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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 RETAINER
January 1, 2020 – December 31, 2020

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

- Services shall be provided by Key Personnel as follows:
  - Tracey Thiele – Strategy and counsel
  - Mila Ortiz – Integrated account lead
  - Katie Rie – Influencer strategy
  - Michael Love – Social Paid Lead
  - Francesca Vando – Influencer Lead
  - Calvin Yohannan – Influencer support
  - Casey Hamilton – Media relations and program manager
  - Mercedes Sanchez – Media relations specialist
  - Katie Condon – Media relations and program support
  - Meghan Cook – Media relations support
  - Megan Lamb – Media relations and admin support

Deliverables

ACTIVITY	FEE	OOP	TOTAL
Public Relations	**$458,208**	**$110,898**	**$569,106**
Account Management • Weekly/Bi-weekly client calls • Fiscal / overall budget management • Integration with IAT agencies and bi-weekly calls • Daily management of all workstreams, internal meetings, timelines and project budgets **Media Relations** • Media relations outreach and media materials development (e.g., press release, media lists, fact sheets, etc.) for 3-6 pitches a month • Creation of quarterly pitch calendar • Manage press kit and ongoing updates			

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- News bureau and ongoing media relations
- Editorial calendar research and management
- Overall campaign material development (messaging, Q&A, briefing documents, content creation guidelines, etc.)
- Limited crisis and reputation management support, including topline counsel and statement drafting for up to 10 hours total per year
- Vetting reactive media requests (including paid and earned opportunities)

Partner Relations

- Collaboration with hotel and activity partners to incorporate new offerings into media outreach
- Manage relationships with partners and update partner tracking list on an ongoing basis
- Share 2020 plans with hotel partners via email through new, digestible overview format
- Liaise with hotel partners for group press trips as needed

Press Trips

- Press trip ideation and management of up to four niche groups trips (KPI: 5 media per trip)
- Zeno responsible for securing hotel partners and creating itinerary guide and recommendations for group trips
  - ATA designated TRL to manage booking all activities and restaurant reservations for press
- 1 Zeno team member to staff each group press trip (up to four per year)
  - Incremental fee will be charged when two Zeno members staff a group press trip
- Estimate OOP for 4x group press trip included
- Individual press trip coordination included (up to eight media included for the year)
- Recaps on-the-ground during group press trips

Reporting

- Earned media data and measurement for ongoing reporting (monthly, quarterly, annually) + monitoring and merchandising of clips
- Activity report to be shared each month

Influencer Program	**$112,000**	**$112,777.78**	**$224,777.78**
Influencer 2019 CREDIT Not included		($41,208)	($41,208)

- 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
- Work with up to 12-14 total influencers to secure program KPIs:
  - 20MM+ Impressions
  - 500K+ Engagements
  - 300-350 Content assets

Social Paid	**$8,000**	**$45,000**	**$53,000**

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- Develop strategy and social paid plan to amplify influencer content with paid support for five months
- Set-up brand and influencers with tech partner Lumanu
- Execute campaign and optimize throughout flight to increase efficiencies
- Creative evaluation to develop creative best practices
- Post-campaign reporting within larger campaign wrap report
- Social community support (up to 4 – 5 hours per month total) for influencers and brand

Vow Renewal	**$140,700**

- 3x Zeno members on-island for up to five days to attend vow and manage spokesperson, oversee workshop and up to two influencer couples and up to two media couples
  - Estimated core team travel fees to come from PR travel budget (not included here)
- 4x Zeno content team members to attend vow for two working days (includes Planning/Pre-production, on-site capture, post-production editor, social posts/posting)
  - Content team travel estimated costs are included here
- Media spokesperson fee and her estimated travel expenses are included
- Exclusion: Celebrity couple participation fee estimate not included here. If budget is approved for celebrity participation, it will come from the influencer 2020 OOP budget.

Strategic Council	**$120,300**

Planning

- 2021 strategic plan, including insights, big ideas, data-driven storytelling, co-branding ideas
- IAT meetings/calls to align on plans
- North America agency workshops to present plans, and presentations to support these workshops

On-Island Senior Level Staffing Support

- On-island 2020 presentation (January 28 - 29, 2020): 1 Zeno member to participate for two working days
- ATCA (Aruba Tourism Conference) (June 1 – 4, 2020): 2 Zeno members to participate for three working days
- AHATA 2021 Presentation (Fall 2020): 2 Zeno members to participate for two working days

NYC Planning Meeting (Fall 2020)

- Present and align on 2021 planning: 2 Zeno members for two working days (one rehearsal with NA team and one all-day planning day)

Includes estimated OOP travel fees.

TOTAL BILLING RETAINER SOW	$1,107,883.78

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.

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BUDGET

Professional Fees – PR Retainer:	**$458,208 annually, $38,184/month**
Estimated Out of Pocket Expenses	**$110,898 annually, $27,724.50/quarter**
Social Paid	**$53,000**
Influencer	**$224,777.78**
Vow	**$140,700**
Strategic Council	**$120,300**
Total Retainer SOW:	**$1,107,883.78**

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 with the billing schedule set forth below. The Monthly Retainer is based on the Scope of Services retained above. Zeno shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Zeno will bill Client based on the billing schedule below to cover estimated expenses. Prebilled expenses may vary from any estimated amounts approved by the client. Agency shall not exceed the total budget amount unless approved in writing, it being understood that amounts may be shifted between fees and expenses, so long as the total budget is not exceeded.

Invoices. Zeno will render invoices based on the billing schedule below. For pre-billed out-of-pocket expenses, documentation for expenses will be provided within 60 days of reconciliation after the quarter close. 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.

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RETAINER SOW BILLING SCHEDULE

Estimated Invoice Date	Retainer	Social Paid	Influencer	Vow Renewal	Strategic Council	OOP	TOTAL
01/1/2020	$38,184	$53,000	$224,777.78			$27,724.50	$343,686.28
02/1/2020	$38,184						$38,184
2/13/2020					$3,500		$3,500
03/1/2020	$38,184						$38,184
04/1/2020	$38,184			$35,175		$27,724.50	$101,083.5
05/1/2020	$38,184			$35,175			$73,359
06/1/2020	$38,184			$35,175	$26,575		$99,934
07/1/2020	$38,184			$35,175	$30,075	$27,724.50	$131,158.5
08/1/2020	$38,184				$30,075		$68,259
09/1/2020	$38,184				$30,075		$68,259
10/1/2020	$38,184					$27,724.50	$65,908.5
11/1/2020	$38,184						$38,184
12/1/2020	$38,184						$38,184
TOTAL	$458,208	$53,000	$224,777.78	$140,700	$120,300	$110,898	**$1,107,883.78**

ACCEPTED AND AGREED TO ON THIS 1 DAY OF JANUARY 2020.

ARUBA TOURISM AUTHORITY

By: SJElliciano

Printed Name: Sjerdy Felliciano

Title: Communications Manager

ZENO GROUP, INC.

By: [signature]

Printed Name: BETTY LUI

Title: FINANCE DIRECTOR

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