

The Japan Foundation, Sydney (JPF) invites tenders for the following:

Description:

Tender for the PR and Marketing for Japanese Film Festival 2024

1. Japanese Film Festival 2024

Organiser: The Japan Foundation, Sydney

Dates: 24 September, 2024, to 10 November, 2024

Locations: Canberra, Perth, Brisbane, Melbourne & Sydney

Films: approx. 10 latest release titles

Ticket: approx. \$25 for latest releases & free admission for Special Series

2. Specifications

a. Campaign management

- i. Work closely with JPF to build a robust timeline of announcements that will best promote all aspects of the film festival including the ticketed latest releases and free admission special series.
- ii. Advise on all areas of the marketing program and assist where needed to secure the right resources and assets to ensure campaign success.

b. Creative

- i. Work with JPF and suppliers to produce effective campaign assets to promote the project most effectively.

c. Advertising

- i. Work with JPF to allocate ad budget to make most effective use of the budget for the goals of the campaign. Including sourcing of quotes, ad booking, management of social media advertising and allocation of print and outdoor budgets to areas more suitable.
- ii. Manage JPF marketing funds and make payments to media and suppliers where necessary.

d. Public Relations

- i. Work with JPF to build a cohesive communications timeline
- ii. Write media releases
- iii. Pitch the festival to media on behalf of JPF

e. Campaign reporting

- i. Monitor and report as accurately as possible on all campaign initiatives clearly and meaningfully. Provide a weekly comprehensive report of the campaign using data sourced from Google Data Studio, Google Analytics, Google Tag Manager and Meta Ads Manager.

f. Ticket revenue

- i. Produce invoices to venue stakeholders in accordance to JPF's instructions
- ii. Receive ticket revenue on behalf of JPF

3. Schedule (TBC)

17 Jul, 2024	Dates & venues announcement
28 Aug, 2024	Program launch and ticket sales
24 Sep – 13 Oct, 2024	JFF in Canberra
14 – 20 Oct, 2024	JFF in Perth
7 – 21 Oct, 2024	JFF in Brisbane
21 Oct – 3 Nov, 2024	JFF in Melbourne
9 Oct – 10 Nov, 2024	JFF in Sydney

31 January, 2025: Agency to provide JPF a comprehensive report of the marketing campaign including successful aspects as well areas for improvement. The agency is also required to provide a financial report of the revenue of the festival.

4. Budget

AUD 48,300 (incl. GST)
(includes the purchase of advertising across media platforms)

5. Qualification

- a. Experience of PR and marketing for film festivals in Australia
(Desired but not essential)

6. Tender Instructions

- a. Closing date & time: Friday, 26 July, 2024; 17:00 (AEST)
- b. Please submit the following documents by email to jffau@jpf.go.jp
 - (a) Proposal (including campaign plan, timeline, list of media to buy, quote, and budget breakdown)
 - (b) Company outline
 - (c) Agency support for JPF. For example, the number of people allocated to the campaign and their roles.
 - (d) Experience of PR and marketing for film festivals in Australia
- c. Should you have any enquiries, please contact jffau@jpf.go.jp or 02 8239 0055