
RFP for 2020 Hong Kong-Taiwan Media Promotion Project for K-Food

1. Project purpose

- To Revive consumer sentiment depressed due to Hong Kong protest and the outbreak of COVID19 and to draw attention to Korean agricultural foodstuffs by creating digital contents that appeal the strength of Korean agricultural foodstuffs.**
- To Minimize risks and marketing gaps caused by the uncertainty of face-to-face marketing by conducting non face-to-face marketing using on/offline tools**

2. Project direction

- (Online) Create short but impactful digital contents and promote on key platforms**
 - Conduct promotion targeting new & potential consumers of Korean agricultural foodstuffs by using big data analysis of major online media platforms (YouTube, Facebook, Line, etc.) in Hong Kong and Taiwan
- (Offline) Enhance familiarity with Korean agricultural foodstuffs by conducting wrapping ads using Hong Kong tram**
 - In particular, Hong Kong is expected to have limited external marketing opportunities, such as consumer events, even after the end of COVID19 due to the prolonged protests, so ads using offline public transportation need to be conducted in parallel.

3. Project overview

- Title: Hong Kong-Taiwan Media Promotion Project for K-Food
- Project period: May ~ October / 6 months
 - * Media distribution period: June ~ September (tentative)
- Promotion items: Fresh agricultural products and processed foods
 - 5 to 10 items will be selected as exportable items to Hong Kong and Taiwan, and the decision will be made after consultation with the media produced later on.
- Promotion target: Consumers in Hong Kong and Taiwan
- Promotion media: Online platform and Hong Kong tram
- Promotion method: Creating and distributing creative digital contents

- Project goal: more than 5,000 counts of media proliferation (shares, comments, etc.) and 4 million counts of exposure
- How to carry out the project: Execution through consignment to an advertising agency

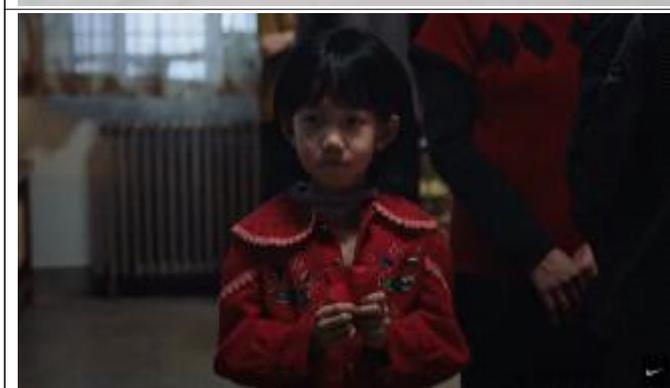
4. Key tasks

- Content production and distribution**
 - Create digital content stories and propose concepts, create contents, propose influential online platforms and establish a distribution plan, and produce and promote tram advertisements
- Operation management**
 - Establish and implement an online promotion strategy, manage schedules, and report the progress twice a week
 - Establish and implement an event plan in conjunction with produced media contents
- Performance management**
 - The legal right to use and distribute the contents produced in the future shall be guaranteed to aT
 - Manage performance of media dissemination using a survey and aT Facebook, and report a final result report

5. Task details

- (Production concept) Addictive and impactful digital contents**
 - Create impactful contents less than 1 minute long
 - Given that it's an online advertisement, produce about 5 series with addictive contents or storytelling, etc. which can capture viewers' attention within a short period of time
 - Make sure to produce individual versions for each platform and country since the language of each country subject to the advertisement and the advertising time of each platform are different.
 - * (e.g.) 6-second ad version continuity, 15-second ad version continuity, Chinese version and Cantonese version etc. shall be individually produced. A 30-second advertisement cannot be edited simply in 6 seconds or 15 seconds.
 - Use techniques to attract consumers' attention such as animation advertising, parody advertising of famous images, using Hallyu contents, and influencers, etc.

- Advertising targets are “new” & “potential” consumers of Korean agricultural foodstuffs and a variety of themes such as culture, drama, music, travel, sports, etc. can be used in addition to food.
- Deliver the image and message that Korean agricultural foodstuffs are fresh, healthy, and safe
 - Contents that appeal to eyes and ears as the subjects of promotion are agricultural foodstuffs, and
 - Inspire the desire to try Korean agricultural foodstuffs

	<p style="text-align: center;"><Advertisement using animation></p> <hr/> <p>(e.g.) Use animation to produce simple but addictive series using dance, rhythm, and lyrics to appeal familiar image</p> <p>(Reference) https://youtu.be/G4uyoCLuPJk</p>
	<p style="text-align: center;"><Advertisement using an influencer></p> <hr/> <p>(e.g.) A series using addictive melodies, lyrics, and dance using a local influencer</p> <p>(Reference) https://youtu.be/mjGJMGaVQ5g</p>
	<p style="text-align: center;"><Advertisement using culture></p> <hr/> <p>(e.g.) Nike 2020 Chinese advertisement, advertising sneakers using China's Spring Festival Hongbao culture, and linking Korean agricultural foodstuffs to Chinese culture, such as holidays and events</p> <p>(Reference) https://youtu.be/O1v02k2Umjg</p>

	<p><Advertisement parodying famous images></p> <p>(e.g.) An advertisement that parodies the MGM film company's logo by adding a sound of drinking milk instead of a lion's cry to stimulate the desire to buy</p> <p>(Reference) https://youtu.be/we0XgNspeLk</p>
	<p><Advertisement using Korea's strength></p> <p>(e.g.) Emphasize that Korean products have geographical benefits and can be transported directly from producers thanks to its proximity while food exporting countries such as the U.S. and Australia recently have difficulties dealing with logistics due to COVID 19.</p> <p>(Reference) https://youtu.be/AFFWzggWbCI</p>
	<p><Advertisement using Hallyu (Korean Drama)></p> <p>(e.g.) Advertise Korean food ingredients and finished products used in food, citing a scene from a popular Korean drama in Hong Kong and Taiwan.</p> <p>(Reference) Kimchi-making scene during in Crash Landing On You</p>
	<p><Advertisement highlighting freshness & safety></p> <p>(e.g.) Deliver the image as reliable products grown in pristine nature and made in safe facilities</p> <p>(Reference) https://youtu.be/geA3KN62Yhk</p>

(Target) “New”& “potential” consumers of Korean agricultural foodstuffs

- Present the targets and reasons by using big data for each online platform
- Various topics such as culture, drama, music, travel, sports can be utilized without limiting to the food-related search demand

(Distribution) Utilize influential on/offline platforms that allow for interaction with consumers by each country

- Promote mutual communication with viewers and consumers such as distributing/disseminating via media by using SNS such as aT Facebook and conducting events in connection with the media contents produced (targeting 5,000 shares and comments)
 - (e.g.) Implementing events such as distribution of Line Korean agricultural foodstuff stickers when sharing aT media
- Distribute by using influential online platforms which can maximize advertising effectiveness by country
 - (e.g.) Hong Kong: YouTube, Facebook / Taiwan: Facebook, Line
- For Hong Kong, implement 4 weeks of tram wrapping advertising during the project period.
 - * If the advertising effect is lower than expected, such as the suspension of tram due to protests, it can be changed to other offline media such as subways and movie theaters.

(Utilization) Conduct a quantitative analysis of promotion performance and consumer survey

- **Goal:** Achieve more than 5,000 counts of media proliferation (shares, comments, etc.) and 4 million counts of exposure
- Analyze advertisement viewer data and conduct a survey on performance to viewers (300 people) to reflect in the next year's plan.
- Secure long-term use rights, such as portrait rights, so that produced digital contents can be used in major events of the Corporation in the future

6. Measurement of promotion performance

(Quantitative) Promotion performance

- Achieve more than 4 million views of exposure (more than 2 million views by country) and 5,000 shares and comments
- Present quantitative performance for the Hong Kong tram exposure effect
 - ※ Promotion performance should be presented as a quantitative result.

(Qualitative) Survey

- Period·Size: Conduct to 300 digital media viewers within the project period
- Questionnaire: See [Reference]

7. Final task results report

- Submit a final report with related documents and final files of the media produced (submit in USB) within the contract period

8. Service fee: KRW 247,000,000

- Contracted in won and the exchange rate on the day of payment to be applied
 - ※ Costs including planning, filming and editing, cost of venue and other expenses, on/offline promotion expenses, model and portrait right fees, travel expenses, equipment/parts purchase, operation management, event execution, survey expenses, etc.

9. Payment method of service fee

- Prepayment (on request): Prepayment shall not be paid in principle, but may be reviewed only if the agency acquires collateral such as advance payment performance guarantee insurance policy from the financial institution.
 - To be paid within 3 weeks of receiving a payment claim after signing a service contract (within 70% of the contract amount)
- Service fee(balance) : If the agency submits a final report of the task and related documents within the contract period (within 1 month after the event ends), the Corporation will pay the agency the service fee (balance) within 5 days of completion of inspection and acquisition within 14 days from the receipt.

10. Guide to submission of proposals

- Deadline : Submit within the announcement period (20 days from the announcement date)
 - Announcement date : April 8, 2020 (Thursday)
 - Deadline : 24:00 on April 28, 2020 (Tuesday)
- Submission method: Send by email to the person in charge at the Hong Kong branch (narae@at.or.kr, evelynpark@at.or.kr)
- Submission documents: Proposal and company introduction (including general status of the company, personnel input plan, performance record over the past 3 years, performance certificate, etc.)
- ※ Don't include the cost estimate(original) in the service proposal and send it by mail separately so that it arrives at the office of Hong Kong branch within the deadline.

