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Aruba Tourism Authority and Zeno Group, Inc.
STATEMENT OF WORK
PROJECT NAME: ATA x ZENO INFLUENCER
April 1, 2018 – December 31, 2019

Pursuant to the Agreement by and between the Aruba Tourism Authority ("Client") and Zeno Group, Inc. ("Zeno") dated April 1, 2019, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES

Overview

This Scope of Work is made a part of the Client Services Agreement dated January 1, 2019 (the Agreement"), by and between Zeno Group, Inc. ("Agency") and the Aruba Tourism Authority ("Client"). Any capitalized terms used herein shall have the meaning set forth in the Agreement. To the extent that the provisions of this Scope of Work conflict with those of the Agreement, the provisions of the Scope of Work shall control. Program will bring awareness and drive demand to meet program KPIs including:

- Identify and vet influencers for consideration
- Develop influencer briefing materials, itineraries & hold briefing calls with each influencer
- Manage influencer outreach and content approvals
- Develop relevant program reporting (EOD updates on-island and 30-day recap reports) and share routine updates with ATA, partners and ATA social
- Work and coordinate with ATA social to ensure content sharing, updated content calendar including rights usage and email alerts for when influencers are on-island to encouraging engagement
- Provide campaign reporting, including weekly data pulls and post-campaign reports
- Run a test & learn paid social program
- Work with 20-25 total influencers to secure program KPIS of:
    - 7MM+ Impressions
    - 500K+ Engagements
    - 500K+ Video views

- Services shall be provided by Key Personnel as follows:
    - Tracey Thiele – Overall account strategic lead
    - Dominique Dorais – Overall Day to Day Lead
    - Katie Rie – Influencer Lead
    - Jesse Tovar – Content production and influencer management

Deliverables/Milestones & Timeline

Program Element	Activities	Start & End Dates	FEE	OOP	TOTAL
Account Management	-Weekly team meetings -Fiscal / overall budget management -Integration with agencies / PR team	April 1, 2019 – Dec. 31, 2019	***Included in PR retainer***		
Digital & Influencer Strategy	-Topline content strategy -2019 Influencer strategy -Influenced media approach	April 1, 2019 – Dec. 31, 2019	***Included in PR retainer***		

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	-Managing influencer 2018 roll-over (logistics)				
Day to Day Project Management	-Identify and vet 50+ influencers for consideration - Work with 20-25 influencers total. -Develop influencer briefing materials, itineraries & hold briefing calls with each influencer -Manage influencer outreach and content approvals - Develop relevant program reporting (EOD updates on-island and 30-day recap reports) and share routine updates ATA, partners and ATA social -Coordinate all influencer trips (logistics, brief, etc.) -Coordinate with ATA social on an ongoing basis to ensure content sharing	April 1, 2019 – Dec. 31, 2019	$75,000	$187,000	$262,000
Paid Media	-Activate a small paid media test and learn to track purchase intent and set program benchmarks	April 1, 2019 – Dec. 31, 2019	$5,000	$10,000	$15,000

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increases the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

BUDGET

Professional Fees (Not to Exceed):	**$80,000**
Expenses:	**$197,000**
Total:	**$277,000**

Zeno shall only request approval from Client per initiative or individual out-of-pocket expenses exceeding $1,000. Client authorizes Zeno to bill up to ten percent (10%) over the estimated expense amounts over $1,000 without seeking further approval.

TERMS

Fee Billing. Zeno shall invoice Client in accordance to the payment schedule set forth below. Fees are based on the Scope of Services above and not based on actual hours. As such, Zeno shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Zeno will bill Client a two lump sums of $98,500.00, (total $197,000.00) to cover estimated expenses. Any unused prepaid amount will be refunded or utilized at the Client's discretion.

Invoices. Zeno will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be provided with the invoices. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Sjeidy Feliciano
Company Name:	Aruba Tourism Authority

Received by NSD/FARA Registration Unit 10/30/2019 5:11:36 PM

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Address:	L.G. Smith Blvd 8, Oranjestad, Aruba

Purchase Order. The client Purchase Order number is not required.

BILLING SCHEDULE

ESTIMATED INVOICE DATE (mm/dd/yyyy)	FEE	OOP	TOTAL
05/1/2019	$26,667.00	$98,500.00	$125,167.00
07/1/2019	$26,667.00	$98,500.00	$125,167.00
10/1/2019	$26,666.00	$0	$26.666.00

ACCEPTED AND AGREED TO ON THIS 6 DAY OF MAY 2019.

ARUBA TOURISM AUTHORITY

By: Sheicy Tellciano

Printed Name: Sheicy Tellciano

Title: Communications Manager.

ZENO GROUP, INC.

By: Betty Lui

Printed Name: BETTY LUI

Title: FINANCE DIRECTOR

Received by NSD/FARA Registration Unit 10/30/2019 5:11:36 PM

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Deering, Dru

From: Thiele, Tracey
Sent: Friday, August 30, 2019 9:51 AM
To: Vinci, Michael
Cc: Ortiz, Mila
Subject: FW: Vow Renewal Budget Approval

Here you go. Thanks.

TT • +

From: Sjeidy Feliciano <
Date: Friday, August 30, 2019 at 8:46 AM
To: Tracey Thiele <
Cc: Mila Ortiz <
Subject: Re: Vow Renewal Budget Approval

Email Originated Externally

Tracey,
The below is approved.

Saludos,

Sjeidy Dijkhoff - Feliciano, Communications Manager

Aruba Tourism Authority
L.G. Smith Blvd 8 | P.O. Box 1019 | Oranjestad | Aruba

From: Tracey <
Date: Thursday, August 29, 2019 at 19:53
To: Sjeidy Feliciano <
Cc: "Ortiz, Mila" <
Subject: Vow Renewal Budget Approval

Hi, Sjeidy.
Following up with you that we are aligned on the additional $20K in Fee as outlined in the project budget for Vow renewal here. In addition, the vow renewal budget for content production is also enclosed. If you can simply reply back with your approval, we can process these invoices in August. I've highlighted them both in yellow for easy spotting. 😊

Thanks so much!
Best,
Tracey and Mila

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Deering, Dru

From: Sjeidy Feliciano [redacted]
Sent: Tuesday, August 13, 2019 4:52 PM
To: Insinga, Mary; Ortiz, Mila
Subject: Re: Zeno/ATA Action Items - 7/31

Email Originated Externally

In this case this is confirmed. Let me know if you need any additional information. Please send an email to Rayon as to be aligned on the social media aspect.

Saludos,
Sjeidy Dijkhoff - Feliciano, Communications Manager

Aruba Tourism Authority
L.G. Smith Blvd 8 | P.O. Box 1019 | Oranjestad | Aruba

From: "Ortiz, Mila"
Date: Monday, August 12, 2019 at 19:43
To: Sjeidy Feliciano , "Insinga, Mary" "Knobloch, Leslie",Aimee, "Tovar, Jesse", "Condon, Katie", Ayerim Maduro
Cc: "@ArubaTourism"
Subject: RE: Zeno/ATA Action Items - 7/31

Hi Sjeidy,

Thanks for this! Totally understood – appreciate the clarity on the hero video.

That said, please see below for the updated budget **(brought this down to $28,800)** and we'll work to revise the production doc tomorrow. Updated deliverables below as well for now.

We just want to be clear on the expected output of these assets. We recommend moving forward with this content creation as it supports the strategy for the story overall, and gives us great content for social. *However, we do not anticipate these assets being a driver of earned media coverage.* Happy to discuss this on our call tomorrow AM.

BUDGET

Deliverable	Amount	Output
Planning/Pre-production	$2,500	Creative concepts, planning pre-pro deck, shot list, logistics, travel booking
On-site content capture	$5,000	3 full days of scouting, planning and shooting on-island during and after ceremony
Post production editor	$5,000	Post production editing of deliverables/final assets
Social posts/posting	$1,500	On-site IG story content capture, social calendar, copy recommendations

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Equipment rentals/travel fees for gear	$4,000	Transport of equipment via air
Interview scene	$3,000	Floral step and repeat, couch and coffee table, tent
Travel & Accommodations (per person)	$7,800 ($2,600/person)	Flight, hotel and food per person
	TOTAL = $28,800 (including $7,800 for travel and hotels)	

PERSONNELL:
Producer: Mary Insinga
Director: Adrian Arroyo
DP (videographer): Jon Jovellanos
IG story content capture: Mary Insinga
Editor (post): Jon Jovellanos

DELIVERABLES
"ARUBA EVER AFTER" INTERVIEWS:

- (1x) :60 hero video
- (3-4x) :15 - :30 second featurettes
- (4-5x) :2 - :6 GIFS
- (4-5x) :6 - :10 vignettes

LIVE SOCIAL POSTING:

- (20-25x) vertical videos to be posted live

Thank you,

Mila Ortiz •

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