

# **Proposal for the 2025 Miracle K-FOOD**

## **Hanwoo Promotion Project**

### **1. Project Overview**

- Project Title: 2025 Miracle K-FOOD Hanwoo Promotion Project
- Location: Hong Kong
- Period: October 1, 2025 – October 30, 2025
- \*Subject to change depending on local conditions
- Promotional Item: Hanwoo (韓牛)
- Target Audience: General consumers in Hong Kong
- Promotion Venue: Renowned restaurant in Hong Kong
- Execution Method: Project carried out through an outsourced agency
- Project Description: To increase awareness and demand for Hanwoo in Hong Kong, Hanwoo dishes will be sold and promoted at well-known restaurants in the region.

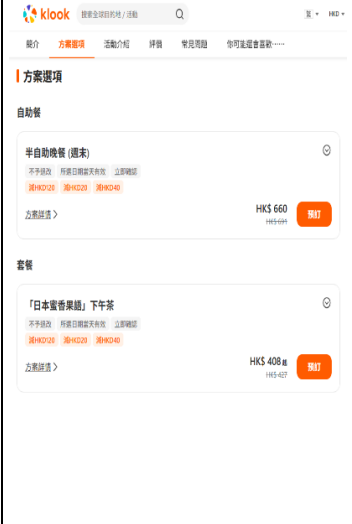
### **2. Key Project Components**

- 2.1 Collaboration with renowned restaurants to develop Hanwoo menu.
- Develop and sell new menu items that highlight the unique taste and characteristics of Hanwoo.
  - Create and distribute promotional content to help consumers understand the quality and appeal of Hanwoo.

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| <p>(Examples)</p> <p>Hanwoo promotional event posters</p>                         |                                                                                   | <p>Hanwoo menu images</p>                                                           |

## 2.2 Consumer Events to Promote Hanwoo and Stimulate Consumption

- Use Hong Kong's popular online reservation platforms to offer discounts to consumers visiting participating restaurants. Promote events and encourage consumption through these platforms.

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| <p>(Examples)</p> <p>Display of Hanwoo-related menu on local reservation platforms</p> |                                                                                     | <p>(Examples)</p> <p>Menu images related to Hanwoo events</p>                         |

## 2.3 Media Promotion for the Hanwoo Event

- Utilize the SNS accounts of influential food influencers or chefs in Hong

Kong to post content related to the Hanwoo event, enhancing outreach

- Use major local media outlets to report on the event during the promotion period, continuously drawing consumer interest and participation

|                                                                                    |                                                                                     |
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| <p>(Examples)<br/>SNS Promotion</p>                                                | <p>(Examples)<br/>Media coverage promotion</p>                                      |

### 3. Final Report Submission

3.1 Within the contract period, the following must be submitted:

- Invoice, final report and related requested supporting documents, final content files saved on a USB device

*\*Required: Both high and low resolution MP4 video files*

3.2 Submit analytical data for performance evaluation, including:

**(Quantitative Metrics)** Number of media exposures and event participants : Media views and engagement metrics (likes, comments, shares) : *Target of over 100,000*

**(Qualitative Metrics)** Design and administer a consumer survey with results analysis:

- Survey Target: 100 participants
- Survey Period: During the promotional event
- Key Topics: Awareness and preference for Hanwoo among consumers

#### **4. Service Fees and Payment Term**

**- Service Fee: KRW 48,000,000**

\* Payment will be made in KRW by default. For other currencies such as HKD, USD, the exchange rate on the day of transfer will apply.

\* This includes promotion fees, production costs, travel expenses, purchase costs for parts, shipping fees, survey costs, and other business-related expenses.

**- Payment Terms:**

○ **Advance Payment (upon agency request):** In principle, no advance payment is made. However, if the agency provides a guarantee document from a financial institution (e.g., bank or insurance company),

advance payment is possible. Up to 50% of the contract amount, payable within 3 weeks from the invoice date after contract signing.

○ **Final Payment (balance):** Upon submission of the final report and related documents within the contract period (within 1 month after event ends), the payment will be made within 3 working days after approval is completed (within 7 days of inspection request).

## **5. Proposal Submission**

- Pre-announcement Period: August 22 (Fri) – August 26 (Tue), 2025
- Official Announcement Date: August 27 (Wed), 2025
- Deadline: **September 5 (Fri), 2025 at 15:00 (HKT)**
- Submission Method: Send proposal documents via email to [michael@at.or.kr](mailto:michael@at.or.kr)
- Required Documents: Proposal and Company Introduction (Including general company overview, staffing plan, performance records for the past 3 years, and proof of performance) \*Do not include the original price quotation in the proposal. Instead, send the original price quotation by postal mail directly to the Hong Kong office to arrive by the submission deadline.