

THE A-LIST

KOL CAMPAIGN

CUSTOM PACKAGE

FOR

MALAYSIA PRODUCTIVITY
CORPORATION (MPC)

MPC
MALAYSIA PRODUCTIVITY CORPORATION



Proposed Contest : " Secawan Kopi & Produktiviti! "

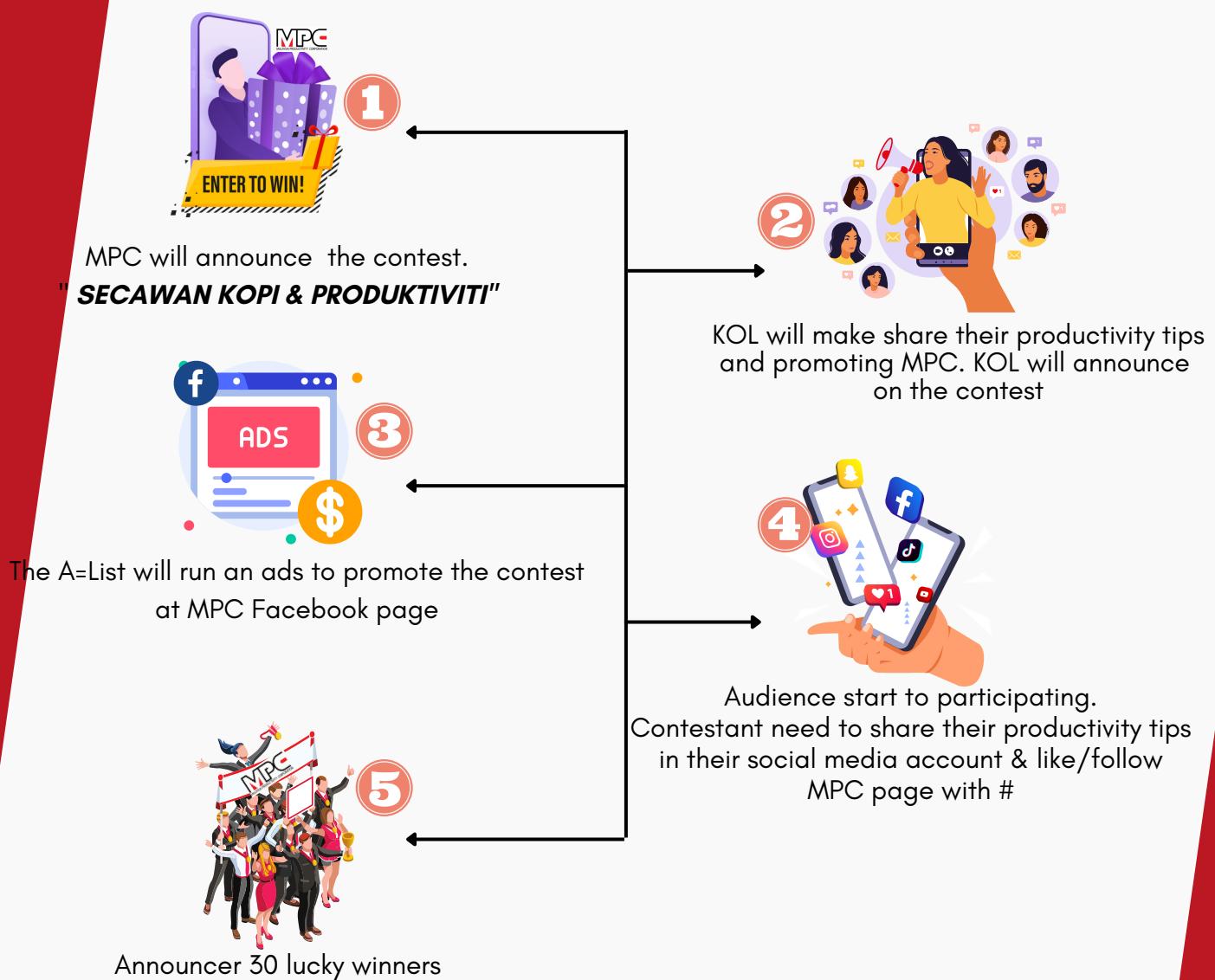
Campaign : Follow, Share & Win a Voucher/E-Gift

Campaign Date : June 2023 (2 weeks)

Objective : Focusing on visibility & creating the hype in online platform
 : Get engagement with audience by KOLs collaboration
 : To educate public about MPC & productivity

How do we creating a hype in social media?

A combination of influencers review to promoting trust & educate the audience.
 To highlight on MPC as a whole & encourage audience to join the contest



PROPOSED KOL'S



WAHIDA

social media personality
[@aiwahida](#)
 followers : 305K
 Platform : Instagram



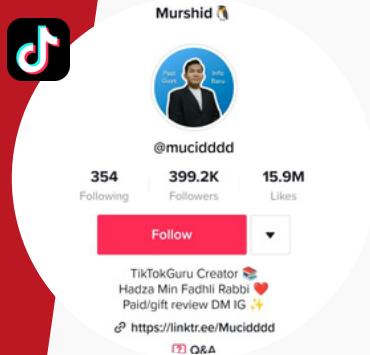
MADAN

social media personality
[@madansuzali](#)
 followers : 31.6K
 Platform : Instagram



CIKGU IZWAN

social media personality
[@ohcikgu](#)
 followers : 86.3K
 Platform : Tiktok



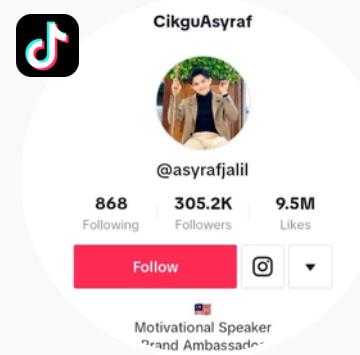
MURSYID

social media personality
[@mucidddd](#)
 followers : 398.2K
 Platform : Tiktok



CIKGU AYU

social media personality
[@cikguayu_imtecer](#)
 followers : 1.2M
 Platform : Tiktok



CIKGU ASYRAF

social media personality
[@asyrafjalil](#)
 followers : 305.2K
 Platform : Tiktok

PROPOSED GIVEAWAY



Option 1



Option 2



Option 3

CUSTOM PACKAGE

RM 10,000

6 Kol

6 Posting (4x Tiktok video / 2x IG reels each Kol)

FB Ads

RM400 Ads Credit (Rebate)

Terms :

- 1) The package price is non-negotiable.
- 2) The rate for celebrity and influencers may differ from time to time based on their updates, management previews, festivities seasons and etc. The difference of rate will be consulted with clients first if the client would like to proceed with additional charge.
- 3) Client may suggest the names of celebrities or influencers they would like to engage, but in case of the rate of the influencers/celebrities is out of average range per influencers, agency may request for additional charge based on the influencer's / celebrity's rate.
- 4) Price is not including postage and stocks management. The client is fully responsible for the postage of products to the influencers. In any case of lost of product postage, wrong products delivery, and etc, the cost will be bear by the client.
- 5) Agency will not be held responsible for the delay of postings due to the delay of products delivery from client to influencers, or if there's issues with the postage. The item has to arrive to the influencers at least min 2 weeks before posting date.
- 6) Any changes in content information is not allowed and will affect the delivery time, please expect delay in any case of last minutes of changes of content, and not applicable to the KOL that had shot the video or in the process of editing.
- 7) In any case, if the influencers were not able to commit to the timeline, the influencers will be changed to someone else, or the posting will be carried forward to following days, weeks, or months.
- 9) As the booking for influencer's schedule will require full payment, it is advisable if the client could provide full payment as well. Alternatively, client do partial payment of 80% of total investment 2 weeks before the campaign commencement and another 20% 2 weeks before the campaign ends. Failure to make the payment will result in withholding the influencers review on their social media.
- 10) Major edit that requires re-shooting, last minute information addition and etc is not allowed. Minor edit will be charged after the first edit, with starting fee of RM 200, whereas major edit is will be based on KOL's a la carte rate.
- 11) We do not promise in increment of sales/followers. The campaign is solely for the awareness and exposure objective.
- 12) Any feedback from media social such as video been removed/banned/muted or any copyright issues that resulted the posting been taken down by media social platform (eg: IG, Tik Tok, FB, etc) is not under agency's and KOL's responsibility, and agency and KOL is not responsible to reupload the posting as it may affect KOL's social media account. Additional charge may required for reupload.
- 13) The review may/may not include products from client, however, for any products less than RM 500 in value, is not allowed for product loan for KOL and is non returnable.