

Notice for Miracle K-Food Consumer event

- 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
- 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
- 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)

The contractor will be required to have authority and license to do project overseas(Hong Kong and China).

Submit documents

- Quotation(HKD)

- Quotation should have include below descriptions

| descriptions | unit | quantity | price | remark |
|--------------------------------------|------|----------|-------|--------|
| Popup store vehicle management | | | | |
| Making product experience kits | | | | |
| Field event | | | | |
| Online Event | | | | |
| Management | | | | |

- Project Proposal

- Copy of Business Registration Certificate

Submission deadline : 19th OCT ~ 22th OCT (local time in HK)

Opening Date : 23th OCT

Time-limit for the submission of documents

- Date and Time : 22th OCT (local time in HK)

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