

Request of Proposal for K-Food On-line media(Youtube, Facebook, Instagram, etc) marketing activities and PR

1. Business Purpose

- The agency should produce digital ADs of K-Food and publish them in online media(Youtube, Facebook, Instagram, etc) targeting HK online users in HK to raise public awareness of K-Food and expand K-Food to Hong Kong market.
- Besides traditional HK consumers, the agency should raise preference and awareness of K-Food among online new consumers, who are interested in K-Food.

2. Business(Event) Direction

- The agency should produce digital ADs of main K-Fresh produces and strategic K-Food(beef, ginseng, instant noodles, kimchi, etc)
 - The duration of main AD for all K-Foods would be 1 minute (at least) and separate edition(non-skippable for Youtube) of ADs with duration of 7 seconds per 5 products(Shine Musket, Beef, Ginseng, Musk Melon, Peach) . All the ADs are streamed on Youtube, Facebook, Instagram, etc.
- Streaming on Youtube, Facebook, Instagram, etc, through big data analysis, the deliverable are reached to target consumers to purchase more K-Foods.
- The produced digital ADs can be used in another aT future events like Expo, Promotion (K-Food Fair) at retailers, Outdoor marketing activities to raise public awareness of K-Food.

3. Business Overview

- Project name : 2019 On-line media(Youtube, Facebook, Instagram)
K-Food marketing activities and PR
- Project Periods : Aug. 1 ~ Nov. 30, 2019 / 4 months
 - * The project periods can be adjusted due to the situation.
- PR K-Food products : K-Fresh produces(Shine Musket, Peach, Musk Melon, Strawberry, Golden Melon, Watermelon, etc) and Strategic Products(Beef, Ginseng, Instant noodles, Kimchi, etc)
 - * The PR K-Food products can be adjusted due to the situation.
- PR target : HK consumers who are eager to purchase imported foods and exposed in online contents
- PR Online Media platforms : Youtube, Facebook, Instagram, etc
- Business Consignment : Will do PR and online marketing activities of K-Foods through digital contents production agency.
 - The digital contents production agency will produce digital ADs and stream on online media platforms to let HK online consumers purchase more K-Foods

4. Business Details

- The agency should produce and stream impact digital ADs to let consumers know characteristics and strong sales points for K-Fresh produces(Shine Musket, Peach, Musk Melon, Strawberry, Golden Melon, Watermelon, etc) and Strategic Products(Beef, Ginseng, Instant Noodles, Kimchi, etc).
 - * The PR products can be adjusted due to harvest schedules.
- The final accumulated viewers of ADs should reach to at least 1.5 million in altogether on Youtube, Facebook, Instagram so that we suggest that casting model with 1 million followers has advantages to reach the goal.
 - * If the model has less than 1 million followers and the agency can have alternative solution to reach 1.5 million views, the model with fewer than 1 million followers can do the role.

- The agency should stream 1 minute duration main AD for all K-Foods and 7 seconds edition(Non-skippable for Youtube) of 5 ADs(for Shine Musket, Beef, Ginseng, Musk Melon, Peach) on Youtube, Facebook, Instagram, etc.
- The agency should submit a final report including data analysis on AD viewers.
- The agency should conduct a survey with respondents of 300 in the last week of project periods for PR products awareness changes and consumers willingness to purchase after the PR event.

5. Overall (main) tasks

- Management of whole pre-production, production, post-production and online PR schedules, Concept development and story-boarding, Casting suggestion, Shooting and production, Shooting schedule planning and management, Online PR strategy and online streaming, Survey, Final reporting(including viewer numbers, replies, shares per online media), etc.

6. PR performance

- PR performance(a Must)
 - Target viewers (Online media numbers in altogether) : 1.5 million
 - Viewers per online media
 - Other performance (Viewers, Replies, Shares, others) per online media
 - * Will have exact numbers as possible as you can.
- Survey respondents : 300
 - Survey conducting periods : The last week in the project periods
 - Main survey questions : K-Food Preference, Willing to purchase and recommend K-Foods, etc
 - Follow the Appendix(form, a must) and create 5 more questions to add

7. Final Report

- The final report with all related documents should be submitted in the early of December.

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

8. Total Budget : KRW147,000,00

- The budget includes project planning cost, shooting and production cost, editing cost, location scouting cost and other costs, Modeling fee, Online PR cost, Traveling cost, Consumable goods purchasing, Survey, and others.

9. Payment procedures

- Advance payment(if requested) : aT will NOT do any advance payment. If the agency submits a guarantee insurance policy issued by banks, insurances and others like reliable financial institutes, aT may consider in advance payment.
- After signing contract with submission of guarantee insurance policy, aT can pay within 3 weeks dated on issuing date. The maximum amount is half of contract amount.
- Contract amount(Balance amount) : When the agency submit a final report with full documentation to aT, aT will review within 14 days and pay to the agency within 5 days

10. Business proposal to submit

- Due to submit : By due date
 - Posting date : July. 15(Mon), 2019
 - Closing date : July. 26(Fri) 24:00, 2019
 - 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 July.26 18:00. If the quotation doesn't arrive on time, we will consider applicants would not participate in this tender.

[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 ()					

* More 5 questions can be created and adjusted due to online media characteristics. However, the survey questionnaire should include below questions

1. (Satisfaction with Online PR) Are you satisfied with online PR marketing?

Extremely Not	Not satisfied	Common	Satisfied	Extremely
①	②	③	④	⑤

2. (K-FOOD Awareness) Do you aware of PR products prior to online PR?

Not at all	Not sure	Know it	Know a part of it	Familiar with
①	②	③	④	⑤

3. (K-FOOD Preference) What extent or how much do you prefer K-FOOD(PR produces)?

평가항목	Never		보통	조금 있음	매우 많음
Before PR	①	②	③	④	⑤
After PR	①	②	③	④	⑤

4. (구매의향도 변화) 한국식품을 구매할 의향이 어느 정도 있으십니까?

평가항목	전혀 없음	별로 없음	보통	조금 있음	매우 많음
홍보 전	①	②	③	④	⑤
홍보 후	①	②	③	④	⑤

5. (권장의향 변화) 주변 사람들에게 한국식품을 권장할 의향이 어느 정도 있으십니까?

평가항목	전혀 없음	별로 없음	보통	조금 있음	매우 많음
홍보 전	①	②	③	④	⑤
홍보 후	①	②	③	④	⑤