

# Request of Proposal for K-Food marketing activities and PR participating 2019 HK Dragon Boat Carnival

## 1. Business Purpose

- Participated in 2019 Hong Kong Dragon Boat Carnival organized by Hong Kong Tourism Board, aT will promote Korean Food (K-Food) to HK people and raise public awareness of K-Food.

\* During 3 days in 2019, about 5,000 international players will race. There were about 52,000 visitors in 2018.

## 2. Business(Event) Direction

- To promote trendy and strategic food products through free tasting including fresh fruits, miracle products(Omija and Yuza aid extract), Korean alcohols(Soju and Makkoli, **no beers**), and ice creams, etc...

\* To perform free tasting, you should submit all of food products list to the organizer if we can do free tasting or display.

- The event agency on behalf of aT HK should take full responsibility to plan whole events, games and free tasting and perform every things (including buying whole things) to drag visitors attention and cooperate with importers under aT Korean booths.

- aT will participate in floating banner, event poster, souvenir programme, website, barrier banner and fence banners, etc... at aT cost. The agency should get aT approval on the image of K-Foods and submit to the organizer.

- The agency should measure PR media exposures performances done by the organizer(you have to ask the organizer) and create aT event PR purpose homepages(Facebook and Instagram) account and increase visitor numbers, posts, comments, etc..

### 3. Business Overview

Event name : K-Food marketing activities and PR participating 2019  
Hong Kong Dragon Boat Carnival

Event Periods : 6. 14 ~ 16, 2019 / 3 days

| 구 분                       | 6. 14(Friday) | 6. 15(Saturday) | 6. 16(Sunday) |
|---------------------------|---------------|-----------------|---------------|
| Dragon Boat Races Time    | 13:00~17:30   | 08:30~17:30     | 08:30~17:30   |
| Booth(F&B) Operating Time | 13:00~23:00   | 10:00~23:00     | 10:00~23:00   |

\* aT booth operating time zone can be set after aT HK approves through discussion

Event venue: Central Harbourfront Event Space



Reference Photos of last year same event

Event booth size : 3 booths (Area 48m<sup>2</sup>=16m<sup>2</sup>/booth x 3)

- Operation : 4 sections in 3 booths are divided, aT operating booth should have 3 sections, where we do have function of general information, free tasting, events and games, One importer will take 1 section to promote their product (sales activities).
- aT participates in organizer's sponsorship advertisement like floating banner, barrier banner and fence banner, etc...

\* Event food products and scheduled events can be changed due to the situation.

PR target : HK local consumers and visitors

PR K-Food products (Red color products are strategic products)

- K-Fresh : Watermelon, Musk Melon, Golden Melon, Shine Musket, Kiwi, Pear, Apple, Rainbow Cherry tomato, etc...
- Miracle Products : Omija, Yuza Aid Extract, etc...
- K-Alcohol : Soju, Makkoli, Traditional Wine, etc... (No beers)
- Others : Ice Cream, Drinks, K-noodles, Tokkbokki, etc...

## Business Contents

- Through participation in 2019 HK Dragon Boat Carnival organized by HKTB, aT promotes K-Food and raise awareness of K-Foods to HK consumers.
- Throug continuously free tasting foods and drinks, aT promotes K-Food to HK consumers and visitores.
- Promote K-Food through interesting events and games making use of K-Foods conducted by experienced MC.
- 4 sections equally divided in 3 booths. 3 sections under aT full name (Korea Agro-Fisheries & Food Trade Corporation) used for free tasting. One is for K-Fresh. 2<sup>nd</sup> one is K-Cocktail. The last one is Snack(K-noodles, Tokkbokki, etc) and drinks. Endless served to visitors with small portion of trays.
- 1 section reserved to importer of ice cream and drink. They will sell.
- At least 6 helpers(operating helpers) hired. Considering long served hours, you may need more helpers with shift works. Need famous cocktail bartender.
- Make souvenirs and distribution of them to visitors for PR and surveys.
- Do PR on daily newspaper, weekly magazine and online PR to let more HK consumers visit aT booth.
- In 2 weeks earlier to the event starting date(6.14), the agency creates SNS accounts (Facebook, Instagram) and do online PR activities. Should report visitors, posts, reviews, comments, etc. (Numbers should not be low.) Using souvenirs, you need to increase numbers.
- Do survery for 300 people(at least) on site with given form and analyze visitors preference and purchasing points to set up biz driving strategies

## Duties of Agency

- Installatioin(Dismantling) : Layout of aT booth and design inside aT booth(3 booths, 16m<sup>2</sup>/booth, 4 sections(equal size of section),

Installation(dismantling) of equipment inside booth, Consistency of design in furnitures and equipments in design, 3 fridges(or freezers, if necessary) , 3 portable air-conditioners, 4 tables, 16 chairs, Continuous supply of waters on demand

- Creation of event BI and slogan, PR : Creation and suggestion of BI and Slogan, Online PR through operating Facebook and Instagram, Offline PR(daily newspaper, weekly magazine)
- Operation of event, games, free tasting : Planning and performing vent and games, Purchasing all the stuff related events and games, Performing free tasting and purchasing all the consumable things and foods related to free tasting(Can' t claim expenditures of assets), Recording events and photo-takings, Edition of events, Overall event operation, Full responsibility for whole events flow and safety issues(if possible, buy an insurance)
- Operating staff and management : MC 1, Batender 1, Helpers 6(at least), Agency staff must re

#### Measurement of PR performance

- Performance of PR(Must)
  - Creation and operation online SNS(Facebook and Instagram) to do PR for promotion of K-Food at least 2 weeks earlier than starting date. Administration of posting and contents frequently
  - Ask HKTB(the organizer) to get reports for media exposure and put these media exposure performance into the final report.
  - Perform free tasting to visitors actively and boost Facebook and Instagram accounts visitors, posts, comments, likes, reviews in return for giving visitors souvenirs and put these numeric figures into the final report

\* Should present in numeric figures regards to PR performance

- Surveyee numbers : 300 (at least)
- Survey periods : 6. 14 ~ 16, 2019 (3 days)
- Questions : Likeability for K-Food after the event 00% increase, Intention to purchase K-Food 00% increase, Intention to recommend K-Food to others00% increase
- Other questions (Must do survey on Appendix 1 Form and create other questions)

Final report

- During contract period, the final report with all related documents should be submitted within 1 month

\* Frequent reporting of preparation process and procedures is a duty.

Total Budget : KRW51,000,000

\* The budget includes installation(dismantling) workers charges, all furnitures, equipments, fridges, air-conditioners, etc..., PR costs, consumable purchase, , food purchasing cost for tasting, operation helpers, MC, bartenders, survey cost, administration cost, all related costs related to the event(exclusive 3 booth rental cost and sponsorship AD, aT will pay to the organier)

Payment procedures

- When there is no problem on the final report with documents that aT reviews within 14 days, aT will pay based on invoicing date in 5 days.

Business Proposal to submit

- Posting periods : 10 days
  - Posting date : Apr. 24(Wed), 2019
  - Closing date : May. 6(Mon) 18:00, 2019

\* The posting date and closing date can be changed on local situations. The cut-off time is strictly punctual.

- Deadline : Proposals should be submitted within posting periods above.
- Contact point : Please e-mail to Mr. Charles Kim. (charles.kim@at.or.kr)
- Documents to submit : Business proposal, Company profile(Overall status, work task force planning on the event, recent 3 years biz performance history related to close events, Certificate of performance including photos and others, etc)

\* The original price quotation should be posted separately from business proposal and excluded in business proposal. The quotation should arrive at HK office by May.6 18:00.

## [Appendix 1] Form

|        |            |           |             |              |       |                 |
|--------|------------|-----------|-------------|--------------|-------|-----------------|
| Gender | ① Male     | ② Female  |             |              |       |                 |
| Age    | ① 10s      | ② 20s     | ③ 30s       | ④ 40s        | ⑤ 50s | ⑥ 60s and above |
| 직업     | ① Employee | ② Student | ③ Housewife | ④ Others ( ) |       |                 |

1. Before you participate in the event, do you know or have you heard about K-Food (Korean Food)?

- ① Have purchased ② Have not purchased. But, have experienced eating  
 ③ Have heard. But, did not try yet ④ Do not know anything. Heard first time ☞ Go to #5

2. (To respondents answered only #1 ①~③) What is your favourite K-Food? Please choose 2 from bottoms.

First \_\_\_\_\_ / Second \_\_\_\_\_

- ① Fresh(Farm produce, Fisheries) ② Processed foods(Noodles, Confectionery)  
 ③ Traditional foods(rice wine, kimchi, korean traditional sauce, etc) ④ Health food(ginseng, etc)  
 ⑤ Dairy food(milk, cheese, etc) ⑥ Tea · soft drink, etc  
 ⑦ Alcohol ⑧ Others ( )

3. (To respondents answered only #1 ①~③) Where do you purchase K-Food mainly?

Please choose 2 from bottoms

First \_\_\_\_\_ / Second \_\_\_\_\_

- ① Large-scale retailers(PNS, Wellcome, etc) ② Small retailers(759, bestmart360, etc)  
 ③ Convenience store(7-eleven, Circle-K, etc) ④ On-line shopping ⑤ Others ( )

4. (To respondents answered only #1 ①~③) What images do you have for K-Food comparing to local foods that you mostly buy?

|     | Questions | low | less low | ordinary | less high | high |
|-----|-----------|-----|----------|----------|-----------|------|
| 4-1 | Premium   | ①   | ②        | ③        | ④         | ⑤    |
| 4-2 | Safety    | ①   | ②        | ③        | ④         | ⑤    |
| 4-3 | Healthy   | ①   | ②        | ③        | ④         | ⑤    |
| 4-4 | New       | ①   | ②        | ③        | ④         | ⑤    |

5. What extent do you have preferences for K-Food?

|     | Questions        | low | less low | ordinary | less high | high |
|-----|------------------|-----|----------|----------|-----------|------|
| 5-1 | before the event | ①   | ②        | ③        | ④         | ⑤    |
| 5-2 | after the event  | ①   | ②        | ③        | ④         | ⑤    |

6. What extent do you intend to purchase K-Food?

|     | Questions        | low | less low | ordinary | less high | high |
|-----|------------------|-----|----------|----------|-----------|------|
| 5-1 | before the event | ①   | ②        | ③        | ④         | ⑤    |
| 5-2 | after the event  | ①   | ②        | ③        | ④         | ⑤    |

- Thank you participating in survey -