goal, with specific measures outlined to achieve it. This has led to a growing awareness among the urban population, who is increasingly focused on losing weight. Gym memberships are on the rise and there's a clear effort to eat healthier.
- The World Health Organisation forecasts that China is on track to follow the U.S. in rankings of overweight and obese populations, which means the country will inevitably have to face growing public health challenges, particularly cardiovascular diseases.

**SECONDARY PILLARS: FLAVOUR AND SUSTAINABILITY**

**CONCEPT:** "HONEST COOKING: THE ART OF SIMPLICITY"

Taking care of yourself is simple when you choose the best ingredients and combine them with flair

**MESSAGE:**

**HONEST COOKING, THE ART OF SIMPLICITY AND GOODNESS**

It's not always easy to balance a busy modern life with eating well. On one side, we have ultra-processed foods—convenient, but often unhealthy and marketed with confusing or even misleading claims. On the other, finding the time to cook a proper homemade meal can be tough. In the end, we're often caught between what's convenient and what's truly good for us.

That's why we at Olive Oils from Spain want to share our food philosophy with you: honest cooking. To us, honest cooking means enjoying the true flavour of dishes made with just a few ingredients—always fresh and of the highest quality. Because when the ingredients are good, less really is more. Our honest cooking is rooted in Health, Flavour, and Simplicity.

At the heart of this philosophy is something we've taken pride in for over 20 centuries: Spanish Olive Oil. It brings life to dishes like ripe tomatoes with a touch of seasoning,



rosemary potatoes drizzled with olive oil, or go-to favourites like steak, seafood, or scrambled eggs. In Spain, we've mastered the art of cooking great meals with just a few top-notch ingredients—because we believe true greatness lies in the simplicity of honest food.

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Unlike other vegetable oils, olive oil is rich in polyphenols—natural antioxidants that offer important health benefits and boost the nutritional value of your meals. It also comes in a wide range of varieties, so you can find just the right flavour for any dish, including options especially suited for high-heat cooking.

That's why we invite you to choose Olive Oils from Spain, made from olives grown in the largest grove in the world. Discover the beauty of simplicity and wholesome flavour.

### **Olive Oils from Spain—for honest cooking that's full of Health, Flavour, and Simplicity.**

## **6. REASONS WHY**

- WE DRAW ON THE STRENGTH AND ASPIRATIONAL VALUE OF THE SPAIN BRAND
- Spain is associated with joy, well-being, and knowing how to enjoy life. A country where work and enjoyment are in harmony.
- Meals reflect this idea of “healthy enjoyment”—they're unhurried, sun-drenched, often by the sea, and shared with friends outdoors.
- REASONS TO BELIEVE IN THE PRODUCT
- **Global leaders:** in quality, production, exports, and awards.
- Flavour richness: varieties vs other producing countries, climate... (**FLAVOUR**)
- National treasure: The world's top producer, largest cultivated area, years of expertise, economic and social importance of the industry, lack of awareness around its uses... (**VERSATILITY**)
- Complementary:
- Health benefits. (**HEALTH**)
- The world's largest cultivated forest: Biodiversity, CO<sub>2</sub> capture, efficient water use (**SUSTAINABILITY**)

## **7. EXECUTIONAL MANDATORIES**

- Focus on USAGE (educational)
- Preparation types: Using fresh olive oil drizzled over warm or hot dishes.
- Simple recipe book featuring Mediterranean and modern Chinese dishes (steak, scrambled eggs, seafood, stir-fried vegetables, marinated chicken breast, steamed dumplings, marinated chicken, etc.) to drive frequency and volume.
- Communicate specific health benefits



- KEY STRATEGY: FORM PARTNERSHIPS THAT ALLOW CONSUMERS TO EXPERIENCE OLIVE OIL AND START ACQUIRING A TASTE FOR IT:
- 1. **Supermarkets:** Partner with leading supermarket chains to offer tasting opportunities, such as Sam's Club and Costco.
- 2 **Spanish restaurants:** Tapas bars and Spanish restaurants in China, such as Migas and Tomatito in Shanghai and Beijing, El Willy in Shanghai, and other venues specialising in Mediterranean and Spanish cuisine.
- 3 **Official Spanish entities:** Collaborate with official Spanish institutions, such as the Spain Tourism Office and the Embassy, to offer tastings and educational experiences in a *food fair format*, e.g.: *China International Import Expo (CIIE)*.
- COLLABORATION WITH INFLUENCERS AND CONTENT CREATORS. MICRO, NICHE STRATEGY
- SOCIAL PLATFORMS
- RECIPE SITES FEATURING SIMPLE, HEALTHY RECIPES MADE WITH TOP-QUALITY INGREDIENTS
- WEBSITE HOSTED IN CHINA
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- 8. **CONTENT & FORMATS TO BE DEVELOPED**
- To be defined according to the agency's creative and tactical proposal
- 9. **TIMING & BUDGET**
- Duration: September 2025 to end of February 2028
- Budget: €4,350,000
- 10. **GEOGRAPHIC SCOPE**
- Beijing, Shanghai, Guangzhou, and Shenzhen + Chongqing and Tianjin (digital)
- 11. **TENDER TIMELINE**
- Tender publication: 26/06/2025
- Deadline to confirm participation: 10/07/2025
- Proposal submission deadline: 22/07/2025
- Finalist proposal presentations: 28/07/2025. Presentation dates will be coordinated with the selected agencies.
- Tender decision deadline: 31/07/2025
- 12. **DOCUMENT LENGTH**
- No more than 70 slides, including appendices.
- Separate Excel file with budget, itemised by unit cost. Fees must be broken down and clearly explained, including any percentages (taxes), first- or second-tier suppliers, or any anticipated cost involved in carrying out the proposed actions.



### **13. PROPOSAL EVALUATION CRITERIA**

(Maximum score: 100%. Minimum score for shortlisting: 60%)

#### **1– Creative Strategy (40%)**

- A) Message and graphic expression must align with the proposed communication strategy and media mix. Use of the most current and cost-effective formats, with consistency across proposed media channels.
- B) Local, current, meaningful, disruptive, impactful, and memorable.

#### **2– Technical Quality of the Project (20%)**

- A) Quality and relevance of market analysis.
- B) Alignment of program strategy, objectives, and key messages.
- C) Appropriate selection of activities relative to the program's goals and strategy, balanced media mix, and synergy among activities.
- D) Concise description of the activities.
- E) Budget broken down by area and unit costs. Specify the fee per area and the agency's total fee.

#### **3– Quality of Management and Service (15%)**

- A) Organisation and structure of project management.
- B) The team assigned to the project: service and specialists who guarantee top performance.
- C) Quality control mechanisms, measurement, evaluation, and monitoring to ensure campaign efficiency, goal attainment, and full program execution.
- D) Reporting: weekly and monthly deliverables with detailed metrics, strategic analysis, conclusions, recommendations, and improvements. Excellent availability for clarification or video calls with the technical team.

#### **4. Profitability (25%)**

- A) Appropriate allocation of the budget in relation to the objectives and scope of the activities.
- B) Consistency between estimated costs and deliverables.
- C) Realistic estimate of person/day/profile for activities implemented by the agency.

### **14. AGENCIES ELIGIBLE TO PARTICIPATE IN THE TENDER**

A local agency in China is required to lead creative development, strategy, media planning, and campaign execution (this is a mandatory requirement for participation).



## **APPENDIX 1**

### **EXECUTION GUIDELINES: “HONEST COOKING”**

CONCEPT: “HONEST COOKING, THE ART OF SIMPLICITY AND GOODNESS”

It’s important to keep the word “honest” (诚实烹饪) at the heart of the message. It conveys a sense of simple, effortless luxury and healthy enjoyment. It applies both to recipes and to a lifestyle philosophy.

TYPES OF RECIPES: “HONEST RECIPES”:

- 1) Select 5-6 iconic recipes that cover a range of uses.
- 2) Feature as a main ingredient / Works well in SEASONAL OR FRESH DISHES.
  - a. Avoid saying “cold,” as Traditional Chinese Medicine discourages eating chilled or refrigerated foods.
  - b. Examples: bread with EVOO, warm salads (with seafood), fresh tomato salad, gazpacho, vinaigrettes, etc.
- 3) A drizzle or topping for WARM OR HOT DISHES
  - a. Avoid recipes with high heat that diminish the nutritional properties of EVOO.
  - b. Examples: marinated or steamed fish or seafood (shrimp, crab, eel...), sautéed with a drizzle of EVOO, etc.

FOCUS ON INGREDIENTS: “HONEST INGREDIENTS”:

- 1) It’s essential to highlight the superior quality of ingredients—starting with olive oil.
- 2) Educate consumers on how to select the best ingredients and how to store them properly.
- 3) Use just a few, easy-to-find ingredients: vegetables, fruits, whole grains, legumes, seafood, fish, lean meats, poultry, eggs, dairy, and healthy oils like EVOO.

BRAND EXPERIENCE

- 1) Create an inspiring, Spanish-style atmosphere—social, outdoors, full of enjoyment and slow living.
- 2) Before: an aperitif moment. Include bread with tomato and EVOO.
- 3) After: shared sobremesa (post-meal enjoyment).

MEDIA

- 1) Niche strategy. (Not a mass-market product)
- 2) Micro-influencers
- 3) Healthy recipe sites focused on simple dishes using top-quality ingredients.
- 4) Dedicated brand website





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#### PARTNERSHIPS

- 1) Supermarkets
- 2) Spanish Tourism Offices, Spanish Embassy
- 3) Influential Chefs

#### SIGNATURE MESSAGE

- 1) EVOO. Important to communicate its premium quality.
- 2) EU: Seen as a seal of quality and trust.

Recommended: Aligned with China's "Healthy China 2030" initiative.