

Taiwan Kaohsiung Music Festival linked K-Grape Consumer Experience Promotion Project

1 Project Overview

- ☐ Project Name : Taiwan Kaohsiung Music Festival linked K-Grape Consumer Experience Promotion Project
- ☐ Project Period : 3 months from the contract date (2026 September ~ December)
 - * Subject to change depending on local conditions
- ☐ Promotional Item : Grapes
- ☐ Target Audience
 - Participants of the Kaohsiung Music Festival
- ☐ Promotional Media : SNS, Festival Electronic Billboards, etc.
- ☐ Key Activities : Promote Korean grape by operating a consumer experience tasting booth in collaboration with the Korea Grape Export Association at the Kaohsiung Music Festival, and support sales of K-Beverages through collaboration with local importer/distributors
- ☐ Execution Method : Entrusting and overall management of tasks to a specialized promotional agency

2 Key Tasks

- ☐ Operate a Korean grape tasting promotion booth targeting young Taiwanese consumers at the Kaohsiung Music Festival
 - Secure booth location considering participant traffic flow at the 2026 Kaohsiung Music Festival
 - Design and install booths capable of drawing positive consumer response for premium grapes
 - Purchase Korean grapes necessary for consumer experience and support tasting activities

- * Grape purchases for tasting events require prior consultation with the ordering party
- Support participation of Korea Grape Export Association and conduct tasting events for Korean Shine Muscat and new grape varieties
 - Conduct a product response survey among tasting participants
- * Provide grape pairing options with other products like ice cream or soda
- Support sales of K-Beverages paired with grapes in collaboration with local importers/distributors matches with the music festival atmosphere
- * Includes refrigerator rental for product storage
- Recruit famous Taiwanese influencers to shoot and produce videos of the festival site, grape promotion booth, and live reactions and upload them to personal SNS accounts and aT Hong Kong Branch Instagram
- On-site exposure of K-Grape promotional videos at the music festival
 - * Included in basic sponsorship

☐ General Operations

- Manage booth promotion, operations, and overall project scheduling
- Oversee necessary operational logistics including tasting inventory purchase, refrigerator rental, and site staff management
- Provide on-site exposure of promotional video demonstrations
- Manage social media channels and monitor real-time consumer reactions
- Analyze promotional content data and conduct consumer surveys
- Submit the final performance report

☐ Performance Measurement

- (Quantitative) Promotional Performance : SNS reach/viral index
 - video views, likes, comments, shares, etc
- (Qualitative) Consumer survey and comment analysis
 - Survey Sample : Minimum 100 participants
 - Submission Method : Conducted during booth operation and submitted with the final report
 - Survey Content: Changes in favorability, purchase intent, and recommendation intent before and after the promotion

☐ Required Submissions

- Final video, image content files on USB (including high and low-definition versions)
- 1 copy of the Final Performance Report (including promotional expansion index and survey data)

☐ Contract Amount & Payment Plan

- Contract Amount (Agency Fee): KRW 68,000,000 (VAT included)
 - * Remittance in KRW is principle; exchange rate on the day of transfer applies if other currencies (HKD, USD) are requested
- Payment Process
 - Once the contractor submits the result report within the contract period, aT Hong Kong Branch completes inspection/acceptance and requests remittance from aT HQ within 14 business days. (aT HQ remits within 7 business days from receipt of request; delays may occur due to unavoidable circumstances)

3 Proposal Submission Information

☐ Deadline : Submit within the notice period

- Pre-announcement Period: September 04, 2026 – September 08, 2026 / 5 days
- Main Announcement Period: September 09, 2026 – September 18, 2026 / 10 days

☐ Submission Method : Email to the Hong Kong Branch manager (bhay20@at.or.kr)

☐ Required Documents: Proposal, Quotation, Company Profile (General status, staffing plan, performance history for the past 3 years including amounts)

- * Send the original quotation separately by mail to the aT Hong Kong Branch office (Rm 1003, 10/F, Jubilee Centre, 18 Fenwick St., 46 Gloucester Rd., Wanchai) within the submission deadline