

2025 Korean Ginseng Promotion Project in Collaboration with Taiwanese Sports Influencers

1 Project Overview

- Project Name : Promotion of Korean Ginseng in Collaboration with Taiwanese Sports Influencers
- Promotion Period : From the end of May 2025 for at least 1 month
- Promotional Item : Korean Ginseng Products
- Target : Taiwanese SNS Users (All age groups)
- Promotional Media : SNS(Instagram, YouTube, etc.)
- Promotional Content : Create SNS promotional videos highlighting the effectiveness, convenience, and suitability of Korean ginseng products to enhance their premium image
- Implementation Method : Effective promotion through outsourcing to a marketing agency, involving professional video production, strategy development, and operation

2 Main Tasks

- Projecting contents
 - (Content Presentation) Introduction of various Korean ginseng products that can be consumed in daily life
 - (Casting) Secure at least 3 well-known sports influencers from Taiwan
 - (Video Production) Produce 4 or more videos suitable for posting on SNS

Media Platform Promotion

- (Video Distribution) Distribute 4 or more created content pieces during the promotion period
- (Promotional Media) Upload to Taiwanese influencers' SNS

Operations and Performance Management

- Establish and implement the overall online promotion strategy
- Manage promotional posts (comments & inquiries) and consumer responses
- Monitor media spread index, conduct surveys, and report final results
- Manage video production and promotion schedules, and provide weekly progress reports

※ Subject to change depending on the project implementation conditions

3 Task Details

Project Objectives

- Increase awareness of Korean ginseng products and expand the consumer age range
- By using popular Taiwanese sports influencers' accounts to introduce various products and their benefits that can be consumed daily for health management to their followers
- Highlight the effectiveness, convenience, and variety of Korean ginseng products through influencers consuming the products


Implementation Direction

- (Age Group Expansion) Match the characteristics of Korean ginseng to specific age groups to expand the consumer base

* Ex) Women in their 20s-30s – Beauty, Middle-aged – Energy enhancement, Seniors – Immune system boost, etc.

- (Sports Connection) Create promotional videos showcasing the unique benefits of Korean ginseng products through popular athletes or well-known experts in the sports field in Taiwan
- (Promotion Spread) Post engaging short-form series on SNS by influencers, introducing product features and quickly spreading promotion among subscribers

Content Details

- Emphasize the healthy and safe K-Food image, and provide information on how to distinguish Korean products
- Carefully select products according to the characteristics of each influencer's followers and include content in the video that introduces the product's features, excellence, and benefits
- Focus on conveying the benefits and excellence of Korean ginseng products that can be consumed daily, while including content that can dramatically increase the spread index (e.g., tasting challenges, mix-and-match challenges)
- Ensure the K-Food logo "" should be included in video images or hashtags

Promotion Performance Measurement

- (Quantitative) Promotional Results: Number of subscribers to promotional videos or spread index
 - 10,000 subscribers or spread index(likes, comments, shares, etc.) of 10,000
- (Qualitative) Consumer Survey and Comments
 - Survey Target: 100 people

- Submission Method : Conduct the survey during the promotion period and submit the results in the report
- Survey Content: Changes in favorability before and after the promotion, changes in purchase and recommendation intention
- (Other) Analyze consumer comments related to the promotional video

Required Documents Submission

- Final content files in USB format (both high-quality and low-quality versions)
- Final Report (including survey results and analysis of subscriber comments related to the promotional videos).

Contract Amount and Payment Terms

○ **Contract Amount (Agency Fee): KRW 55,000,000**

* Payment will be made in KRW by default. For other currencies such as HKD, USD, the exchange rate on the day of transfer will apply

* This includes promotion fees, production costs, travel expenses, purchase costs for parts, shipping fees, survey costs, and other business-related expenses

○ Payment Terms

- (Agency Fee (Balance)) After the agency submits the final report and related documents within one month after the end of the event (within the contract period), the project will be inspected and approved within 14 days. Payment of the balance will be made within 30 days after approval

Other Considerations

- For online content or product links in the promotional video, coordinate with aT in advance and avoid linking to specific companies or products

- Use general terms such as "Korea" and "Ginseng" rather than individual trademarks
- In case of claims or negative comments, report immediately to aT

4 **Proposal Submission**

- Submission Period: Submit within the announcement period
 - Pre-announcement Period: April 16, 2025 (Wed) to April 21, 2025 (Mon) / 6 days
 - Main Announcement Period: April 22, 2025 (Tue) to May 6, 2025 (Tue) 18:00 / 15 days
- Submission Method: Send via email to the Hong Kong office representative (minyeong@at.or.kr)
- Submission Documents: Proposal and company introduction (including general company information, personnel assignment plan, performance over the last 3 years, proof of performance, etc.)

【Reference】 Survey form

Gender	① Male ② Female
Age	① Teenager ② 20s ③ 30s ④ 40s ⑤ 50s ⑥ 60 and above
Occupation	① Employee ② Student ③ Housewife ④ Other ()

1. Have you heard of or are you familiar with Korean food?
 - ① I have purchased it before
 - ② I have not purchased it, but I have tried it
 - ③ I have heard of it but never tried it
 - ④ I'm not familiar with it (this is the first time I am hearing about it)
☞ Go to question 5

2. (For respondents who answered ① to ③ in question 1) What is your preferred Korean food? Please list your top two choices.
1st Choice () / 2nd Choice ()
 - ① Fresh foods (agricultural products, seafood, etc.)
 - ② Processed foods (noodles, snacks, etc.)
 - ③ Traditional foods (makgeolli, kimchi, fermented foods, etc.)
 - ④ Health supplements (ginseng, etc.)
 - ⑤ Dairy products (milk, cheese, etc.)
 - ⑥ Tea/Coffee & Beverages
 - ⑦ Alcoholic beverages
 - ⑧ Other ()

3. (For respondents who answered ① to ③ in question 1) What is your main place of purchase for Korean food? Please list your top two choices.
1st Choice () / 2nd Choice ()
 - ① Large supermarkets
 - ② Specialized retail stores
 - ③ Convenience stores
 - ④ Online
 - ⑤ Other ()

4. (For respondents who answered ① to ③ in question 1) How would you compare the image of Korean food to local foods you normally purchase?

No	Evaluation Criteria	Not at all	Slightly not	Neutral	Slightly	Verly much
4-1	Luxury	①	②	③	④	⑤
4-2	Safety	①	②	③	④	⑤
4-3	Healthiness	①	②	③	④	⑤
4-4	Novelty	①	②	③	④	⑤

5. (Satisfaction with Promotion) Does the promotional content provide sufficient information?

Not sufficient at all	Slightly insufficient	Neutral	Slightly sufficient	Very sufficient
①	②	③	④	⑤

6. (K-FOOD Awareness) Were you aware of the promoted Korean food item beforehand?

Not aware at all	Slightly unaware	Neutral	Slightly aware	Very aware
①	②	③	④	⑤

7. (Change in Favorability) How much do you like K-FOOD (the promoted item)?

Evaluation Criteria	Not at all	Slightly not	Neutral	Slightly	Verly much
Before Promotion	①	②	③	④	⑤
After Promotion	①	②	③	④	⑤

8. (Change in Purchase Intent) How likely are you to purchase Korean food?

Evaluation Criteria	Not at all	Slightly not	Neutral	Slightly	Verly much
Before Promotion	①	②	③	④	⑤
After Promotion	①	②	③	④	⑤

9. (Change in Recommendation Intent) How likely are you to recommend Korean food to others?

Evaluation Criteria	Not at all	Slightly not	Neutral	Slightly	Verly much
Before Promotion	①	②	③	④	⑤
After Promotion	①	②	③	④	⑤

- Thank you for your sincere responses! -