***Section VI. Schedule of Requirements***

The delivery schedule expressed as **weeks/months** stipulates hereafter as date of delivery to the project site.

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| **Item Number** | **Requirements** | **Quantity** | **Delivered, Weeks/Months** | **Statement of Compliance** |
| **1** | **Marketing Communications Campaign*** Digital campaigns featuring Philippine Food and Brands
* Engagement of influencers and key opinion leaders
* Features on major lifestyle magazines and digital channels of PH exporters to UAE (or Middle East)
* Media Invitational
* Event Documentation and Global Media Coverage
* Outdoor Advertising
* Collateral Design and Production

Manage and oversee the design and production of all promotional materials for multi-media marketing communications strategy to include social media exposure, as well as traditional media and printed collaterals like posters and flyers for mass distribution at, but not limited to, the PH Pavilion and at partner supermarkets.Coordinate with Supermarket Partners on production of necessary thematic props and venue paraphernaliaCoordinate with DTI and the supermarkets in posting FOODPhilippines’ promotional materials in the DTI and supermarkets’ website, app, and/or social media sites | **1 lot** | **February – April 2022** |  |
| **2** | **In-Store Design, Fabrication and Set-up**Provide all planning, design, and architectural/engineering services required for the proper design and for all other services necessary for the construction.Manage and oversee the design and production of thematic props and venue paraphernalia in the participating supermarkets venuesCoordinate with the POC Secretariat and the supermarket partners on the design and production of the display stand in selected supermarket branchesCoordinate with DTI and supermarket on the design, print, distribution, and installation of FOODPhilippines store promo collaterals (such as posters, arch, onsite collaterals, etc.) in the supermarkets Coordinate with DTI and supermarkets to identify the Philippine products/brands for promotion | **1 lot** | **February – April 2022** |  |
| **3** | **Logistical and Technical Arrangements**Ensure securing relevant and applicable government permits and certifications from the UAE and Expo 2020 Dubai relative to the implementation of the project. Including but not limited to Food Certifications, Event Permits, Raffle prizes and COVID-19 Safety Certifications.Process appropriate product and brand registration of identified new Philippine products and brands to promote as per Dubai Government import and food control regulations; Assist in crafting the partnership agreement with the Supermarket PartnersOrganize, execute, and procure all requirements for the Opening Launches at partner supermarkets to include but not limited to physical and technical arrangements, invitations and confirmations, program and entertainment, food and beverage cost per head, manpower and all other necessary arrangements for each of the identified venuesProcess permits for live cooking and food sampling for the duration of the in-store promotion subject to the COVID-19 health and safety guidelines of the Dubai Government. | **1 lot** | **February – April 2022** |  |
| **4** | **In-store Promotion Event**Manage and ensure successful execution of the in-store promotion in selected supermarket branches:* + - 1. Lulu
			2. West Zone
			3. Choithrams
			4. Al Maya
			5. Spinneys

Assign a dedicated Supervisor/overall coordinator who shall oversee, manage, and closely coordinate with the PH Alternate Commissioner General and the concerned Government agencies/ private sector entities on all arrangements required per eventExecute a multichannel communications strategy together with the partner supermarkets (maximizing their own promotional networks and budgets) to promote the event that may include outdoor advertising through street banners and the partner supermarketsEMC to liaise closely with DTI, supermarkets, and participating Philippine companies in organizing the in-store promotion, and directly report to DTI for the duration of the in-store promotion periodOrganize an opening ceremony/launch per selected supermarket branchesProvide merchandisers to man the in-store promo spaceCoordinate with Chef Consultant/F&B Consultation and Supermarket Partners in administering and managing live cooking stations in selected supermarket branchesManage logistical arrangements, supply, restocking, and pull out of Philippine products and brands featured in the in-store promotion | **1 lot** | **February – April 2022** |  |
| **5** | **Raffle Draws**Provide the mechanics and prizes for the raffle drawsOrganize and execute all the Raffle Draws and craft the mechanics in coordination with partner supermarkets:

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| **Promotional Prizes** |
|  Supermarkets1. Lulu
2. West Zone
3. Choithrams
4. Al Maya
5. Spinneys
 | * Four (4) Philippine Tour Package for 2 pax, 4 days/3 nights in Palawan or Boracay
* Four (4) Roundtrip Dubai-Manila-Dubai economy tickets for 2 pax
* Sixty (60) entry passes to Expo 2020 Dubai with a special tour of the PH Pavilion
* Sixty (60) Go Lokal! Gift Bags
 |

 | **1 lot** | **February – April 2022** |  |
| **6** | **Photography and Video Production Service**Provide well-curated and directed, high-quality photography and video production services to capture all the events of the in-store promotion events and submit to DTI-POC in the prescribed digital format: * Photographs (in JPEG, PNG file format) with corresponding English and Arabic captions
* Videos (in MP4 file format) with English and Arabic subtitles
 | **1 lot** | **February – April 2022** |  |
| **7** | **Dismantling and Egress**Dismantling of thematic props and venue paraphernalia in the participating supermarket’s venues | **1 lot** | **February – April 2022** |  |
| **8** | **Reports**Submit a full report monthly of all activities undertaken for the project period with the following proposed chapters: * Event Background
* Dedicated page per activity with corresponding photo and relevant article
* Curated gallery
* PR and marketing report (social media, news outlet engagement, etc.)
* By the numbers & Project Impact on Sales
* Partner & Stakeholder Details
 | **1 lot** | **February – April 2022** |  |

**Conforme:**

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Name & Signature of Authorized Representative

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Date signed