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Hainan Airlines Request for Branding Campaign Proposal for The 2017 Hainan Airlines Brand Show in New York City

August 11, 2017

This is a request from Hainan Airlines for an integrated branding campaign proposal planned around the brand event of 2017 Hainan Airlines Brand Show in New York City tentatively between Saturday, October 21 and Wednesday, October 25.

The branding campaign proposal should include a plan of the multimedia brand event – 2017 Hainan Airlines Brand Show in New York City as well as a plan of integrated marketing communications to promote the event and maximize its worldwide influence. The Brand Show is used to introduce an elevated corporate brand identity and image of Hainan Airlines with five must-have onsite elements: 1) grand release of Hainan Airlines brand new aircraft interior design created by PriestmanGoode – leaders in aviation, transport, product and environment design from UK; 2) professional presentation of Hainan Airlines fifth-generation flight attendant uniforms designed by Chinese fashion designer Laurence Xu and debut at Paris Couture Week Fall/Winter 2017; 3) impressive and strategic demonstration of Hainan Airlines rapidly-growing global flight network with a strong focus on two new self-operated US-China nonstop flight routes of New York City=Chongqing and New York City=Chengdu to be launched on Friday, October 20 and Thursday, October 26 respectively; 4) official announcement of Hainan Airlines partnership with BMW on first/business class seat design and manufacturing; and 5) creative and interactive illustration of Hainan Airlines fourth Kung Fu Panda aircraft livery design in partnership with DreamWorks Animation.

We anticipate these activities shall include:

- Planning and executing the multimedia event – 2017 Hainan Airlines Brand Show in New York City and integrated marketing communications around the event
- Determination of event time, venue, format, length and agenda
- Identifying event attendance and performance (if applicable) as well as media partners, including mainstream journalists and social media platforms and/or influencers
- Coordinating all affiliated parties outside of HNA Group during the entire process of branding campaign execution
- Creating multimedia contents to fulfill marketing communication needs

Hainan Airlines global branding positioning is composed of:

- Excellent Service: Hainan Airlines is the only Five-Star Airline from Mainland China for consecutive seven years since 2011 and one of the World's Top 10 Airlines, according to SKYTRAX.

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- Safe Flying: Hainan Airlines is listed as one of the World's Top 3 Safest Airlines, according to Jet Airline Crash Data Evaluation Center (JACDEC).

Hainan Airlines has five self-owned and self-operated marketing channels, and they are:

- Global Website: www.hainanairlines.com
- Facebook: <https://www.facebook.com/HainanAirlinesGlobal>
- Twitter: <https://twitter.com/HainanAirlines>
- Instagram: <https://www.instagram.com/hainanairlines>
- High Above: the only HNA in-flight magazine that operates separately from Hainan Airlines under the umbrella of HNA Group and requires three-month in-advance arrangement.

The New York metropolitan area will be the primary target market for this branding campaign. The branding campaign proposal should be created based on an all-inclusive budget of \$250,000 for the multimedia event (i.e. Brand Show) and \$100,000 for integrated marketing communications around the event. The deadline for submitting your commitment to this RFP in written is Friday, August 18, 2017. The deadline for submitting your proposal is Wednesday, August 30, 2017. Please send your written commitment and proposal to Yu Chen Weismantle with Hainan Airlines U.S. at yu-chen3@hnair.com via email. We will be soliciting proposals from multiple agencies. Upon review of proposal submissions, we will send you a formal notice of face-to-face presentation time and location in New York City by the end of the day Thursday, August 31, 2017. The final RFP decision will be made and sent to you in written by the end of the day Monday, September 4, 2017.

All proposals should include:

- Brief introduction of your agency and previous projects to illustrate your ability and experience in Global Fortune 500 Companies marketing, airline marketing and similar branding campaign planning and execution
- Event planning of the 2017 Hainan Airlines Brand Show in New York City, including information of event time, venue, format, length, agenda, attendance, performance (if applicable), and media guests as well as graphics of event rendering
- Marketing communication strategies, marketing content ideas, communication channels and partners to promote the event and maximize its worldwide influence
- Alignment with Hainan Airlines global brand positioning
- Execution timeline of the multimedia brand event plan and the integrated marketing communication plan
- List of proposed team members at your agency, including their biographies and levels of participation in the branding campaign
- Detailed budget and billing dates

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All proposals will be evaluated on:

- Demonstrated expertise in Global Fortune 500 Companies branding/marketing, airline branding/marketing, and similar branding campaign planning and execution
- Creative event planning and seamless event execution
- Strategic integrated marketing communications
- Contribution to elevating Hainan Airlines corporate brand identity and image in the world as well as improving brand awareness in New York metropolitan area
- Use of Hainan Airlines self-owned/operated marketing channels
- Budget control and management

About Us

Hainan Airlines was established in 1993 and is headquartered in Haikou, Hainan Province of China. As one of the big four airlines from Mainland China, Hainan Airlines is committed to providing passengers with holistic, seamless and high quality service. Hainan Airlines now flies to over 100 cities in the world with more than 1000 routes.

With its high quality service standards and continuous service innovation, Hainan Airlines has successfully won the award of global SKYTRAX Five-Star Airline for consecutive seven years since 2011. The year of 2017 is an award-winning year for the company. Hainan Airlines was given five awards of Asia's Leading Airport Lounge – Business Class, Asia's Leading Airline – Business Class, Asia's Leading Airline, Asia's Leading Cabin Crew and Asia's Leading In-flight Food and Beverage by World Travel Awards (WTA). Meanwhile, Hainan Airlines even became the first airline from Mainland China that was listed as one of the World's Top 10 Airlines by SKYTRAX.

Directed by its tremendous hospitality tradition for decades, Hainan Airlines is dedicated to providing customer-oriented services, delivering an evolving brand concept of Fly Your Dreams, presenting an international brand image of Oriental Beauty, and becoming a world-class airline company from Mainland China.

In 2008, Hainan Airlines entered the U.S. market with its first nonstop transpacific route of Seattle=Beijing. After eight years of fast growth and successful development, the company now connects U.S. and China with 10 nonstop routes: Seattle=Beijing, Seattle=Shanghai, San Jose=Beijing, Los Angeles=Changsha, Los Angeles=Chongqing, Los Angeles=Chengdu, Las Vegas=Beijing, Chicago=Beijing, Boston=Beijing, and Boston=Shanghai. New York City=Chongqing, to be launched on October 20, 2017 and New York City=Chengdu, to be launched on October 26, 2017 will be the 11th and 12th nonstop U.S.=China route for Hainan Airlines.

About the Brand

- Goal: Build Hainan Airlines into an extraordinary aviation brand in the world

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- Mission: Offer passengers the most humanized flying experience
- Personality: Energetic, modern oriental and innovative
- Core Values: Humanity, cultural experience and beyond expectation
- Visual Expression: Smart and subtle, bright and lucent, and artistic and spacious
- Copywriting Guideline: Genuine, concise, and explicit
- Slogan: Fly Your Dreams

Our Audience

- We create and deliver the value of efficiency to business passengers with provision of competitive airfares and preferable flight models.
- We create and deliver the value of discovery, pursuit of dream, memory and sharing to individual leisure passengers with provision of seasonal promotions and competitive airfares.
- We create and deliver the value of educational significance of travel to children and family leisure passengers with provision of occasionally promotional family travel packages.

Our Airline Partners in the U.S.

- The West Coast: Alaska Airlines
- The East Coast: JetBlue Airlines
- Frequent Flier Program: Alaska Airlines

Attachments

- PR Newswire Newsletter: Hainan Airlines' new uniforms debut at Paris Couture Week Fall/Winter 2017
- Interview Agenda of Hainan Airlines Partnership with PriestmanGoode: How Hainan Airlines Makes The New Great British Design Icon Inspire Flying Dreams
- Hainan Airlines Confidentiality Agreement

Questions

Please contact Yu Chen Weismantle if you need additional information or have any questions regarding the RFP.

Email: yu-chen3@hnair.com

Tel: 330-780-3362

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[Attachment 1]
PR Newswire Newsletter

Hainan Airlines' new uniforms debut at Paris Couture Week Fall/Winter 2017

PARIS, July 4, 2017 /PRNewswire/ -- The 2017 Laurence Xu Haute Couture Show, an event highlighting the work of the world-renowned fashion designer, was held in the ballroom at the InterContinental Paris Le Grand on July 4, 2017, during Paris Couture Week Fall/Winter 2017. The uniforms that were showcased combine elements of classical, time-honored Oriental aesthetics and the silhouette of a modern Western suit, infusing new vigor and fashion into the attire.

The fifth-generation uniforms highlight the combination of traditional Chinese features and internationally popular elements. Repurposing the alluring look of the Cheongsam, a stylish traditional Chinese dress for women usually worn on more formal occasions, the uniforms feature a collar overlaid with a pattern of auspicious clouds and a lower hem with a pattern alternating sea and mountains which contrasts with the collar's clouds and sky, drawing a comparison between a Hainan aircraft that has just taken off, and the roc, a mythical bird denoting strength, as it lifts into flight. The 3/4 sleeves denote simplicity and just the right amount of modesty, symbolic of the cabin crew's high level of competence. The apron is designed like a tulip-shaped dress to emphasize, in equal measure, elegance, femininity, aesthetics and practicality. The Western-style draping incorporates popular international fashion elements alongside a sense of high-quality professionalism. The fusion of traditional Chinese elements and popular international fashion created an Oriental masterpiece that turned heads in Paris.

The new attire maintains and adds a new twist to the previous generations' iconic elements - the Oriental art-inspired patterns and gray-color theme that have always been an essential part of the uniform's design. The uniform pays a tribute to the designs of the previous generations, cleverly updated with a modern aesthetic that incorporates popular international fashion elements. The fourth-generation uniforms have been in use for seven years starting from 2010. Driven by Hainan Airlines' strategic vision of becoming one of the world's most prominent carriers, two years ago, the airline opened a discussion with Laurence Xu that led ultimately to the creation of the new uniforms. During the design process, Hainan Airlines and Laurence Xu met and talked frequently, going through more than 1,000 design blueprints and trying out more than one hundred samples of garments and accessories.

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The debut of the new uniforms at this year's fall/winter session is not only the result of a combination of fashion with aviation, but also a cross-industry cooperation in terms of travel and fashion and a testament to Hainan Airlines' ingenuity. The uniforms are now an element of the masterful visual experience that has become part and parcel of what the airline's domestic and international passengers are treated to when they fly with Hainan. The ingenuity that led to the cross-industry partnership is just one component of the commitment that the airline has made in terms of catering to ever-changing passenger expectations. Another example of how that ingenuity played a role is when Hainan Airlines partnered with renowned international pianist Lang Lang in 2016, which culminated in the famous performer playing piano for passengers "in the clouds" on Hainan Airline flight. As for ground services, renowned designer Dr. Patrick Leung, at the invitation of the airline, designed its international VIP lounge, the HNA Club, which provides business class and club member passengers with a comfortable environment amid multifunctional facilities. With a lasting focus on details and a continued commitment to innovation, originality and keeping ahead of passenger expectations, the airline has been providing travelers with the highest quality services over its 24 years of existence.

[Attachment 2]

Interview Agenda of Hainan Airlines Partnership with PriestmanGoode

How Hainan Airlines Makes The New Great British Design Icon Inspire Flying Dreams

1. *PriestmanGoode is an excellent multidiscipline design consultancy, which is famous in the design field. Can you please tell us the story how did PriestmanGoode grow up? Is it a story about the dreams?*

PriestmanGoode was founded in 1989 by Paul Priestman and Nigel Goode. Our designs have always been about the user, about making things better and more efficient. We design across many different sectors, from product design to transport, aviation and hospitality, and this allows us to draw from our experience across different sectors to deliver new innovations. Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

2. *As we know, PG has been working for Qatar Airline, Swiss Airlines, and Lufthansa Airlines for long time. Is working with HNA the first time working with a Chinese airline, what do you think made this cooperation happen?*

Hainan Airlines is the first Chinese airline that we have worked with, but we have been working in China for many years. We started working there in 2008 and opened our office in Qingdao in 2010. Our expertise in the aviation and travel industry at large was crucial to this project, but importantly, having a base in China that facilitates day-to-day communication has been integral to the success of this project.

3. *Before the contract is signed, what is your impression with HNA? After start working together, what did PG do to fully understand HNA?*

Hainan Airlines is the only airline in China with a 5 star SKYTRAX rating, and already has an outstanding reputation in China. It's a progressive airline that is looking towards the future and international expansion in particular, which is why PriestmanGoode was brought onboard for the project. Not only do we have experience in the Chinese market – PriestmanGoode opened its first overseas office in Qingdao in 2010 – but our work with multi-national companies and our team of international designers means we're perfectly placed to design something that is culturally relevant and sensitive, that conveys the new contemporary China to international audiences.

When we first started working with Hainan Airlines, we were given a cultural tour of the company. We spent time with the teams in Haikou and in Beijing, who shows us elements of both brand and Chinese culture that they felt were relevant to the airline's identity. They took us on local trips, looking at

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traditional and contemporary architecture, hospitality and generally experiencing local culture. In Beijing, we also went to the main museum to look at Chinese historical artifacts, and have taken design cues from those.

4. *Please introduce PriestmanGoode HNA team.*

Nigel, Chris P, Jo, Maria, Richard W, Becky, Antony, Manon (Luke Hannon)

The core team on Hainan Airlines is:

- Nigel Goode, Director
- Chris Parker, Director
- Jo Rowan, Senior Project Head
- Anthony Morgan, Head of Brand
- Maria Kafel-Bentkowska, External CMF Lead
- Rebecca Grover, Brand Designer
- Manon Bourette, Designer
- Richard Watters, Designer

5. *Can you please introduce the design philosophy for this project, anything special?*

PriestmanGoode's design for Hainan Airlines is a modern interpretation of the brand that presents the best of contemporary China to an international audience. Our team has developed an elegant brand identity that creates a consistent and seamless passenger journey, from ground services to cabin interiors and across every single element of the onboard experience including amenity kits, IFE systems and meal items. The design provides the airline with a wow factor, a recognizable and unique identity that will elevate the passenger experience for Chinese and International passengers alike.

6. *This project is the representative work through communication between China and UK. It shows perfect combination of British creation and Chinese excellent manufacture as well as the fast-developed civil aviation industry in China. During the design and innovation grinning in, was there any conflict between the Chinese culture and the UK culture? Any inspiration appeared?*

Hainan has been a very progressive company to work with, and open minded throughout the design process. While the airline historically has focused on the domestic market, it is now very much focused on international routes and global passengers, which is why PriestmanGoode was brought in. We have extensive experience working with airlines all over the world and understand how to translate cultural identity and heritage to create a brand that appeals to discerning international passengers.

7. *Mr. Paul Priestman ever said that, "designers can influence people's behavior in many aspects." How did PG design in the aviation industry influence people's behavior?*

PriestmanGoode designed the first lie-flat bed for Virgin Atlantic in the late nineties, and this started the beginning of airlines using design for competitive advantage. Since then, design has become an integral element of the aviation

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industry and passengers have become ever more demanding. Today we create aviation experiences that are flexible and allow for different types of behavior. Consider for instance that the same airline cabin will have passengers travelling for business and for leisure, passengers travelling on their own, or couples or families travelling together. We create environments that are adaptable to passengers' needs and behaviors.

8. *When consider design as a service, do you think achieve the client's dream is achieving designer's dream?*

Great design marries beautiful form with outstanding function. PriestmanGoode's philosophy is to design for the user, and that includes passengers as well as the company's many different teams. For instance, great aircraft interior design not only provides a comfortable environment for the passenger, but a cabin that allows crew to deliver a better service, and maintenance to carry out their work more efficiently.

As a company, we have been fortunate to always collaborate with forward-thinking clients who share our vision. Great design is made possible when client and designer share a common dream.

9. *HNA airline commits to provide better flight experience for the passengers, and help to make the flight dreams come true. In PG's vision, what do you think is the best flight experience you can image?*

Our goal is to design seamless passenger journeys, where each part of the travel experience, from check in to every element of the onboard experience, is beautiful, intuitive and highly efficient. As the iconic 20th century designer Dieter Rams said: 'Good design is invisible'. Good design just works.

10. *Any topics PG would like to share with us?*

What sets PriestmanGoode apart as the global leader in transport and aviation design is that we work across all modes of the transport and travel industry including urban transport, air rail, airports, aircraft interiors, hotels etc. We understand that the passenger's experience on board the aircraft is only one small part of a much bigger journey, and our skill and expertise lies in understanding this and creating holistic passenger experiences.

[Attachment 3]
Hainan Airlines Confidentiality Agreement

The Service Provider is required to sign, in advance, a non-disclosure agreement to facilitate the release of a detailed RFP document. Please provide the signed NDA in paper on the day of the meeting. Incomplete submission will disqualify the agency from being considered for this project.

NON-DISCLOSURE AGREEMENT

THIS AGREEMENT is made this ___ day of _____ between:

1. **HAINAN AIRLINES HOLDING COMPANY LTD. (HU)**, a company incorporated in China and having its registered office at HNA Plaza, No.7 Guoxing Road, Meilan District, Haikou City, Hainan 570203, P.R.China.

And

2. _____ of _____ (the "Vendor"), hereinafter referred to individually as a " Party" or collectively as the "Parties".

The Effective Date of this Confidentiality Agreement is _____.

WHEREAS

- A. HU is seeking a partnership with the "Vendor".
- B. HU has invited the "Vendor" to pitch for the 2017 Hainan Airlines Brand Show in New York City Campaign RFP. This will involve the "Vendor" having access to confidential information.
- C. In this connection, HU will disclose Confidential Information to the Vendor, in accordance with the terms and conditions set out herein.
- D. The Vendor recognizes and acknowledges that the Confidential Information in connection with and/or incidental to the project is highly sensitive and confidential in nature and that HU requires any and all Confidential Information to be kept secret and strictly confidential.
- E. In consideration of the disclosure of the Confidential Information to the Vendor, the Vendor will keep any and all Confidential Information strictly confidential in accordance with the terms and conditions of this Agreement.

THE PARTIES AGREE as follows:

- 1. The Vendor acknowledges that HU operates in a highly competitive industry and that any and all information relating to the Project, if disclosed (whether directly or indirectly) to a third party without the express authorization of HU will have a detrimental effect on the business of HU. In consideration of being made privy to the

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Confidential Information, the Party hereby agrees to observe and be bound by the terms of this Agreement.

2. In this Agreement, "Confidential Information" shall include but is not limited to information on the company's brand and public relation strategies, the contents of the Project, information, knowledge or data, howsoever disclosed, including copies and reproductions thereof, which are of an intellectual, technical, scientific, financial, commercial or marketing nature and all subsequent forms developed from the use of the information disclosed which is not in the public domain and in which HU has a business, proprietary or ownership interest or has a legal duty to protect, or which HU considers to be confidential and which is identified by HU as confidential. The contents of the Project shall constitute Confidential Information and remain as such until such time as HU makes a public announcement of the Project or as the Parties may, in writing, mutually agree that it be disclosed.

3. The Vendor hereby undertakes to use the Confidential Information only for the purpose of the Project and hereby undertakes that the Confidential Information shall only be disclosed to those of its employees, servants, officers, agents, consultants and contractors on a strictly need to-know basis for the purpose of evaluating or developing designs pertaining to the Project.

4. The Vendor further agrees to keep the Confidential Information in strictest confidence and treat with the same degree of care it extends to its own Confidential Information and shall not, directly or indirectly, use for itself or on behalf of or disclose to any third party any Confidential Information received during the course of the Project.

5. The Vendor shall cause its employees, servants, officers, agents, consultants and contractors involved in the Project to observe or be similarly bound by the terms of this Agreement. The Vendor, as the principal party, shall be responsible and liable for any breach of confidentiality by any of its (former, present and future) employees, servants, officers, agents, consultants and contractors. The Vendor will immediately notify HU in the event of any loss or unauthorized disclosure of any Confidential Information.

6. The Vendor expressly understands that the Confidential Information disclosed by HU under this Agreement is of a commercially valuable and highly sensitive nature. In the event that HU discovers that the Vendor, its employee, servant, officers, agent, consultant or contractor (whether individually or collectively) has made or makes or intends to make or causes to make any unauthorized disclosure of the Confidential Information, HU shall be entitled to take out an injunction against any such party to restrain it from making any such disclosure. In addition or in the alternative, as the case may be, HU will be entitled to exercise such legal and equitable remedies as are available in respect of the breach of this Agreement and to further protect the Confidential Information.

7. Confidential Information will not be reproduced in any form except as required to accomplish the intent of this Agreement. Any reproduction of any Confidential Information will remain the property of HU and will contain any and all confidential or proprietary notices or legends that appear on the original, unless otherwise authorized in writing by HU.

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8. The provisions of this Agreement shall not apply to:
- (i) Information that at the time of disclosure is in the public domain.
 - (ii) Information that after disclosure becomes part of the public domain other than in breach of this Agreement.
 - (iii) Information that was known to the Vendor prior to receipt from HU provided such prior knowledge can be adequately substantiated by documentary evidence antedating the disclosure by HU.
 - (iv) Information that has been independently developed or obtained by the Vendor or obtained by the Vendor from a third party other than in breach by either of them of their respective obligations to maintain confidentiality.
 - (v) Information that is required to be used or disclosed by reason of any law, governmental or other regulations or the requirements, orders, directions, instructions or notices of any regulatory authority including any stock exchange, provided however that prior to the Vendor making the disclosure shall promptly notify HU of such requirements and shall use its best efforts to limit the scope of the use or disclosure; and
 - (vi) Confidential Information, which is disclosed to third parties with the prior written consent of HU.
9. The Parties understand that HU does not have any obligation to provide Confidential Information to the Vendor, that HU does not make any representation or warranty with respect to the accuracy or completeness of the Confidential Information, and that HU shall not be liable to the Vendor for any loss or damage resulting from the use of or reliance on any of the Confidential Information, except as otherwise provided in a formal written agreement executed between the Parties in respect of the Project.
10. Upon termination of this Agreement for whatever reason and irrespective of whichever Party initiated the termination, the Vendor shall not make further use of the Confidential Information and shall return all of the Confidential Information to HU, including all copies or reproductions, extracts, summaries or notes, or destroy the same in accordance with the directions of HU and certify the same have been destroyed.
11. HU may, at any time during the course of the Project, direct the Vendor to return the Confidential Information to HU, or part thereof, and not to make further use of the Confidential Information to be returned. Upon receipt of such directions, the Vendor shall promptly deliver the requested Confidential Information without retaining any copies or excerpts thereof to HU. If the requested Confidential Information is still required by the Vendor to perform their services for the Project, then in such event, both Parties shall endeavor to obtain alternative information from other sources so that the Vendor can proceed with the performance of their services.
12. Unless expressly assigned to the other Party, whether in this Agreement or in some other document made between the Parties, all patents, patent applications, copyrights, design rights, trademarks or such other proprietary rights, belonging to the respective Parties shall remain vested in the Party concerned.

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13. A person who is not a party to this Agreement has no right under the Contracts (Rights of Third Parties) Act to enforce or enjoy the benefit of this Agreement. Neither Party shall assign its benefits, rights and obligations under this Agreement to any third party (including its subsidiaries, associated companies or affiliates) without the prior written consent of the other Party.

14. If for any reason any provision or part thereof of this Agreement is found to be unenforceable, such provision or part thereof shall be deemed to be severed from this Agreement and the remainder of the Agreement shall remain in full force and effect and may be enforced to the fullest extent possible.

15. No amendment of, or addition to, the provisions of this Agreement shall be binding or effective unless made in writing and signed by the Parties hereto.

16. The provisions of this Agreement shall be governed by and construed in accordance with the laws of the United States and shall be subject to the nonexclusive jurisdiction of the courts of the United States.

17. This Agreement shall come into effect on the Effective Date and shall remain effective for a period of eight (8) years from the date of this Agreement or for a period of eight (8) years following the completion of the Project, whichever period ends later.

SIGNED

For and on behalf of

HAINAN AIRLINES HOLDING COMPANY LTD.

Signature

Name: _____

Title: _____

SIGNED

For and on behalf of

Signature

Name: _____

Title: _____

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