



CALL FOR APPLICATIONS
PUBLIC RELATIONS AGENCY FOR THE JAPAN MARKET
2025 April - 2027 March

Vietnam Airlines Japan Branch
Country General Manager

Ngo Sy Anh

1. Project Overview

As part of its development in the Japan market, Vietnam Airlines Japan branch is seeking a public relations agency to support following activities from April 2025 to March 2027.

- Recovery of the travelers to Vietnam in 2019 and expansion of VNA's market share 951,962 (2019), 655,922 (as of the end of November 2024)
- Advice in the role of PR to achieve KPIs in VNJP
- The 30th anniversary of VNA' operations in Japan in 2024, VNA aims to further enhance PR exposure and Branding starting from 2025 and beyond.
- Strengthening our position as an APEX 5-star airline and enhancing competitiveness through initiatives such as promoting our global network, showcasing the excellence of Vietnamese culture and cuisine to the world, and offering environmentally conscious flights.
- Develop new markets to attract future partners and retain existing customers.
- Ensure the communication strategy with the press agency and sustain relations with headquarters and local contacts as part of promotional operations.

2. Budget Allocation and Contract Duration

a. Service name: PUBLIC RELATIONS AGENCY FOR THE JAPAN MARKET
2025 April - 2027 March

b. Package's content period: **From 1st April 2025 to 31st March 2027**

c. Total Budget: **JPY 17,520,000** including VAT.

- **Allocation budget (The first 12 months)**

Contract period (month) x 690,000 JPY (including tax) VAT included.

Details:

2.1 PR Implementation cost: at least 10 % of Total budget (ex; Production, Advertisement)

- Low peak promotion May-Mid Jul, Oct-Mid Dec

2.2 Service fee: Remaining balance after deducting PR implementation costs.

- Achieve KPI additional payment :

Contract period (month) x 40,000 JPY (including tax)

Evaluation: end of March, 2026 (Total 1 time)

2.3 Project-based Public Relations and Other Activities :

Not covered by 2.1 Base retainer fee.

- **Allocation budget (the second 12 months)**

Base retainer fee (incl. PR Implementation cost) :

Contract period (month) x 690,000 JPY (including tax)

(+/- fees with discussion in MAR2026)

Details:

2.4 PR Implementation cost: at least 10 % of Total budget (ex; Production, Advertisement)

- Low peak promotion May-Mid Jul, Oct-Mid Dec

2.5 Service fee: Remaining balance after deducting PR implementation costs.

- Achieve KPI additional payment :

Contract period (month) x 40,000 JPY (including tax)

Evaluation: end of March, 2027 (Total 1 time)

(+/- fees with discussion in MAR2026)

2.6 Project-based Public Relations and Other Activities :

Not covered by 1. Base retainer fee.

d. Quotation: Japanese Yen

3. Service Details

The selected agency will be responsible for the following activities:

- Consultation on overall PR strategy & planning
- Press kit creation & maintenance (at least 5 kinds in each 12 months)
- Creation and distribution of press releases.
 - Mandatory register the PR TIMES subscription (Paid by PR Agency).
 - Articles created & distributed by PR Agency: 30 times in each 12 months.
- Create media list
- (Submitted within 3 months after contract and the updated list after the first 12 months)
- Media outreach, liaison and Responses to requests from journalists.
- Invitation of journalists (press, magazine, TV or others) to Branch's events.
- Organization, coordination of individual and group press/influencer tours.
 - Number of implementations: Plan 3 times in calendar Year
 - Develop a media/influencer target list (name, publications, their reputation)
 - Number of participants invited by PR agency: 5 or more each media tour / per time
 - Ensure media exposures by participants and follow up after tours
- Effective exposure and advise for Meets Vietnam site and VN Japan's SNS. (<https://meetsvietnam.vietnamairlines.com/>)
- SNS proposal and advise
 - Campaign/Content/Promotion, aiming to increase followers on each SNS and expand brand awareness
- Proposals and advise for the events in 24 months, including but not limited to:
 - Celebrating 20th Nagoya -Ho Chi Minh (29 July, 2025)
 - Vietnam Festival Ikebukuro (Apr 2025), Yoyogi (Jun 2025), Kanagawa (Sep 2025), Osaka (Jun 2025), Tourism EXPO (Sep 2025)
 - B to B seminar / Conference / Roadshow etc.
 - Resumption and New route inauguration
 - New partnership agreement with other companies / Industry
 - Vietnam Festival and Tourism EXPO in 2026
- Media Interview.
- Regular PR meetings (Monthly).
 - Monthly report: Activity, Media clipping, Monitoring, Competitor's activity, market info (By the end of every month)
 - Result reporting and feedback on performed activities
 - Next proposal and recommendation for VN Japan's activity
- Proposal and submit for the strategic plan for each 12 months (Due date for the second 12 months is Jan 2026).
- Crisis communication (optional, additional service)

4. KPIs (Key Performance Indicators) for the first 12 months

- a) Media Exposure:
 - Total exposure value: Contract month x 85 million JPY
 - Evaluation: end of the first 12 months.
- b) Media Interview:
 - Total 5 times in 12 months
- c) Published Articles - About Vietnam & Vietnam Airlines:
 - Japanese: 12 times during contract period except for reposted article in PR TIMES
 - +1 article for Summer demand.
 - +1 article for Year End demand.

d) SNS Followers: Increase in the number of followers.

o FYR: 2024 progress (as of 01JAN'25)

	Facebook		Instagram		Twitter		TikTok		
End APR	92,943		19,504	-	8,751	-	5,513	-	as of 01MAY
End DEC	95,805	103.1%	25,113	128.8%	11,256	128.6%	6,706	121.6%	as of 01Jan

KPI (KPI numbers are based on the contract start date)

- Facebook : +3%
- Instagram : +25%
- Twitter : +15%
- TikTok : +20%
- LINE : +50% (Account creation: 07/10/2024, 7,177 as of today)

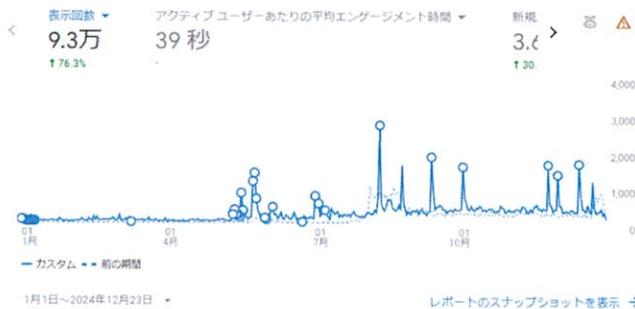
o If the achievement rate is 90% across the five SNS accounts, the KPI is considered achieved if the total target number across all five accounts is exceeded.

Evaluation: end of the first 12 months.

e) Meets Vietnam

The evaluation will be conducted at the end of each quarter.

- o New Article at least 1 every month prepared by PR Agency
- o KPI : Contract month x PV 13,000



5. KPIs (Key Performance Indicators) for the second 12 months

f) Media Exposure:

- o Total exposure value: Contract month x 85 million JPY (+/- value with discussion in MAR2026)
- o Evaluation: end of the second 12 months.

g) Media Interview:

- o Total 5 times during contract period (+/- interviews with discussion in MAR2026)

h) Media articles uring contract period (+/- interviews with discussion in MAR2026)d achieved

- Japanese: 12 times during contract period except for reposted article in PR TIMES
- +1 article for summer demand
- +1 article for Year End demand

i) SNS Followers: Increase in the number of followers.

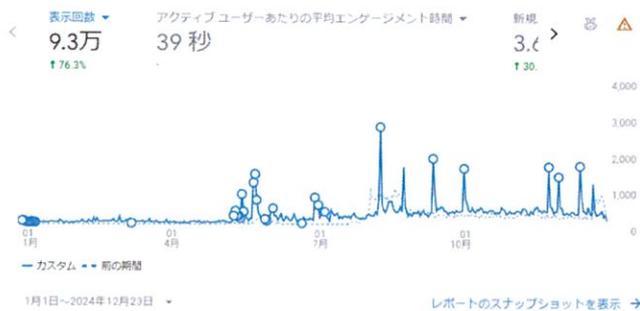
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 - KPI : Contract month x PV 13,000 (+/- % PV with discussion in MAR2026)



6. Quotation Requirements

1. The quoted price is the price stated by the supplier in the Quotation. The quoted price must include all necessary costs for performing the service package based on the requirements of the bidding documents. Suppliers are encouraged to propose additional ideas and benefits—such as optional activities or value-added services—that could enhance the effectiveness or value of the package for Vietnam Airlines
2. The currency for the quotation is Japanese Yen.
3. Payment Terms:
 - Payment schedule: Payment will be made monthly or quarterly.
 - Payment method: By bank transfer, 100% of value of each payment period in accordance with the contract, within 30 days of receiving complete payment documents.

7. Evaluation Criteria

- a) The validity and completeness of the bidding documents: The bidding documents must be submitted in full, including all required documents, and will comply with the specified criteria. Bidding documents shall be submitted within the time frame and has validity as stated in Section 8 of the RFP.
 - Complete information about the entity (address, email, phone, owner, etc.)
 - Company Presentation: Detailed profile in Japanese or English
 - Supplier's legal status according to the requirement upon request.
 - As of the deadline for submitting the bidding documents, suppliers are not involved in any ongoing disputes, lawsuits, conflicts of interest, or contract violations with Vietnam Airlines.
 - Supplier participates in the quotation process independently
 - The bidding documents will be submitted
- b) Agency Capabilities:
 - Minimum of 10 employees.
 - At least 1 years of experience in public relations.
 - Experience with clients in the aviation or tourism sectors.
- c) The technical aspects
 - Provision of all services in the bidding documents
 - Personnel for PR activities

d) Price Evaluation:

Application documents meeting all the following criteria in turn will proceed to the next phase of price evaluation.

- Have valid Bidding Documents as per the requirements.
- Have the required capacity and experience as per the requirements.
- Meet the technical requirements
- The supplier offering the total price within Vietnam Airlines' budget after negotiation, without exceeding the planned budget, will be selected. In case of a tie between several suppliers, selection will be based on the following priority order:
 - Higher technical evaluation score.
 - Previous experience in providing similar services to Vietnam Airlines.

8. Other Requirements

a) Regulations regarding the preparation and submission of application documents

Content of Application Documents

- Application documents and all communications between the bidder and the supplier related to the bid must be written in English.
- Submission of Application Documents
- The supplier must submit the application documents before the submission deadline, set on 3 days, 24 April, 2025. Documents received after this date will be considered invalid and disqualified.
- The Application Documents is valid within 180 days from the deadline for Proposal submission, as of 17:00, 24 April, 2025 (UTC Time + 9 hour)

Contact Address:\

Vietnam Airlines Japan

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Contact person (if necessary): Mr. Naito Hiroki, Ms. Sato Kotone

Phone: (+81) 3 5157 7405

9. Notification of Bid Results

After the decision to approve the supplier selection results, Vietnam Airlines Japan will send a notification letter to the selected suppliers.

10. Negotiation, Finalization, and Contract Signing

Negotiation and finalization of the contract will be based on the approved selection results and the draft contract.

11. Violation Handling

If a supplier commits actions violating bidding laws, they will be subject to sanctions based on the severity of the violation, in accordance with the provisions of the bidding law and other relevant legal regulations.