

2020 Miracle K-Food Consumer event Task Directions

1. Business goals

- Promoting Miracle K-Food vegetables sold in Hong Kong citysuper and stable entrance into the market with the advertisement.
- Hosting consumer experience event, to advertise products in both online and offline Hong Kong, while the main goal is to increase interests in distribution, buyers and increasing demand.

2. Background

- COVID-19 led to life within people's home, limited advertisement in the retail market and free sample resulted in blockade in new product promotion.
- Since Miracle products are Korean and alien to Hong Kong consumers, active sampling and product promotion is needed to make people know about our products.

3. Promotion procedures

- (Offline promotion) Renting Popup Store promotion vehicle and handing out Miracle K-Food Experience Kits to consumers around citysupers.
- (Online Promotion) After consumers used experience kits to sample products, posting their experience on SNS, Sharing review

4. Project Outline

- Project name: Miracle K-Food Consumer Event
- Project term: Oct. 26, 2020 ~ Dec. 6 / 6 weeks

(Offline Event) Choose one date between Nov. 6(Fri.), Nov. 7(Sat.), and Nov. 8(Sun.)

(Online Event) Offline event date - Nov. 27 (Fri.)

Event Site: 4 sites around citysuper shopping malls

Item	Shop name	Shop address
1	citysuper HC	Harbour City, 3-27 Canton Rd, Tsim Sha Tsui
2	citysuper IFC	Shop 1041-1049, 1/F, ifc Mall, 8 Finance St, Central
3	citysuper TS	1 Matheson St, Causeway Bay
4	citysuper NPT	Shops 204-214, New Town Plaza 1, Sha Tin

Event products: Dangjo chili, Perilla leaf

Event targets: 800 Hong Kong consumers willing to participate.

200 per area

60% must be in their 20s to 40s, which is main demographic of SNS users. 40% can be filled with others

Promotion procedures: Handing out product experience kits and posting product review on SNS

Main promotion contents

characteristics of Dangjo chili and Perilla leaves

Introduce of Miracle K-food

How to cook and Where to buy them and

how to post review online

5. Main task contents

Classification	Main contents
Popup store vehicle management	<ul style="list-style-type: none"> - Getting licenses for vehicles and events - Designing Popstore vehicle for meaning of Miracle K-food, Dangjo chili and Perilla leaves * Miracle K-Food product introduction material and picture is given by aT

<p>Making product experience kits</p>	<ul style="list-style-type: none"> - Experience kit components <ul style="list-style-type: none"> 1)Dangjo chili and Perilla leaves 2)recipes(2 for Dangjo chili, 2 for leaves) 3)product introduction 4)Procedures for online review posting * Product introduction and recipes will be provided by aT - Experience kits will be made with echo bags and boxes etc (can be discussed with aT)
<p>Making recipe books</p>	<ul style="list-style-type: none"> - Recipe language: English, Cantonese - Numbers: 850 copies - Made in color, use more than 250g of paper, printed in two sides - Recipe book size: At least 313mm by 145mm - Two recipes for Dangjo Chili and two for Perilla leaves are needed and font size have to be good to read. - Other specifics should be discussed with aT
<p>Making product introduction</p>	<ul style="list-style-type: none"> - Introduction language: English, Cantonese - Numbers: 850 copies - Made in color, use more than 250g of paper - Introduction to the Miracle Business, Products and retailers have to be included (Given by aT) - Other specifics should be discussed with aT
<p>Making online experience review posting guideline</p>	<ul style="list-style-type: none"> - Specific guide for online posting (#Hashtags and other ideas for easy tally) - Ideas for encouraging experience review posting - Guideline language: English, Cantonese - Numbers: 850 copies - Made in color, use more than 250g of paper - Other specifics should be discussed with aT
<p>Field event</p>	<ul style="list-style-type: none"> - Introducing events to visitors and handing out kits - Managing kit distribution * People 20s to 40s get 60%, rest get 40% - When distributing, encouraging people to participate in the online posting event

<p>Online Event</p>	<ul style="list-style-type: none"> - more than 2 KOL participant's experience review event will precede the online event * To help regular consumers to post review and use as a guideline, product pictures and result pictures have to be included. * KOLs will be decided after consulting with aT - Managing online posting - After the online event ends, for listing participant of the event and sending participation prizes, personal info of address, phone number and name have to be collected and sent in
<p>Management</p>	<ul style="list-style-type: none"> - one person in charge of the event from the contractor must be on the field - 3 management agents on the field - Proceeding the event - Propose events that can attract consumers's attention - Suggest ideas to lead consumers to make online posting - Other thing required by aT
<p>Managing results</p>	<ul style="list-style-type: none"> - Managing offline event results - Online posting viral results management - Reporting final results

6. Budget : HKD 180,000

Service fees include rent cost, advertisement cost, printing cost, experience kit production cost and all other costs done by the agency.

※ However, the price for buying Dangjo Chili and Perilla leaves, Online participation prize costs will be paid by aT(Not included in the service fee)

7. Reporting results

- Submit related documents and Invoice
- The result report with pictures, Experienced Kit(2 SETs)

8. Payment procedure

- Prepayments: Prepayments are not given on principle, but when the contracted service company hand in documents to prove act on prepayments from banks and insurance companies, for example, Prepayment Guarantee Securities, the company could get prepayments.
 - ※ The payment will be given within 3 weeks after the contract is signed (Within 50% of contract fee)
- When the contractor hand in the result report within the contract term, the public corporation will check and approve them within 14 days.
- After checking and approving are complete, when the contracted agency request for the payment, the payment will be paid within 5 days.

9. Other contract related articles

- Performance guarantee method
 - The company chosen have to hand in a payment memorandum in order to guarantee performance
 - The payment memorandum: When contract performance is not met due to shortcoming of the contractor, they have to pay for the losses caused by lack of performance enacted by the contractor.
- Canceling the contract and compensation for losses
 - When the contractor violates rules set by the contract or cannot

deliver all or part of the contract, the contract can be canceled immediately, and the contractor could be sued for compensation

Commercial arbitration

- When there is a commercial dispute between aT and the contractor, the final arbitration will be decided by the Korean Commercial Arbitration Board

10. Documents

Submission deadline: Within announcement term (Within 10 days of announcement date)

- Announcement date: Oct. 19(Mon.) 2020

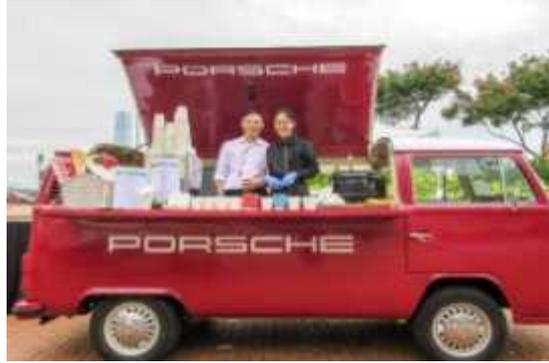
- Deadline: Oct 22(Tur.), 24:00, 2020

Submission method: By email

Submission documents: Quotation, Proposal, BR

※ Other notes of concern

- Documents handed in will not be returned and The price for the proposal must be in HKD



<Examples for Pop Up vehicles and experience kits handout events>



<An example for Experience kit>



<Examples for posting experience review online>



<An example for 4 pages folded recipe book>



<An example of 6 pages folded recipe book>



<An example for Miracle business and product introduction>