Call for Applications

Marketing Strategy & Execution Plan for Fiji Pineapple

1. Pacific Trade Invest New Zealand (PTI NZ) invites Expressions of Interest from qualified marketing consultancies to develop a premium, differentiated branding and marketing strategy for Fiji Pineapple. The selected provider will define target consumer segments, establish a clear positioning framework, and design a 12-month implementation plan for a controlled trial rollout that builds early consumer interest, engages retailers, and generates insights for a future national expansion, while maximising commercial value in New Zealand's fresh produce category. The project aims to drive uptake, unlock premium market opportunities, and support the sustainable growth and export competitiveness of Fiji's pineapple sector.

2. PTI NZ is pleased to invite suitable service providers to submit technical and financial proposal to undertake this work, in accordance with the attached Terms of Reference (ToR).

3. PTI NZ will assess proposals based on 'best value for money' with an emphasis placed on quality and compliance in accordance with the requirements of the ToR. The elements that will guide PTI NZ in the selection process are specified in the ToR.

4. **Method of Submissions**
   Submissions must be forwarded in PDF format to shivani.prasad@pacifictradeinvest.com. Indicate "Tender Marketing Strategy & Execution Plan for Fiji Pineapple" in the subject line of the email.

5. **Deadline for Submissions**
   Submissions must be received by PTI NZ by 5:30pm Friday, 5th December 2025. Late or incomplete submissions will not be considered.

6. **Queries**
   All queries should be addressed to: shivani.prasad@pacifictradeinvest.com by 5:30pm Friday, 5th December 2025. Indicate "Tender Marketing Strategy & Execution Plan for Fiji Pineapple" in the subject line of the email.

Pacific Trade Invest
New Zealand

Terms of Reference
Marketing Strategy & Execution Plan for Fiji Pineapple

Pacific Trade Invest New Zealand (PTI NZ) is commissioning a comprehensive Marketing Strategy & Execution Plan to support the rollout of Fiji Pineapple in the New Zealand market. This initiative aims to establish a distinctive, premium Fiji Pineapple brand and to strengthen sustainable export growth from Fiji.
Trade and Investment facilitation and promotion are two of PTI NZ's four strategic focus areas. PTI NZ aims to increase New Zealand consumer demand for Pacific products and grow the value of New Zealand's imports from the Pacific. Similarly, PTI NZ promotes and connects investment opportunities, while equipping Pacific enterprises with the knowledge and capability to attract investment.
PTI NZ is seeking consulting services from suitable and qualified marketing experts for this assignment.

Objectives
The initiative seeks to develop a comprehensive, research-driven marketing programme that establishes a strong, high-value Fiji Pineapple brand in the New Zealand fresh produce market. It will identify priority consumer segments, define clear market positioning and create a compelling brand identity with consistent messaging and creative assets. The strategy will set out targeted activities for the trial phase and national rollout, supported by a 12-month promotional roadmap with defined actions, milestones and performance measures. This work will build early consumer interest, strengthen retailer support and position Fiji's pineapple sector for sustainable growth and export competitiveness.

Study focus and Scope:
The scope of work encompasses four major workstreams required to establish and scale Fiji Pineapple in the New Zealand market. These include brand development, customer insights, strategic marketing planning, digital and retail execution and a fully costed implementation roadmap.
The selected consultancy will:

- develop a premium brand identity for Fiji Pineapple
- identify market opportunities and target segments
- create a compelling positioning framework
- deliver a 12-month marketing plan
- produce creative assets, website, content and Point of Sale materials
- manage digital advertising and reporting

This project will strengthen Fiji's long-term export competitiveness and support sustainable agricultural diversification.

Methodology

The methodology for this assignment must follow a structured, research-driven approach that supports the development, testing and implementation of a comprehensive marketing strategy for Fiji Pineapple. The Consultant is expected to apply a mix of research, analysis, brand development, consumer testing and marketing execution planning.

The components below outline the expected methodological focus for the project.

1. Consumer Insight & Category Understanding

The consultant will analyse the New Zealand fresh produce category and consumer behaviour, including attitudes toward tropical fruit, motivations, purchase barriers and perceptions of Fiji as an origin. Insights will inform differentiation, messaging and value proposition.

2. Market Access, Retail & Regulatory Considerations

The methodology should reflect understanding of retail requirements for premium produce, packaging and labelling standards, traceability expectations and any relevant import or biosecurity considerations to ensure commercial feasibility.

3. Market Landscape & Competitor Analysis

The consultant will assess the current pineapple market, competing origins, pricing, quality levels, retail placement and seasonal supply patterns to identify opportunities and gaps Fiji Pineapple can fill.

4. Consumer Segmentation & Targeting

The consultant will identify key consumer segments, assess their motivations and behaviours and explore emotional and functional drivers of pineapple purchases to support strategic targeting and message development.

5. Brand Identity Development

Based on insights, the consultant will define the brand purpose, promise, messaging pillars, tone of voice and storytelling themes and translate them into naming options, visual identity and brand guidelines.

6. Channel Strategy, Creative Direction & Campaign Feasibility

The methodology must outline how channels will be evaluated and selected, including social media, digital platforms and in-store touchpoints and how creative concepts will convert strategic insights into consumer action.

7. Execution and monitoring

The consultant will actively oversee how the execution, monitor, evaluate and provide report during the 12 months roll out.

Scope of the Services

The Consultant shall be responsible for, but not limited to the following tasks:

Workstream 1: Consumer Insights & Market Understanding

The consultant will conduct research to understand New Zealand consumers and the pineapple category. This includes identifying key segments, analysing motivations and purchase drivers, assessing barriers and value cues and developing insight-led recommendations to guide brand positioning.

Workstream 2: Marketing Strategy & 12-Month Plan

Using insights, the consultant will prepare an integrated marketing plan outlining objectives, priority channels, key activities, KPIs, timelines and recommended investment. The plan must support the trial export period and provide a pathway for wider market expansion.

Workstream 3: Brand Identity & Market-Ready Materials

The consultant will create a full brand identity system, develop creative concepts, produce photo/video content, build a consumer-facing website, set up social media channels and deliver retail POS materials. All assets must be fit for New Zealand's FMCG and fresh produce environments.

Workstream 4: Marketing Activation & Performance Reporting

The consultant will manage digital advertising, deliver ongoing social media activity, produce campaign content, and provide monthly performance reports. Continuous advisory support is expected to ensure marketing activities remain aligned with commercial and retail requirements.

The consultant will remain engaged throughout the project, offering continuous support and oversight to ensure successful implementation.

Experience and Qualifications

The consultant must demonstrate the following:

- Technical qualifications and expertise in marketing, brand strategy, FMCG or produce category marketing.
- Demonstrated experience in similar marketing or branding projects, preferably for Pacific, culturally driven, or fresh produce brands.
- Experience in developing and executing premium brand strategies and digital content.
- Capacity to deliver high-quality outputs within tight timeframes.
- Excellent communication, storytelling, and cultural sensitivity.

Oversight of the Project and Approach

The project oversight will be managed by the Trade Team, reporting to the Trade Commissioner.

Duration

The project will be completed by 11th December 2026, with staged submissions of marketing plans, brand development outputs, creative assets, and a final report outlining priority recommendations and strategic pathways for market growth and long-term commercial expansion.

Timeframe and Deliverables

The timeline and key deliverables of the research are as follows:

	Activity	Timeline
1	Call for Expression of Interest	24th November 2025- 5th December 2025
2	Contract awarded	10th December 2025
3	Submission of research plan/workplan	12th December 2025
4	Submission of final report	11th December 2026

Submission of Applications

Interested service provider(s) should submit the following documents:

i) Capacity statement (max 800 words).
ii) Current curriculum vitae.
iii) Proposed methodology, workplan and approach to accomplish the objectives of this ToR.
iv) Financial proposal including budget breakdown, professional fees and travel and accommodation expenses if applicable. The fees quoted should be in New Zealand dollars and inclusive of all taxes.
v) Statement on data management and confidentiality.
vi) Confirmation of conflict of interest and independence.
vii) Two references preferably from comparable assignments.

Evaluation Criteria

PTI NZ will evaluate applications received based on 'best value of money' with an emphasis on quality and compliance with the requirements of this ToR.

Proposals will be evaluated as follows:

(i) The evaluation of technical competency includes an assessment of the following:
  — relevant experience of the firm
  — relevant qualification and experience of key personnel
  — effectiveness of proposed methodology
  — effectiveness of proposed timeframes
(ii) Evaluation of price competency.

Reporting and Coordination

The successful service provider shall report to the PTI NZ Trade Manager and provide regular updates on progress and any problems that may be encountered. The successful service provider shall be available for a meeting on request. The successful service provider will be required to enter into a Consultancy Agreement with PTI NZ and comply with the PTI NZ policies.

Application Procedure

Interested parties are invited to submit their interest and proposals to Shivani Prasad: shivani.prasad@pacifictradeinvest.com before 5:30pm NZ Time on Friday, 5th December, 2025.

Pacific Trade Invest (PTI) is the Pacific's leading trade and investment promotion agency. PTI New Zealand (NZ) is funded by New Zealand's Ministry of Foreign Affairs and Trade (MFAT) and is part of the Pacific Islands Forum Secretariat (PIFS) trade and investment network, with offices in Australia, China, Europe and New Zealand. PTI NZ facilitates commercial opportunities for export-ready and investment-ready businesses between the economies of 16 Pacific Island Countries and Territories[1] and the rest of the world. PTI NZ improves the livelihoods of Pacific people by enabling decent work and sustainable economic growth in the Blue Pacific.

[1] Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Kiribati, Republic of the Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu.