

2022-1 Art and Culture Marketing



Project JEONG(情)

Sharing love and compassion by participation

2020195161 Dogyung Lee

2020195197 Jihwan Do

2020195062 Nayoon Kim

2019190211 Hamna Shahzad



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Executive Summary

Who are we?

We represent the marketing team of Orion. We aim to start a project that will launch an innovative marketing campaign that appeals to both the MZ generation and the general Korean population through the use of social media trends. Our goal is to promote Orion's snacks in a trendy and new perspective and to promote Orion as a socially contributing company.

Context

Many individuals, organizations, and companies now express their identities and interact with their audience/consumers through social media. We believe Orion can encourage consumers to interact with the company's snack products through collaboration with a renowned pop music artist combined with the efforts of social media, promoting a new refreshing image of the existing Orion products. By doing so, they can recognize a new side of Orion that they weren't familiar with before. Platforms such as TikTok and Instagram actively encourage users to create their own low-entry barrier media content. Users stimulate new innovative trends as they use creativity to express their own ideas.

The Project

Thus, this project's purpose is to imprint Orion's brand image of ethical management and corporate social responsibility. It also seeks to make consumers pay attention to the brand through innovative, unconventional marketing.

We expect this project to develop an attractive and trendy brand image for Orion. We hope to accentuate Orion's positive image and fulfill the company's social responsibility to the local community. We also expect to expand contact with consumers through interactive marketing with low entry barriers.

The key component of our project is to create collaboration music with pop music artist Charlie Puth. The collaboration song will be the basis for the online creator challenge and offline music festival. The online creator challenge(Orion Jeong Challenge), a social media engagement project, will be Orion's attempt to engage with the MZ generation who are familiar with SNS trends. The offline music festival will take this engagement further by inviting consumers to enjoy the music performances as well as the different event and game booths.

The Sponsors and Partners

Our team plans to hold a partnership with a donation organization in order to help a good cause and show corporate social responsibility. A portion of the funds raised from the offline music event will go towards the donation organization. The offline event will also work with sponsors from beverage and alcohol companies, potentially giving the companies the opportunity to have booths in the offline festival event. They would benefit from the exposure, PR effects, and sales they would gain from the festival.

Introduction

Orion is a mid-sized snack company with 2,058.2 million USD in sales, and 230.4 million USD in net income. It is the leading snack in South Korea, and it has overseas production subsidiaries in China, Russia, India, and Vietnam. It is a global company that has a prominent presence in Asia.

Orion has collaborated with many different brands and companies. It previously made a partnership deal with Korean E-sport organization T1 Entertainment and Sports where Orion sponsored them by giving branded snacks. They have also joined hands with CJ Freshway to make Kobok chips and mini churros and have made various joint products with Baskin Robbins, Ashley restaurant, Myeongrang hotdog, and even Musinsa for a packaging featuring Musinsa's clothes. This in turn makes Orion an experienced company in collaborations so they are well aware of possible profits and risks.

We believe social media is a necessary platform for marketing in the modern age. Our team will attempt to encourage Orion's engagement with the MZ generation through a social media engagement project that is motivated by the collaboration with a global pop music artist. TikTok, currently one of the most popular social media applications with over one billion active users, is a platform where users upload videos they created themselves. The platform only allows for videos, so users express themselves and their creativity solely using the videos they created themselves. The collaboration with Charlie Puth will also be a driving force for the offline festival event.

We named our project 정 to put emphasis on the theme of sharing love and compassion. 정 or Jeong is the Korean word meaning the emotional connection you build with someone as you spend time with them and get to know them. The project will revolve around the importance of sharing empathy for others in our modern society. Our team believes we can utilize emotional appeal to reach the audience, developing a stronger connection between Orion and its consumers. The emotional appeal will be emphasized with the message we send with our partner donation organization and the good cause the partnership is standing for.

1. Brand introduction

Orion is a global food company that supplies its customers with delicious and high-quality products at the most reasonable prices possible. Orion is committed to winning and maintaining the trust of our customers by adhering to the principles and standards of ethical management at all times.

Founded in 1987 in a joint venture between Orion and PepsiCo, a global food company, OSI is the nation's top snack company with annual sales growth of more than 22% and profit growth of more than 25% since its foundation, surpassing 100 billion won in sales. Based on the vision of the best company that leads the snack culture of the future and shares joy with customers, OSI intends to lead the new snack culture by strengthening product development capabilities for the launch of new products and continuously implementing differentiated marketing strategies.

A. Brand mission

Since Orion declared ethical management in 2015, it has been conducting social contribution activities every year to fulfill corporate social responsibility. Orion strives to fulfill its social responsibility based on growth-oriented continuous social contribution activities. To this end, all subsidiaries are conducting social contribution activities that are aligned with their business under the Group's main mission of 'Sharing Love', or 'Sharing 정'. Orion is carrying out the activities in accordance with two directions: 'Compassionate Sharing', which supports vulnerable children and youth, and 'Sharing Green Heart', which is an eco-friendly/community volunteer activity. In 2021, Orion completed major social contribution activities for 169,000 beneficiaries around the country.

B. Social Contribution activities

1) Sharing warm heart: support for vulnerable children and youth

Orion hosted 'COVID-19 Overcoming Contest' for local children's centers nationwide to support the emotional development of children. They have also provided opportunities to experience careers indirectly through Youtuber LAN fan meetings. They have also provided various types of financial support including scholarships for children suffering from malnutrition.

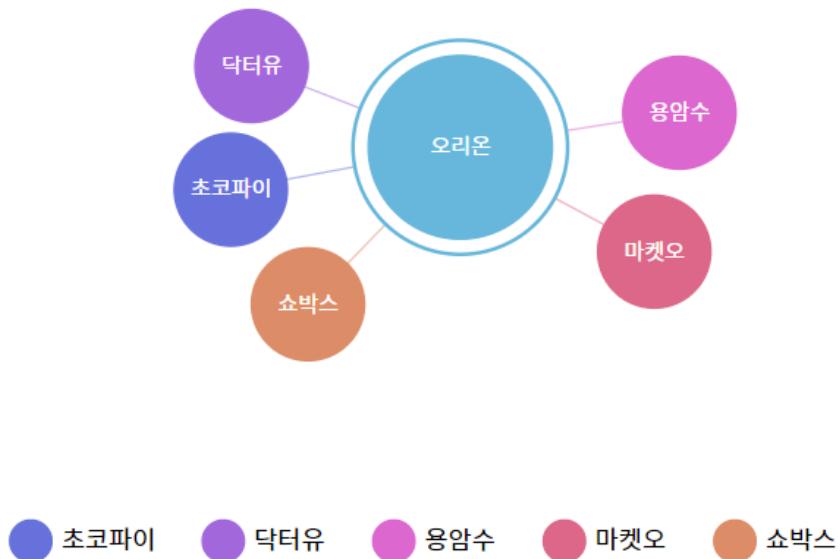
2) Sharing green heart: eco-friendly/community volunteer activity

Orion has also made contributions to the environment through the Jeju Island Community Contribution Agreement, which is about donating money for the development of the marine environment, regional welfare, and human resources developments. They have also done community environmental protection activities such as community cleanup activities or plogging (picking up litter + jogging).

Brand image analysis of ORION

2022년 03월 21일

순위	브랜드	참여지수	미디어지수	소통지수	커뮤니티지수	시장지수	사회공헌지수	브랜드평판지수
1	CJ제일제당	219,961	494,059	326,626	1,242,869	1,884,063	154,820	4,322,399
2	오리온	285,621	664,553	596,438	838,054	1,196,829	171,952	3,753,447
3	오뚜기	228,872	436,344	617,593	1,348,815	559,728	153,503	3,344,855
4	농심	226,762	556,404	472,403	1,144,145	648,476	160,355	3,208,545
5	미래생명자원	625,412	781,419	645,557	693,306	52,379	28,293	2,826,365



The graph above is the list of the top 5 brands in terms of brand reputation rate. A reputation of a brand is evaluated by participation value, communication value, social value, market value, and financial value of consumer activity about the brand. The brand reputation index is an indicator created through brand big data analysis by finding that consumers' online habits have a great influence on brand consumption, which is analyzed by measuring positive evaluation of brands, media interest, communication between consumers, conversation volume on social media, and community share.

Based on this evaluation, Orion has the second-best brand reputation among consumers. It ranks first place in the food industry in terms of social contribution. Unfortunately, consumers of Orion don't seem to recognize that Orion is making this much effort to contribute to society. The table below is Orion's main keyword recognized by consumers. As you can see, only Dr. You and Market O, which shows Orion's well-being efforts, and Orion's steady-seller products like Choco pie are in the keyword. Despite making a lot of efforts for social contribution, consumers do not recognize Orion as a good brand that puts a lot of effort into social contribution.

C. Insights

Orion has done great in terms of ESG itself, but not in terms of imprinting ESG-related images to their brand image. By taking advantage of the growing interest in ESG management, TikTok marketing, which has emerged as a recent trend, should be used to spread the positive image of a "good company" to consumers.

In particular, Orion should try to **make consumers have more comfortable access to their ESG activities, providing relatively light content that anyone can easily understand, breaking away from the hard and heavy content that can be associated with ESG.**

2. Market Research

A. Poorly fed children in Korea

According to Support for Starving Children, there are currently 333,000 children that are being poorly fed in Korea. Another survey conducted in 2020 and 2021 shows that the proportion of children and adolescents who "did not eat all three meals a day" during the distance learning period after the outbreak of COVID-19 was 64.1% and 61.6%, respectively. The rate of being poorly fed in 2021 decreased by 2.5% compared to the previous year, but it is still over 60%, which is more than 10% higher than the rate of being poorly fed(49.9%) announced by the institute in 2018. After the outbreak of COVID-19, the size of poorly fed children and adolescents increased compared to before the outbreak of COVID-19.

B. Quality of meals for poorly fed children

The quality of meals for poorly fed children seems to be decreasing due to the prolonged COVID-19 pandemic. Many people eat delivery lunch boxes without the support of schools and local meal centers or buy instant food within the limit of using children's food vouchers that can round up to 5,000 won per meal. Shin Hyun-jae, deputy director of the Good Heart Center of the NGO for International Relief and Development, said, "The number of contractors and daily workers asking the center for support has tripled compared to last year."

Convenience stores and bakeries account for more than half (66.4%) of the available franchises of children's food vouchers. This is because food vouchers cannot be used in general card readers or POSs, so a dedicated card reader that can read the IC chip of the children's meal card must be installed. Most convenience stores incorporate this reader into their IC pads, but regular restaurants often complain of inconvenience. **No matter how many restaurants there are, you can't use them if they're not registered as franchises, and because of the difficulty of using cards, children end up heading to convenience stores to eat.**

Also, only 28.7% of general and rest restaurants are affiliated. As high-quality and balanced meals are important for the healthy development of growing children and adolescents, it is necessary to **expand the use of various food industries and link various resources in the community. In order to guarantee basic survival rights, the minimum standards for the 'amount' and 'quality' levels of meals should be raised and the current gap should be minimized.**

C. Lack of consumer recognition in ESG

Large and medium-sized companies, as well as public companies, are competitively introducing "ESG (environmental, social, and governance) management," but 6 out of 10 consumers are not familiar with ESG management. [1]Unlike companies competing for ESG management, consumers are not properly aware of its meaning, which means that "**there is a significant lack of consumer publicity and education for ESG.**"

Without an explanation of why companies do ESG, companies must avoid promoting simply that our companies have received high ratings. There is a need to **promote the importance of ESG through active promotion and encourage customer participation to increase consumer experience.**

One of the few companies that managed to imprint their social contribution image to consumers is Starbucks. As a leader in ESG marketing, Starbucks is conducting a "Better Together, Together with Values" campaign. The campaign was centered on eco-friendly activities such as using paper straws and minimizing disposable products, but the current branding campaign has expanded to coexist with people and has become Starbucks' unique social contribution brand.

What should be noted from this example is the development of a campaign brand that fully considers scalability. It is designed to naturally melt into the customer's consumption journey without using Reuse, Recycle, and Reduce, which emphasize only eco-friendliness. It is designed to allow consumers to experience Starbucks' ESG marketing step by step, from product selection (ethic coffee beans purchase, paper straws, etc.) to store employees for payment (expanding hiring for vulnerable groups, talent donation cafes, etc.).

The campaign is Starbucks' mid-to-long-term strategy, expanding to ESG's overall activities such as achieving 0% use of disposable cups, developing local win-win drinks, and operating community stores, solidifying ESG management leadership.

D. Insights

Companies that are good at ESG are moving beyond brand image enhancement to communication that can affect and change the perceptions and behaviors of various stakeholders, including customers. Orion should constantly communicate not only through their website, but also through stores, products, and customer campaign events to achieve tasks.

3. Project Motivation

Based on the previous analyses, we decided to deploy CRM, or cause-linked marketing. CRM is marketing conducted by a company in connection with the management and social activities. If a company pursues the public interest, in the long run, it can imprint its image as a socially responsible company on consumers, which can help improve its brand reputation. Two typical ways of CRM are for companies to contribute economic returns and to cooperate with NGOs to raise awareness and help solve social issues.

Consumers lack recognition of Orion as a socially contributing brand despite numerous efforts for social contribution. By using up-to-date marketing tools like challenge marketing that can easily attract public attention to tell that Orion is working hard for a better society, this project can increase brand value by making Orion achieve a reputation as a socially responsible and contributing company. It can also expand contact with consumers with a brand image of being cheerful and keeping up with the trend.

There are about 330,000 children who are concerned about skipping meals in Korea. In other words, if all children are covered, there is at least one child who is fasting in one class of 25 people. Currently, children who are concerned about skipping meals solve their meals with child meal cards issued by local governments, but the cost of meals for growing children is limited as well as hats. For this reason, as many children replace meals with instant foods, nutritional imbalance problems arise due to the lack of a balanced diet. In addition, COVID-19 poses another threat to the social safety net for children who are concerned about fasting. It is a social problem that is difficult to solve on one's own.

To solve this problem, Orion, a representative food company that aims for a society that shares love and compassion, that is, healthy life and humanity, as reasons for the company's existence, is stepping up. **In addition to making various social contributions so that children and adolescents in need of help can grow healthy and receive educational opportunities, we also want to open an opportunity for more consumers to participate in these social contributions.**

A. Project objectives

1) Improve ESG-related brand image

Consumers and investors are not only evaluating corporate activities based on product quality or financial factors, but also seeing ESG ratings to check the good influence of companies such as environment, ethics, and social responsibility. Studies have consistently been presented that corporate social responsibility activities have a positive effect on brand asset construction by increasing brand value (Folkes and Kamins, 1999). Another study

(Park, 2007) found that corporate social responsibility activities have a positive effect on brand loyalty as well as brand image.

Consumers form corporate images and attitudes toward companies according to the degree of corporate ethics management awareness, and consider this as an important factor in purchasing activities. As the performance of corporate ethics management perception plays a positive role in consumers, companies have gradually adopted it strategically and used it as a means of marketing strategies, intensifying domestic market competition, and increasing general consumers' awareness of social problems.

As a result of examining the effect of ethical management activities on the corporate image, it was found that marketing communication activities had a statistically significant effect (Hyun, 2009). It was also found that corporate public service activities such as marketing communication activities, sports promotion activities, culture and arts support activities, education and academic support activities, community development activities, and environmental preservation activities had a positive effect on consumer purchase intention (Hyun, 2009), and that the positive image of a company had a positive effect on purchase intention. Therefore, corporate ethical management can help to conduct positive communication in relation to consumers. In addition, it can be a strategic and effective marketing means to differentiate itself from other companies. **Thus, as a company performs ESG activities, trust in the company increases, which enhances the company's reputation, thereby strengthening brand assets.**

A company's ESG management creates costs in the short term, but in the mid-to-long term, it becomes **a concept of sustainable investment that improves corporate value and reduces future costs**. ESG can be a direct evaluation method for companies by quantifying them, which is why companies need to find and implement the right ESG marketing plan.

Currently, most companies invest a considerable amount of money to become ESG management leaders to create various content through various marketing execution and promotion strategies, but it is true that consumers' interest and response are insufficient compared to the abundant content.

Sharing ESG importance and corporate direction to consumers in the market for efforts that companies contribute to ESG management practice internally and externally, and inducing consumer awareness and participation to expand will be the key to being an ESG leader company in the future.

2) Improve brand image through innovative marketing

TikTok is a video platform that produces, edits, and shares videos that are about 15 seconds short. Initially, it was an SNS service for Hana, but it is currently being used as a marketing means beyond this. The main consumer group of both Orion and Tiktok is the MZ generation. Consumers of Tiktok can easily produce videos in short quantities. As a result, it is possible for consumers to participate substantially and even lead to voluntary marketing. The biggest

feature is that the challenge can be carried out with the hashtag effect. If you use the hashtag effect, you can collect similar content. This has the advantage of naturally increasing the stay time and exposing more related challenges. Even now, various artists and brands are using this as a marketing means.

Consumers can participate in our project directly, so they can use hearing, sight, and touch, and gain fun through experience. It can also arouse curiosity among consumers who watch challenge-related videos, and other consumers who watch it will be able to participate in the challenge. **Therefore, when the number of people participating in the challenge increases, they feel familiar with the brand and have a sense of belonging.** This inevitably leads to a positive direction of participating in other related challenges.

4. Project Description



A. Ad Campaign on Social Media

Orion creates an ad campaign in which Charlie Puth creates music using an Orion product. **The basic style of the advertisement mimics Charlie Puth's viral TikTok videos in which he explains his songwriting process to the viewer.** Charlie Puth's TikTok videos usually consist of him just talking into his phone while discussing music-related topics. This is crucial to the retention rate of the ad as having a casual tone and manner will help naturally hook the viewers. After gradually stacking the elements of the song together, such as the beat, piano, and vocals, the finished song is played as the background music for the ad. During this portion, the ad gives the basic information of the Orion Jeong(정) Challenge; what to do, how to submit the video, until when to submit the video, etc. In setting the boundaries of what kind of videos to submit, examples such as a person creating graphic design work using Orion snack packages, people dancing to the Charlie Puth X Orion song, as well as an artist creating their own music using sounds of Orion products are shown. In the final portion of the ad, basic information of the prizes for the winners is mentioned as well as information regarding the Orion Jeong(정) Festival and our connection to the charity organization, 한국결식아동청소년지원협회.

The ad is circulated mainly on TikTok, Instagram, YouTube, and Google Ads. The ad campaign is conducted for a total duration of 4 weeks to ensure ample time for accumulating

submission videos but not to needlessly draw out the campaign period and lose the public's interest. More detailed information regarding the challenge will be provided through Orion's social media channels as well as their official website, in which a link to these sources will be provided throughout the ad. In this promotional and informing stage of the project, it is important to stress the link between this challenge and our charity organization of choice so that participants have an additional social incentive to take part in the challenge. By utilizing Orion's official social media channels, information about the challenge as well as the charity organization can be uploaded in the form of graphic card news content. This will ensure that the public is aware of the nature of our partnership with the charity organization, the alignment of Orion's company values with the characteristics of the charity, and lastly how the Orion Jeong(정) Challenge and Orion Jeong(정) Festival will specifically help the charity.

B. Who is Charlie Puth and why him?



1) Who is Charlie Puth?

Charlie Puth is an American singer and songwriter, who first started to gain exposure through his original songs and cover videos that were uploaded to YouTube. Puth then went on to gain worldwide recognition after the success of his hit song on the *Fast and Furious 7* soundtrack, “See You Again”. In more recent years, especially through his utilization of social media, Charlie Puth has amassed an even bigger following with his viral song-writing TikTok videos. In these videos, he shares how he combines and builds all of the separate components of a song into a finished end product. His most viral TikTok video is of him creating a song called “Light Switch”, with a whopping 122.9 million views on the platform alone. Although this may simply appear as an ingenious marketing tactic by Puth, the artist has said in an interview with E! News that **his true intentions in making these song-writing videos is to “Educate people on how I make music” and “Inspire people musically.”**¹

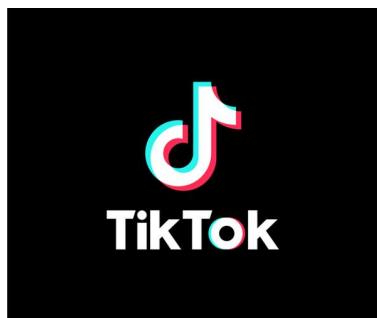
2) Why Charlie Puth?

There are two main reasons why Charlie Puth would be the perfect collaborating artist for this particular project. **First is because of his unique songwriting process.** He created his hit song “Light Switch”, by utilizing a sound of a light switch flick during the chorus. Although using unique and unorthodox sounds to create music has been done before, Puth has successfully popularized it in this new generation of listeners and creators, which are mostly a part of the MZ generation. As the key

¹ Jamie Blynn (2022). The Reinvention of Charlie Puth: How TikTok Led to His Most Personal Music Yet. Interview with E! News.

element of our marketing plan is to utilize Orion products in a creative way, Puth's unique song-writing process is directly in line with what is required for this project. **Second is because of his great utilization of social media.** Primarily uploading to TikTok, Puth shares with his followers every step of his music production process starting from his musical inspirations to personal anecdotes to technical recording sessions. He not only uploads frequently through his own social media account but also actively comments on other artists' and fan-created content. Moreover, there are no fancy editing techniques or special effects in his videos. They are mostly just him talking into his phone, which differs greatly from most celebrity social media accounts. This casual feeling within his videos allow viewers to feel more comfortable and connect on a more intimate level with Puth. In this way, Puth has been able to garner an unprecedented boom in popularity as he continues to strengthen a special bond with his social media followers and community.

C. Orion Jeong Challenge (정)



Launched by the ad campaign starring Charlie Puth, **the Orion Creator Challenge** is a global social media hashtag challenge in which participants utilize Orion products to create any piece of artistic work and upload it to social media with the necessary hashtags. Types of entries include, but are not limited to, music, graphic design, videography, and choreography. This challenge aims to revitalize and rejuvenate Orion's brand image into a creative one that is in line with that of the MZ generation. The overall theme for the challenge will be to share your creativity with the world in order to make the world a more colorful place. This will be linked with the overarching project theme of love and compassion, as it is also connected with helping starving children in Korea. Cash prizes, Orion product prizes, online exposure through Orion's official social media channels, as well as a chance to share the stage with Charlie Puth at the Orion Creator Festival will be the main incentives for participation in the challenge. Also, our affiliation with [한국결식아동청소년지원협회](#) will act as a social incentive for participating in the challenge, which is directly in line with the millennial and Gen Z characteristic of gravitating towards social causes.

The challenge will have two main steps. The first step is to upload your video with the hashtag #OrionJeongChallenge or #오리온정챌린지 and tag the official Orion account within the respective platforms. This will heighten the possibility of organic discovery as well as virality. The second step is to follow Orion's TikTok and Instagram accounts. This will be an opportunity to semi-organically increase social media followers as well as engagement. Furthermore, details regarding the challenge and the festival will be posted to Orion's social media accounts. So it is important that participants are informed about relevant issues and events.

Participants will be evaluated on social media impressions (views, likes, comments) as well as overall creativity and level of execution. For the duration of the challenge, the videos of the participants will be monitored by the Orion marketing team and memorable submissions will be marked to streamline the final process of choosing the winners of the challenge. During this monitoring period, it is important that we comment and engage with the followers and their submission videos to give a friendly and approachable impression to existing followers as well as potential ones. Especially for Gen Z consumers, a considerable factor in brand favorability is their way of utilizing social media. A company that regularly communicates with its followers within the comment section, Instagram Stories, or live sessions, is one that cares for its consumers and this ultimately leads to a strong relationship more psychologically as well as financially.

Name	Orion 정 Challenge
Theme	Free Themes (related to creation - music, design, video, dance, etc)
How to participate	<ol style="list-style-type: none"> Upload a video of you creating a piece of work utilizing one of Orion's products with the hashtags #OrionJeongChallenge or #오리온정챌린지 and tag the official Orion account within the post. Participants must also follow the social media accounts of Orion on TikTok and Instagram.
Prize	<ul style="list-style-type: none"> The number one participant will be able to share the stage with Charlie Puth at the Orion Jeong(정) Festival. The top three participants will receive cash prizes that vary in amount, in accordance to their rank. (1st, 2nd, 3rd place) The top 10 participants will receive Orion product prizes. All top 10 participants will be featured in Orion's social media accounts.
Target	Anyone can participate. However we prefer an individual of the MZ generation who enjoys creating works of art (music, design, art, video, dance, etc)
Purpose	<ul style="list-style-type: none"> Revitalize and rejuvenate the brand image of Orion Strengthen the relationship with the MZ generation consumer demographic Reconnecting Orion's company values with a charity organization with corresponding missions and values. Increase in awareness and growth in the global snack market.

D. Orion Jeong(정) Festival



The ad campaign and hashtag challenge will all culminate into the final part of this marketing plan, which is the Orion Creator Festival. This festival will be held at the Olympic Park 88 Grass Field in Seoul, South Korea and will be headlining Charlie Puth as the main act. Furthermore the festival will include booths that showcase Orion's products in a creative way as well as food and beverage booths. The main theme of the festival will be centered around creative expression and compassion. A percentage of all proceeds of festival revenue (booths, tickets, merchandise, etc) will be donated to [한국결식아동청소년지원협회](#) to match the theme of sharing and compassion.

All ticket prices, regardless of whether it's fixed seating or grass field, of the festival will be 99,000 KRW, considering the size of the venue as well as past ticket prices of similar scaled events. Charlie Puth's 2018 World Tour concert tickets were priced at an average of 100,000 KRW, and because there are a lot of other booths there are enough revenue streams to compensate for the additional costs.

1) Main Performance

Charlie Puth's performance will be the main event of the festival. As this is an all-day festival, we will also have performing artists such as Stella Jang, Crush, 10cm, AKMU which have a similar musical style to Charlie Puth. Furthermore, the number one participant of the Orion Creator Challenge will be able to share the stage with Charlie Puth and perform the song that he or she wrote for the challenge.

2) Basic F&B Booths

There will be booths that showcase menu items from the Market-O Restaurant, which is a restaurant run by Orion. We will also have typical booths that sell festival foods such as french fries, popcorn, soda, smoothies, and beer. For alcoholic beverages, festival-goers will need to prove their eligibility with age-verified bracelets.

3) 'Creative' Orion Product Booths



Simply providing or selling Orion snack products will have a very low level of demand and is not in line with the creative nature of the festival. So in these ‘creative’ booths festival participants will be able to utilize Orion snack products in games to win Orion-themed merchandise. Some game examples could include stacking the highest choco-pie(초코파이) tower in within a minute, or balancing the most amount of squid peanut balls(오징어땅콩) on a spoon, etc. Some of the merchandise prizes could include apparel (t-shirts, sweatshirts) inspired by the colorway of Orion’s most famous snacks. In addition to giving out these apparel merchandise as prizes, they will also be sold at the booths as limited-edition items. Lastly, there will be social media follow and hashtag events which will help to increase social media followers and engagement.

4) *Charity Organization PR Booth for 한국결식아동청소년지원협회*

Having a PR booth of the charity organization is crucial in solidifying the connection between this entire project and the social cause. However, considering the fact that most festival participants are not going to want to visit a charity booth during a festival, there needs to be a clear specific incentive. There will be two main incentives for individuals that visit the charity booth. First, after uploading an Instagram story or post about the festival with the relevant hashtags, they will receive a goodie bag filled with a couple of free Orion snacks as well as an Orion and 한국결식아동청소년지원협회 branded eco-bag. This will ensure that participants will have a place to store all of the snacks and items that they get during the festival. Second, there will be a lucky draw event in which participants can win prizes such as free movie tickets, Market-O restaurant gift certificates, and Orion merchandise.

5. Future Prospects and Conclusion

A. Future Benefits

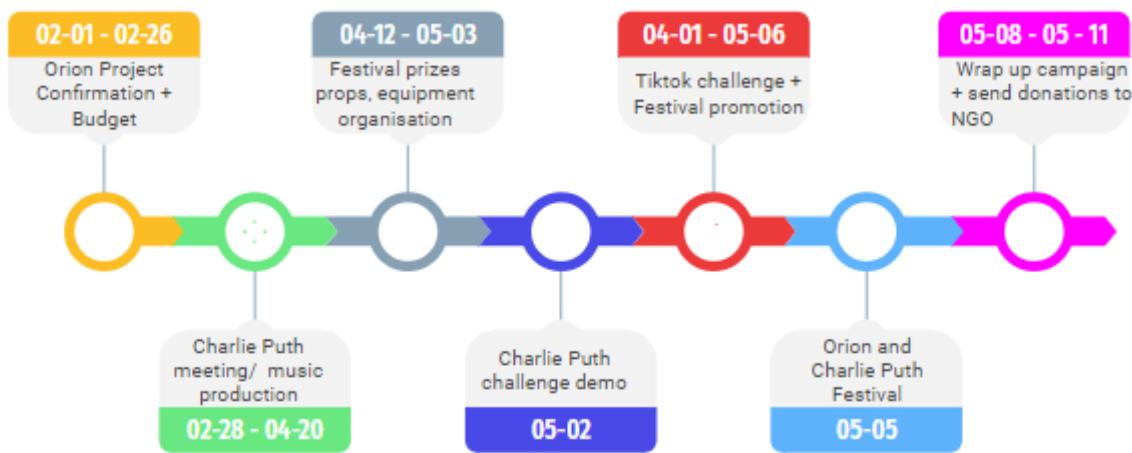
The expected benefits of this project would result in increased credibility and awareness of Orion as a brand. Orion wishes to continue to strengthen its product competitiveness and successfully launch new businesses under the management policy of ‘sustaining healthy growth,’ while ensuring a profit-and efficiency-oriented management system. They also wish to enhance their capability to implement the ethical management of employees both at home and abroad. And all our global subsidiaries will recognize the value of ethical management in accordance with our business approach while developing our environmental management and a win-win growth system.

At the same time they will provide more value to consumers based on our business philosophy of supplying delicious and quality products at reasonable prices, becoming a company that prioritizes customer satisfaction. By collaborating with Charlie Puth, Orion will contribute to the music industry and potentially get more benefits in terms of being patronized and possibly be more advertised by artists. Charlie Puth's influence in the Korean music industry will also make more K-POP celebrities more conducive to this festival especially since it is connected to both donating to a good cause and influential music celebrities.

B. Orion Timeline

This is the tentative timeline of the project but it must be noted that the timeline is subject to minor or major changes according to the availability of the artist, venues, and employees.

TASK NAME	STATUS	START DATE	END DATE	DURATION in days
1.Meeting with Orion Shareholders for Project Confirmation + Budget release		02-01	02-02	1
2. Contact NGOs and confirm their partnership		02-05	02-08	3
3. Organize and finalize all festival booths and confirm the theme of Charlie Puth's sing lineup with his needed equipment, makeup, costumes.		02-13	02-26	13
4. Meeting with Charlie Puth for project discussion		02-28	03-01	1
5. Start promoting tiktok challenge and festival		04-01	05-06	19
6. Reserve venue/booth-related props/prizes		04-12	04-15	3
7. Charlie Puth in-person meeting before festival + demo		05-02	05-03	1
8.Orion X Charlie Puth Festival		05-05	05-06	1
9.Calculate and send donations to NGO		05-08	05-11	3



C. Budget

The total budget and investment of this project are estimated to be 60.7M USD which is approximately 6B KRW. According to industry reports on booking other international artists like Justin Bieber, Shawn Mender, and even A-list Korean artists, recruiting Charlie Puth would require a maximum of 1M USD. Besides recruiting Charlie Puth for producing, releasing the song, and performing at the festival; there would be funds allocated to makeup artists, video editors, and directors to create and manage the social media campaign. This would require approximately 700USD. The greatest amounts of funds would be allocated to organizing, promoting, and executing the festival which would total about 7M USD. This would include booking the venue in Seoul Olympic Park, buying the equipment for Charlie Puth's concert, and organizing all the prizes and props for the booths. Based on reports of other food companies and Orion's previous collaborations; we are estimating the snack sales to increase by at least 56% so the overall increase in profit would be 75M USD. In terms of social media reach and non-monetary profit, Orion is hoping to reach and remain on the brand reputation index as number one for at least three months.

D. Future Prospects of Project based on Market Research

One-time celebrity endorsements can significantly increase the brand's sales especially if it is paired with a well-meaning ESG plan. While Orion is interested in increasing the present sales of its products, the expected immediate return on investment for this project is not the main concern. Instead, Orion is focusing on a gradual increase in brand awareness, credibility and prestige so that the future benefits of this festival and TikTok challenge remain stable and increase reliably. In order to assess the future prospects of Orion's project with Charlie Puth whose sales profits will be donated to an NGO; we will consider another Korean food and beverage company that has used similar strategies in the past. This will help Orion estimate and predict what the Charlie Puth endorsement combined with the donation project would look like in the eyes of the consumers for Orion.

1) Case in question: Ottogi

Ottogi is a Korean food company famous for its Jin ramen just like Orion is known for its choco pie. They have collaborated with various Korean celebrities most notably baseball player Hyun Jin Ryu and actor Jo In-sung who have immense popularity in Korea. In 2021, Ottogi was also lauded for having the highest donations given for COVID-19 relief and even separate donations to Miral Welfare Foundation's Good Will Store and a cooperative project to support the disabled, which it started in 2012. This project consists of various sponsorship activities such as consignment of Ottogi gift set processing, donation of Ottogi products to Goodwill Store stores, Ottogi product sharing campaign, and Employee volunteer activities. The success of the interactive campaign with Hyun Jin Ryu and their dedicated donations to social organizations has drastically raised the brand reputation of Ottogi from number five to number two in one year right after the increase in donations and celebrity collaborations. This precedent gives Orion a reliable blueprint to assume that other food companies have done well in the category of arranging celebrity collaborations for their products especially combined with steady donations for good social causes. Therefore, Orion's creative approach to the collaboration project has a clear indication of having success.

2021년 02월 26일

순위	브랜드	참여지수	미디어지수	소통지수	커뮤니티지수	시장지수	사회공헌지수	브랜드평판지수
1	CJ제일제당	372,621	232,107	205,780	961,379	2,192,701	221,348	4,185,937
2	오리온	974,817	374,601	434,034	364,181	1,797,383	123,984	4,068,999
3	동서	395,133	266,073	198,153	195,747	1,439,718	123,610	2,618,433
4	서울식품	2,127,853	38,359	133,077	75,993	57,905	2,108	2,435,296
5	오뚜기	374,966	166,441	806,084	144,386	735,833	66,154	2,293,864

2021년 12월 16일

순위	간편식 브랜드	참여지수	소통지수	커뮤니티지수	브랜드평판지수
1	CJ제일제당 간편식	185,538	197,181	172,258	554,978
2	오뚜기 간편식	217,894	130,057	181,029	528,980
3	더반찬 간편식	35,114	33,166	428,967	497,247
4	롯데푸드 간편식	103,676	73,907	221,415	398,997
5	풀무원 간편식	140,385	87,584	164,022	391,991
6	동원 간편식	160,378	119,135	100,984	380,497

Sourced from Korean Brand Reputation Index

E. Limitations and Risk Management

Orion is putting a lot of funds into this festival so it is a very large marketing investment in advertising the festival itself, securing a venue, setting up booths, equipment, prizes for the festival participants, and Charlie Puth's concert himself. This could be invested in other small-scale advertisements or collaborations. Additionally, Orion will also have to consider any possible problems such as a last-minute pull-out from Charlie Puth for the concert or a small turnout of people at the venue. There is even the possibility of insurance

funds being spent on risks like fire/gas safety, public disorder, Medical emergencies, or Unpredictable weather. A list of possible

F. External and Internal Project Risks

Some external and internal risks include intermittent internet or call networks problems inside the festival venue, camera or equipment crashes, physical damage to data storage components of music by Charlie Puth, improper maintenance of recycling, power outages from internal causes, system slowdowns in booth management, security holes, utility interruption of all external stuff needed for venues, natural disasters, theft, and vandalism.

G. Solutions to Potential Risks

While the risks for the festival and TikTok challenge might seem considerably hefty, they can be easily solved with a well-formulated action plan to combat these risks. Orion will make sure to sign an insurance agreement with Charlie Puth so that if there is a last-minute pull-out or late show; a penalty fee is applied that is equal to or greater than the expected costs of the event. Additionally, Orion hopes to brief their employees and coordinate the traffic system and tighten the security during the event. In case of natural disasters or theft, Orion will make sure to include a safety exit and inform all the event attendees about it, and brief the reception desk about being vigilant of possible vandalism or theft. Also, Orion will dedicate some of its funds to insurance of the equipment and for any damages dealt with in case of natural disasters/. For the improper maintenance concern, Orion has pledged to have recycling bins installed at the edges of the festival venue to ensure no complaints of smell and also have designated employees near the trash disposal area to check for improper recycling.

H. Letter of Intent

Letter of Intent

THIS LETTER OF INTENT (the "PROJECT JEONG (정)") made as of this 1st day of February, 2023 (the "Execution Date"),

Between

ORION CORP. of 13 Backbeam-ro 90 da-gil, Yongsan-gu, Seoul, South Korea
Charlie Puth of 1290 6th Ave, New York, NY 10104, USA (Atlantic Records Press)

(individually the "Party" and collectively the "Parties")

Background

This Document will establish the basic terms used in a future agreement between the Parties. The terms contained in this Document are not comprehensive and it is expected that additional terms may be added, and existing terms may be changed or deleted. The basic terms are as follows:

Non-Binding

This Document does not create a binding agreement between the Parties and will not be enforceable. Only the future agreement, duly executed by the Parties, will be enforceable. The terms and conditions of the future agreement will supersede any terms and conditions contained in this Document. The Parties are not prevented from entering into negotiations with third parties with regard to the subject matter of this Document.

Transaction Description

The subject of this transaction is described as follows:
Advertisement Campaign and Festival Performance Collaboration

Closing Date

The transaction will be completed on or about the 6th day of May, 2022 (the "Closing Date"). All obligations as indicated in the future agreement will be completed and met by the Closing Date.

Representations

The Parties represent and warrant that their respective assets, real property or personal property, which constitutes any or all of this proposed transaction, are free and clear of any liens, charges, encumbrances or rights of third parties. If the representations of one or more of the Parties are untrue upon the Closing Date, then any remaining Parties may terminate any future agreement without penalty and any deposits must be refunded.

Additional Terms

Penalty Fee occurred for no show at festival or non-fulfillment of clauses

This Document accurately reflects the understanding between the Parties, signed on this 28th day of February, 2022.

Per:
Orion Corp. (Party)


Per:
Charlie Puth (Party)


I. Future Improvements

In case of the provision of a greater budget or for future similar collaborations in light of the success of this project, Orion would like to focus on getting famous Korean Tiktok stars on board to promote the Orion creator challenge. In order to accommodate an even greater group of attendees, Orion would focus on securing a bigger venue and also work on booking Korean artists for additional performances at the festival.

Additionally, Orion would like to inaugurate various social group activities related to love and compassion for their consumers as well as establish a steady tradition of donations to our selected NGO.

J. Conclusion: Overview

Orion has a well-thought-out plan and past similar examples as well as market research and assessments of possible risks to consider that this project could prove to be extremely profitable. Charlie Puth's creator challenge and the festival, if managed correctly, have the prospect to be extremely memorable in the history of Orion's collaborations and would provide a major gateway into international market recognition for Orion.

If considered by shareholders, this could possibly establish the perception of consumers of Orion as an ESG-friendly, socially responsible, and trend-leading company.

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