

Specifications for the Japanese Food × Winter Fancy 2027 Cross-Promotional Campaign

I. Project Overview and Objective

The project aims to implement a cross-promotional Japanese food campaign during Winter Fancy Faire 2027 (WFF2027), leveraging multiple venues and partners to showcase Japanese food products and attract U.S. food buyers to the exhibition.

II. Scope of Services

To ensure that buyers attending WWF remain aware of Japanese food beyond the trade show venue, promotional activities will be conducted throughout the areas they are likely to visit during their stay.

In addition, information will be disseminated before the event to position selected products as emerging trends in Japanese food. By coordinating promotions across social media and other channels, the campaign aims to generate buzz and establish new products as must-watch items among buyers and industry professionals.

All campaign materials, promotional activities, and event components shall clearly promote participating Japanese food products and, whenever feasible, encourage attendees to visit the Japan Pavilion and participating exhibitors.

1. Restaurant Partnership Program (Badge Benefits)

To create opportunities for WWF2027 attendees to experience Japanese food outside the exhibition venue, the campaign will partner with four iconic and easily accessible restaurants, including both Japanese and mainstream American establishments.

Activities:

- Offer limited-time menu items featuring products from GGW exhibitors.
- Provide special benefits for WWF attendees, such as discounted drinks upon presentation of an event badge.
- Install promotional materials directing visitors to the Japan Pavilion.
- Support participating restaurants through menu development and promotional subsidies.

Potential Partners: Ramen Shop, Bakery, Additional high-visibility restaurants to be identified and selected.

2. Café Partnership Program

To engage buyers along their daily routes during WWF, the campaign will collaborate with four cafés located within walking distance of the venue.

Activities:

- Feature products from GGW exhibitors as snacks or sample items.
- Display promotional materials, including flyers, POP displays, and QR codes.

- Encourage visitors to explore the Japan Pavilion and related events.

This initiative serves as an alternative to a retail partnership program while creating practical product exposure opportunities close to the venue.

3. Networking Event

A networking and promotional event will be organized during WWF2027 to highlight emerging trends in Japanese food and facilitate business connections.

Tentative Schedule:

- January 18, 2027 (Monday evening), or another date approved by JETRO.
- Venue within walking distance of the convention center or inside convention Center

-Program Components:

- Recipe and Menu Showcase
- Networking reception, Panel discussions
- Startup and SME pitch sessions
- Product showcase tables for exhibitor promotion and buyer engagement

-Potential Educational Topics for Buyers:

- Key features and strengths of Japanese food products
- Fermented foods
- Wellness and functional foods
- Matcha and tea culture
- Other emerging food categories and market trends

4. Official Key Visual, Map, and Media promotion

The contractor shall develop an official campaign for key visual and related creative assets for use across all promotional materials. Multiple formats and sizes shall be produced to accommodate various advertising placements, signage, digital platforms, and printed materials.

In addition, the contractor shall develop and maintain an official campaign map and visitor guide to help WWF attendees discover and navigate campaign-related activities throughout the event period.

Channels: Instagram (@rooted.japan), LinkedIn

Content:

- Badge benefit promotions

- Restaurant and café partnership announcements
- Networking event promotion
- Featured exhibitor and product highlights
- Content linked to the “Japanese Next Trend” initiative

In addition,

The map should include:

- Participating restaurants and badge benefit locations
- Participating cafés
- Networking event venue(s)
- Japan Pavilion location
- Other campaign-related activities and partner locations

Deliverables:

- Mobile-friendly digital map accessible via QR code
- Downloadable visitor guide
- Integration with social media and campaign promotional materials
- Clear directions and calls-to-action encouraging visitors to explore participating locations and visit the Japan Pavilion

Objectives:

- Improve visibility of campaign activities
- Increase participation across campaign touchpoints
- Encourage movement between off-site experiences and the Japan Pavilion
- Create a seamless visitor experience throughout the Winter Fancy Faire period

5. Japanese Next Trend (Media & Trend-Building Initiative)

This initiative aims to position selected Japanese food products not merely as exhibition items, but as emerging trends in the U.S. market. Through strategic media outreach and digital promotion, the campaign will build awareness among both industry professionals and mainstream consumers before and during WWF2027.

Activities:

- Distribution of press releases highlighting participating Japanese food products, companies, and emerging food trends
- Sponsored articles and media partnerships with food, beverage, lifestyle, and wellness publications
- Production and distribution of trend-focused videos, interviews, and feature content
- Promotion of campaign activities, participating restaurants, cafés, and networking events

Media Outreach:

- Press releases shall be distributed through major newswire services and targeted to influential natural and specialty food media, restaurant and foodservice media, food and beverage industry publications, lifestyle and wellness media, and other relevant trade and consumer outlets.
- The contractor should actively seek media coverage that positions participating Japanese food products as emerging trends in the U.S. market.

Objectives:

- Reach not only WWF attendees but also mainstream U.S. consumers
- Increase awareness of participating Japanese food companies and products
- Generate momentum around emerging Japanese food trends
- Build awareness prior to the event and increase buyer interest during WWF2027
- Strengthen visibility of participating Japanese food companies and products
- Generate media coverage and online engagement around emerging Japanese food trends

6. Reporting and Final Deliverables

The contractor shall submit a final report summarizing all campaign activities, results, and key findings.

The report should include, but not be limited to:

- Overview of each campaign activity implemented
- List of participating restaurants, cafés, media partners, and other collaborators
- Attendance and participation figures for the networking event
- Social media performance metrics, including reach, impressions, and engagement
- Media coverage generated through the campaign
- Number of badge benefit redemptions, where available
- Summary of visitor engagement and referrals to the Japan Pavilion
- Photos and other visual records of campaign activities
- Key achievements, challenges, and recommendations for future programs

- URLs and screenshots of online media coverage and social media posts
- Analysis of campaign effectiveness and recommendations for future promotional activities

The final report shall be submitted in electronic format within a specified period after the completion of the campaign.

The specific dates, venues, participating partners, campaign content, and operational details of each campaign component are subject to final review and approval by JETRO. JETRO reserves the right to modify, approve, or reject any proposed activity, partner, venue, creative material, or implementation plan. All activities shall be conducted during the Winter Fancy Faire 2027 period. To maximize campaign impact, contractors are encouraged to design and implement activities for the longest feasible period before, during, and throughout the event.

The contractor shall be responsible for coordinating with participating restaurants, cafés, venue operators, media partners, exhibitors, and other stakeholders necessary for the implementation of the campaign, subject to JETRO's final approval.

The contractor shall cooperate with JETRO and related stakeholders in implementing activities that are complementary to this campaign and contribute to the promotion of Japanese food products and participating exhibitors during the Winter Fancy Food Show period.

III. Contract Period

From the date of contract execution through Mar,26th,2027

IV. Submission of the Project Completion Report and Deadline

Upon completion of the contracted work, the contractor shall promptly submit a Project Completion Report and Final Deliverables to JETRO (as described in Section II . 6).

V. Payment

Payment shall be made within 40 days after submission of an invoice, provided that the Project Completion Report has been submitted and approved by JETRO.

VI. Other

JETRO will not bear any expenses other than those specified in the quotation submitted for this project. JETRO shall not be liable for any damages, losses, or claims arising out of or in connection with the event, including any disadvantage or harm suffered by participants or attendees.

