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CONTRACT

Client : CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Project : Maison et Objet & Premiere Classe Tuileries, September 2019
Date : July 2019

TANK Agency - Consultancy and Program Management, and Social Media Amplification
Deliverables:
1. Deliverables are output based.
2. Manage selected young designers for Premiere Classe and Maison et Objet and what they need to deliver during their respective tradeshows
3. Create a marketing plan for CITEM that includes managing PR and local Creative Director (to be hired separately)
4. Recommend, introduce and manage a Paris-based PR agency to invite local press, conduct press follow ups and to create the post event report on the respective tradeshows
5. Create an editorial plan for key asset production
6. Shape key messages and manage local Creative Director for production of key assets
7. Manage social platform amplification in order to guarantee digital exposure within Europe on @tankmagazine
8. Crafting of creative concept and direction of assets working with the local Creative Director to produce all required assets for other platforms such as Manila FAME and others to use, as required
9. Manage social amplification of key assets to expose participating Philippine designers/brands to worldwide audience from the Maison et Objet and Premiere Classe Tuileries initiatives to ensure exposure. With a guaranteed 2 million impressions (1 million for each initiative) on the @Tankmagazine instagram/facebook platforms
Other Deliverables:
1. Translate press releases in French language, as necessary.
2. Provide advice on media and publicity matters that will have an impact on the Philippine brand.
3. Submit a comprehensive report on media mileage generated (e.g. detailed info of conducted interviews and published news releases on the Philippine participation, copy of the TV exposures if any, etc.) and recommendations for a more effective campaign for the next participation.

ITEM	TOTAL COST (IN UK POUND £)
Strategist & Copywriting	4,000.00
Art Director	3,750.00
Assistant Art Director	2,000.00
Digital Strategist	3,000.00
Project Management	6,000.00
Local PR French Agency for both fairs	10,000.00
Travel to and from Paris – 1 person	1,000.00
Social Amplification INCL. Project Management	6,000.00
Feature on Tankmagazine.com / @Carolinelssa stories	Value Added
TOTAL	35,750.00*

*Total cost is inclusive of taxes.

Corresponding Penalties

The contracted party shall be given corresponding penalties which shall be deducted to the total amount of payment should the company be unable to deliver their undertakings:

Particulars	Penalties
1. Non delivery of output, based on the marketing plan submitted.	- 5%
2. No media coverage nor story pick-ups from any European/French press/publications tapped or invited to promote the Philippines' participation in Maison et Objet and Premiere Classe Tuileires.	- 5%
3. Non-cooperation of contracted party with local Creative Director for production of key assets.	- 2%
4. Inability of contracted party to amplify digital presence of the Philippines' participation in Maison et Objet and Premiere Classe Tuileires on social media	- 5%
5. Inability of contracted party to guarantee 2 million impressions (1 million for each initiative) on the @tankmagazine instagram/facebook platforms	- 5%

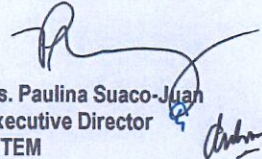
Terms and Conditions:

- 40% upon submission of marketing plan and strategies in coordination with local Creative Director.
- 35% upon dissemination of press communique to target audience.
- 25% upon satisfactory publication of all remaining output commitments and submission of a Summary Report specifying all content media formats delivered and respective dates of publication.
- **Bank transfer should be made net of all bank charges**

Conforme:



Ms. Caroline Issa
Chief Executive and Fashion Director
TANK Magazine



Ms. Paulina Suaco-Juan
Executive Director
CITEM