

Scope of Work

1. Project Name

Planning, preparation, and implementation of integrated marketing communications of sake

2. Background

JFOODO was established by the Japanese government in 2017 as part of JETRO with the aim of boosting the export of Japanese food products by branding and marketing them around the world.

The Japanese government has set the export value target of sake to the United States to achieve 20 billion yen by 2030. Although it achieved a record-high 11.4 billion yen in 2024, export of sake to the U.S. has been stagnant since 2022 due to high inflation, decreasing alcohol consumption, tariffs, and consequent market inventory adjustment, ending with 11.0 billion yen in 2025.

Since FY2019, JFOODO has promoted the pairing of sake with seafood dishes and beyond at non-Japanese restaurants in New York and California. In FY2023, JFOODO expanded sake projects to Japanese restaurants in Texas and Florida, where there are growing, potential markets for sake.

3. Objective

To familiarize consumers with the idea of pairing sake with non-Japanese food, particularly food that is locally familiar, nationally appealing, and rich in umami.

4. Work Description

(1) Planning, preparation, and implementation of the marketing campaign

The Contractor shall plan, prepare, and implement the most effective marketing campaign to achieve the objectives and marketing KPIs, based on the reference material separately presented by JFOODO and mandatory content and conditions stipulated below. When deciding on activations/events and setting KPI targets, discuss with JFOODO in advance.

[Requirements and Conditions]

- 1) The Contractor shall develop a communication plan that effectively and efficiently utilizes owned media, paid media, and earned media, in which all actions/events are intertwined, in line with the customer journey of the target consumers.

- 2) Apart from the marketing KPIs set by JFOODO, the Contractor must propose quantitative KPIs for each action/event, as well as how each action/event contributes to the target consumers' attitude and behavioral changes, with their measurement methods clarified. The Contractor is also responsible for measuring them, as well as gathering qualitative feedback, after completion of each action/event.
- 3) The optimal budget allocation for each action/event and its reasonings shall be clearly stated.
- 4) The Contractor shall plan and manage the entire project schedule, including the submission of final project report, to conclude by March 12th, 2027.
- 5) The Contractor must carry out this project in accordance with the "JFOODO Brand Guidelines," which will be shared with the Contractor. In addition, "Harmonious" and "Various" from brand-building factors shall both be incorporated into the proposal for this project.
- 6) Project meetings (in person or online) shall be held once a week during the contract period to share progress with JFOODO. The Contractor is required to take meeting minutes and share it with JFOODO promptly.
- 7) When requested by JFOODO, the Contractor shall cooperate with other sake events and projects in the US such as #SupportSake Project and integrate relevant content from other initiatives.
- 8) This project does not entirely exclude U.S. products, although the brands that will be featured and/or advertised through this project shall be limited to products imported from Japan.
- 9) After the completion of all actions and events, a project reporting session shall be held for JFOODO and JETRO personnels involved.
- 10) Project budget may NOT be used for the following:
 - A) Cost of sales
 - B) Price promotion, or
 - C) Vouchers, coupons, luxury prizes and giveaways (including travel).

[Target Areas]

The proposal shall identify a minimum of six (6) primary target cities within the following four states (with at least one city from each state), along with a rationale for their selection:

- New York
- California
- Texas
- Florida

[Concept]

This project shall be carried out in accordance with the current campaign concept and tagline (“Discover new harmonies”).

[Work Details]

1) **Content Creation & Distribution (Pairing Events)**

The proposal must include events and/or activations where target consumers will experience sake with non-Japanese food and official content will be captured.

{Requirements and Conditions for Content Creation & Distribution (Pairing Events)}

A) The events and/or activations must meet the following requirements:

- a. **Geographic coverage:** Events must be conducted in all of the target cities selected above.
- b. **Number of events:** A minimum of two (2) events shall be conducted in each target city.
- c. **Number of participants:** Each event shall host a minimum of thirty (30) participants.
- d. **Venues:** Events may be held at restaurants, event spaces, or other suitable venues proposed by the Contractor and approved in advance; however, venues with a predominantly Japanese theme, including Japanese restaurants or Japan-related establishments, shall be excluded.
- e. **Participant engagement:** Each participant shall be required to publicly share their experience through social media in a manner that is trackable by the Contractor.
- f. **Provision of products:** The Contractor or venues shall be responsible for sourcing and providing both sake and appropriate paired dishes for each event. Paired dishes shall vary by city to reflect regional differences in popularity and familiarity.
- g. **Compliance:** All activities must be conducted in full compliance with applicable laws, regulations, and licensing requirements.

B) Following the events, the Contractor must create official social content in accordance with the following requirements:

- a. **Number of content pieces:** A minimum of four (4) official content pieces shall be produced for each city.
- b. **Content style:** Content shall be created from a point-of-view (POV) perspective, enabling viewers to virtually experience the pairing.
- c. **Engagement:** Content must be highly engaging and optimized to maximize audience attention and interaction.

- d. **Call to action:** Content shall strongly motivate viewers to purchase sake and try the pairing, incorporating a clear and compelling call to action (CTA).
- e. **Dissemination volume:** The Contractor shall estimate and propose a target reach necessary to achieve sufficient conversion during the Conversion Campaign phase (see 2) below), supported by clear rationale and key assumptions.
- f. **Performance monitoring and reporting:** The Contractor shall continuously monitor and report on the campaign performance, including reach, engagement, and attributable traffic to the conversion campaign, and provide a detailed analysis with insights and recommendations for optimization.

2) **Conversion Campaign**

The proposal must include an online conversion campaign aimed at driving purchase among viewers of POV content.

{Requirements and Conditions for Conversion Campaign }

- A) The campaign must include two components: (1) a program that allows visitors/viewers to easily select a desired sake product or receive personalized recommendations based on their interests; and (2) a seamless transition to corresponding product pages of online retailers.
- B) The campaign must involve multiple online retailers. The Contractor shall be responsible for the following:
 - a. **Retailer selection:** Identifying and selecting appropriate online retail partners, which may include both sake-exclusive retailers and non-specialized online retailers.
 - b. **Partnership arrangements:** Negotiating and executing all necessary contracts or agreements with the selected retailers.
 - c. **Inventory assurance:** Ensuring that partner retailers maintain sufficient inventory of participating products throughout the campaign period.
- C) The Contractor and/or partner retailers shall select and propose participating brands and products, in accordance with the following:
 - a. **Product selection:** Identifying suitable brands and products aligned with the campaign objectives; the vast majority of selected products shall be sourced from manufacturers registered with JFOODO Sake Promotions.
 - b. **Rationale:** Providing clear justification for each proposed brand and product, including relevance, target audience fit, and expected performance.

- D) The Contractor must conduct and collect surveys from participating online retailers and their sake distributors, in accordance with the following requirements:
- a. **Survey implementation:** The Contractor shall design, administer, and collect surveys from all participating online retailers and their sake distributors.
 - b. **Mandatory participation:** Participation in such surveys shall be required as a condition of involvement in the campaign.
 - c. **Data provision:** Participating online retailers and distributors shall provide relevant sales and traffic data necessary to evaluate campaign results.
- E) The Contractor shall continuously monitor and report on the campaign performance, including reach, engagement, conversion rates, and attributable sales, and provide a detailed analysis with insights and recommendations for optimization.
- F) The Contractor shall estimate and propose a target reach, page views, and target number of orders, supported by clear rationale and key assumptions.

3) **Social Campaign**

The proposal must include an online campaign to encourage target consumers to share sake experiences with non-Japanese food, generating additional UGC.

{Requirements and Conditions for Social Campaign }

- A) The proposal shall clearly define the campaign format, including participation process, submission method, selection process (if any), and any incentives or prizes offered; however, the project budget shall not be used for the purchase of incentives or prizes.
- B) Any incentives (e.g., giveaways, rewards, or recognition) must be clearly defined and compliant with applicable laws and platform policies.
- C) The campaign shall be conducted on Instagram, and all content must comply with platform specifications and support tracking and performance measurement.
- D) All user-generated content must be trackable through designated hashtags, links, or other mechanisms defined by the Contractor.
- E) The Contractor shall estimate and propose a target reach and target number of entries, supported by clear rationale and key assumptions.
- F) The Contractor shall secure all necessary rights, licenses, and permissions to reuse, repurpose, and redistribute user-generated content for promotional purposes, and shall ensure that such use does not infringe upon any third-party intellectual property or other rights.
- G) The Contractor shall implement measures to ensure content quality, relevance, and alignment with campaign objectives.

- H) The Contractor shall monitor and report on campaign performance, including volume of UGC, reach, engagement, and impact on additional conversions.
- I) All campaign activities and participant content must comply with applicable laws, platform policies, and advertising guidelines, and must not infringe upon any third-party intellectual property, privacy, publicity, or other legal rights.

4) **Other Digital Activities**

- A) The Contractor shall utilize previously partnered key opinion leaders (KOLs) and restaurants to support and reinforce the campaign concept. Contact information will be provided upon execution of the contract. The Contractor shall be responsible for coordinating with such KOLs and restaurants.
- B) The Contractor shall manage the project website (<https://japan-food.jetro.go.jp/sake/us/index.html>).
 - i. The Contractor shall update and modify existing design and evergreen content to enhance performance and alignment with campaign objectives.
 - ii. The project website shall serve as the primary landing page for digital advertising activities; however, for conversion-focused campaigns, landing pages may instead direct users to partner retailer websites as appropriate to facilitate purchase.
 - iii. The Contractor shall be responsible for creating HTML files and associated content for any website updates. Uploading will be performed by JFOODO to the JETRO server, and specifications for content delivery shall be provided separately.
 - iv. The Contractor shall implement appropriate tracking mechanisms to monitor website traffic, user behavior, and performance of the campaigns.
- C) The Contractor shall manage and leverage the official Instagram account (<https://www.instagram.com/pairwithsake/>).
 - i. The Contractor shall be responsible for account operation, including but not limited to content creation, posting, advertising placements, and comment management. Details shall be discussed and agreed upon between the Contractor and JFOODO.
 - ii. The Contractor shall implement specific measures in each campaign to increase the number of followers of the official Instagram account.
 - iii. The Contractor shall actively monitor and respond to user engagement in a timely and appropriate manner.
 - iv. The Contractor shall monitor account performance, including reach, engagement, follower growth, and attributable conversions, and provide

regular reports.

5) **Surveys and reporting**

- A) Based on the measurement method to be proposed in Article 4.(1) above, the Contractor must measure effectiveness of the project by conducting a quantitative consumer survey, a retailer survey, and a distributor survey, analyze and evaluate the results, and report to JFOODO at the end of the project.
- B) After the completion of all campaigns and activities, a project reporting session shall be held for JFOODO and JETRO personnels involved.

(2) Change of Plans

- 1) If coordination with JETRO or other relevant organizations becomes necessary, JFOODO may request adjustments to the project schedule and/or scope and will promptly notify the Contractor accordingly.
- 2) The requirements and conditions stipulated in Article 4. (1) above are subject to change after consultation between JFOODO and the Contractor in case of unforeseen circumstances in the target area(s).

5. **Term of Contract**

From the date of signing the contract to March 12th, 2027

6. **Submission of Deliverables**

(1) Required Documents:

The document format and contents shall be consulted with and approved by JFOODO. These documents may be either in English or in Japanese.

- 1) Final report of the project: The report must cover all the campaigns and activities specified in Article 4. above and be used as materials for the project reporting session.
- 2) Project completion notice: One-page, concise document confirming the completion of the project.

(2) Submission due date: March 12th, 2027

(3) Submission format: 1) PDF and PPTX, 2) PDF

If there are physical materials produced in the project such as POPs, they must also be submitted by mail.

(4) Submission address:

JETRO Los Angeles

Attn: JFOODO

777 S. Figueroa Street, Suite3750

Los Angeles, CA 90017

Tel: (213)624-8855

E-Mail: lag-jfoodo@jetro.go.jp

7. Payment

- (1) Up to 50% of the contract amount may be paid in advance if requested by the Contractor, after the signing of the contract. The remaining amount may only be invoiced after all submissions in Article 6. above are confirmed by JFOODO.
- (2) Items shall be stated as taxable or non-taxable in the invoice.
- (3) All expenses necessary for the project, including but not limited to, OOPs, partnership fees, agency commissions and fees, research and survey costs, transportation, travel expenses, office expenses, shall be included in the contract amount.

8. Requirements for the Contractor

- (1) The Contractor must:
 - 1) Have prior experiences in performing work similar to this project.
 - 2) Secure sufficient human resources and work hours for the project and respond quickly to requests from JFOODO.
 - 3) Respond to legal and private issues that arise externally in the implementation of the project.
 - 4) Have an office or base in the US and primary project members are based in the US.
- (2) The Contractor shall propose and manage a feasible schedule that covers all the work described in this document (with all conditions met).

9. Other Important Notes

- (1) The Contractor, and all sub-contractors and third parties involved in this project, must obey laws, ordinances, and regulations of the country, states, and local governments in which this project is conducted, particularly regarding the handling of alcoholic beverages.
- (2) In performing the work, the Contractor shall comply with the confidentiality and personal information requirements specified in the contract.
- (3) The deliverables and creatives of this project shall be treated as copyrighted by JETRO, and the Contractor shall not claim copyright. In addition, the deliverables of this project may be used by JFOODO outside of this project with some modifications.
- (4) The deliverables and creatives of this project shall not have an expiration date, as they are expected to be used for multiple years. However, if additional costs are expected to be incurred when the deliverables are used after the end of the contract term due to rights related to the cast, music, etc., such information shall be clearly stated at the time of proposing the plan.

- (5) The Contractor must agree to the following with respect to website operation requirements and information security requirements:

[Website Operation Requirements]

- 1) For the domain, the domain name provided by JETRO shall be utilized.
- 2) The website will be operated on a server provided by JETRO, and the content will be managed by a CMS called SITE PUBLIS4.
- 3) Content will be imported into SITE PUBLIS as static files. Dynamic content shall not be included in the websites. The specifications of the file to be delivered for this purpose shall be in accordance with the instructions of the Web Team of the Information and Data Management Department of JETRO.
- 4) Efforts shall be made to deliver at least three (3) business days prior to the publication date desired.
- 5) The deliverables will be put into a CMS by the Web Team of the Information and Data Management Department, and a test page will be provided to check for problems. The Contractor shall promptly make corrections if necessary.

[Information Security Requirements]

- 1) The Contractor shall comply with the items pertaining to confidentiality and personal information specified in the contract and shall implement information security countermeasures.
- 2) The Contractor shall never use outside of the contract or disclose to a third party any information obtained through this project.
- 3) The Contractor shall limit the number of persons engaged in this project. In addition, in the event there is request from JETRO, information on the corporate and board members of the Contractor, the location where the work is to be performed, and the affiliations, expertise (including qualifications and training records related to information security), and past record of all personnel engaged in this work shall be presented to the contact person of JETRO (hereinafter referred to as “the contact person”).
- 4) If JETRO deems it necessary, the Contractor shall agree to JETRO conducting an information security audit, management audit or penetration test (including an audit by an entity selected by JETRO) and specifying the details of such audit. In the event of an actual audit, the schedule shall be determined upon consultation, and the Contractor shall cooperate in the execution of the audit.
- 5) If JETRO requests improvement in the status of implementation of information security measures in this project, the Contractor shall, after consultation with JETRO, formulate and promptly implement the necessary improvement measures.

- 6) The Contractor shall take measures against vulnerabilities, malware, denial-of-service attacks, targeted attacks, access control, and information leakage related to the software, computers and devices used for this work, and shall provide information security training to the personnels involved in this work regarding these measures during the contract term.
- 7) The Contractor shall exercise due care in handling information related to the work obtained during the performance of the work (paper and electronic media, including reproductions thereof).
- 8) In the event of termination or cancellation of the contract, the Contractor shall promptly return, dispose of, or erase any information obtained by the Contractor during the performance of the work (paper and electronic media, including reproductions thereof). In such case, confirmation from the contact person must be obtained.
- 9) The Contractor shall not divulge to any other party or use for any other purpose any of JETRO's work-related information obtained in connection with the work during the contract term or after the termination of the contract. In the event that it becomes necessary to provide JETRO's work-related information to an external party, the information should be provided after careful consideration of whether the party to which the information is provided may not handle the information appropriately, and after obtaining the approval of the contact person, indicating the precautions to be taken in handling the information.
- 10) If the information security breach or the possibility of such event occurs during work related to this project or during the warranty liability period specified in the contract, and the event is caused by an information security problem in the Contractor, the Contractor shall promptly implement the following at its own responsibility and expense:
 - A) After investigating the content of the information security breach and the scope of its impact, a countermeasure for the said information security breach shall be formulated and implemented after obtaining approval from JETRO.
 - B) A report shall be prepared on the specific details of the situation that occurred, the cause, and the measures taken in response, and submitted to JETRO for approval.
 - C) Measures to prevent recurrence shall be developed and implemented upon approval by JETRO; and
 - D) In addition to the above, measures based on JETRO's instructions regarding any information security breaches that have occurred shall be implemented.
- 11) When using external services (including social media services) provided by private companies to an unspecified number of users which can be used only by agreeing to

uniform terms and conditions, the Contractor shall not handle any confidential information in these services and shall comply with the rules and regulations.

- 12) When using external services (including cloud services) to perform entrusted work, the Contractor shall consider the information security measures of the service provider and the service. In addition, the Contractor shall delete any data registered with external services in connection with this work upon approval of the contact person at the end of the contract term.
- 13) When developing a website or developing or creating application content (this refers to a generic term for application programs, web content, etc.; the same shall apply hereinafter), the Contractor shall also include the following to ensure that the information security standards of users will not be compromised:
 - A) The website or application content that it provides does not contain malware. In addition, measures that include the following shall be taken:
 1. Before providing website or application content, scanning using anti-malware software shall be conducted to ensure that they do not contain malware; and
 2. When providing an application program, it shall be confirmed that it does not contain program codes that violate the specifications of the said application.
 - B) Content in executable program format shall not be provided unless there is no other means of providing content other than in executable program format.