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ZENO

For Zeno Use Only
Client No.:
Contract No.:

Aruba Tourism Authority and Zeno Group, Inc.
STATEMENT OF WORK
PROJECT NAME: ATA x ZENO ELECTION DISCONNECTION PHASE ONE
October 1, 2019 – December 31, 2019

Pursuant to the Agreement by and between the Aruba Tourism Authority ("Client") and Zeno Group, Inc. ("Zeno") dated January 1st, 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 1st, 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.

- Services shall be provided by Key Personnel as follows:
  - Tracey Thiele – Strategy and counsel
  - Mila Ortiz – Integrated project lead
  - Hannah Pomatto – Media relations and events lead
  - Jesse Tovar – Content Strategist
  - Akeem Anderson – Paid Media Strategist
  - Justin Capadocia – Senior Video Producer
  - Shileen Cruz – Media relations project manager
  - Gina Petraglia – Media relations and admin support

ZENO Deliverables/Milestones & Timeline

Professional Fee includes:
- Account Management
- Day to Day Project Management
- Media Relations

Content creation includes:
- Creation of one teaser video
- Visuals / imagery to support the announcement press kit and landing page

Account management includes:
- Content & Project weekly 1:1 with ATA

ACTIVITY	FEE	OOP
Planning & Project Management – October	**$35,000**	**N/A**
• Development of communications strategy and tactical ideas • Media audit and trend kite analysis, social audit to inform messaging and storytelling • Work with on-island wellness experts to create the stress test and outline the experience • Regular project-based team meetings with events support agency, ATA, IAT, etc. to execute		

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Phase One: Election Disconnection Announcement – November – December	**$87,000**	**$85,500**
• Development of press kit materials and final media list • Development of each house's (up to three) experience activation plan, contact vendors, development of brief for host properties, vet on-island vendors to create the experience; vet proposals and select experiential agency and wellness partners to support on-island – ATA to support in booking one Airbnb by launch week 11/18 • Collaborate with Robin at ATA on landing page copywriting, strategy and email collection • Media Relations - Contact journalists, pitch them the story, coordinate interviews, continue to build on existing media list, track media coverage • Venue scouting trip in December (1x Zeno) - travel fees OOPs • Influencer engagement - contracting 2-3 past influencers to post (to come from existing influencer budget) • Digital Content: Develop and produce one announcement teaser video and 3-4 social content posts. Development of creative brief; collaboration on asset concepts; coordination of ongoing feedback. • Development and implementation of paid social plan to amplify PR efforts, drive traffic to landing page and increase SOV.		
Phase One Program Total	**$122,000**	**$85,500**

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.

PHASE ONE BUDGET

Professional Fees:	**$122,000**
Estimate Out of Pocket Expenses:	**$85,500**
Total:	**$207,500**

Client authorizes Zeno to bill up to ten percent (10%) over the estimated expense amounts in the above Budget without seeking further approval. If expenses are anticipated to exceed ten percent (10%) over the estimated amounts, Zeno will issue an addendum to the current SOW for Client's approval.

ARUBA TOURISM AUTHORITY DELIVERABLES

Properties:
The Aruba Tourism Authority will be responsible for handling all legal agreements / requirements and booking for all properties, including insurance, by no later than January 15, 2020. The success of the program relies on having the luxury properties secured in advance with a minimum of six weeks booking secured: two (2) weeks for creating an experience and 4 (four weeks) for guest bookings.

E-commerce/booking mechanic:
The Aruba Tourism Authority will be responsible for working with the property partner on an e-commerce/booking mechanic plan and rollout to ensure consumers can book directly by February 1, 2020. This proposal does not include an e-commerce booking experience.

Social promotion/Digital support:
ATA will also be responsible for creating a supporting landing page for the announcement to be completed November 2019. ATA will amplify the campaign through existing social channels.

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TERMS

Fee Billing. Zeno shall invoice Client an amount of $122,000 ("Professional Fees"). The fee is based on the Scope of Services from October 1 – December 31, 2019 in accordance with the billing schedule set forth below. Zeno shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Zeno will bill Client a one-time amount of $85,500 to cover estimated expenses. The estimated budget tracker can be found here. Actual expenses may vary from any estimated amounts provided in the Budget section.

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: Company Name: Address:	Sjeidy Feliciano Aruba Tourism Authority L.G. Smith Blvd 8, Oranjestad, Aruba

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

Billing schedule:

Invoice Date	FEE	OOP
11/15/19	122,000	85,500

ACCEPTED AND AGREED TO ON THIS 7 DAY OF NOVEMBER 2019.

ARUBA TOURISM AUTHORITY

By: _____

Printed Name: Sjeidy Feliciano

Title: Communications Manager

ZENO GROUP, INC.

By: _____

Printed Name: BETTY LUI

Title: FINANCE DIRECTOR

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