

# **Partnership with a local video production company (Memoirs of Maldivians – Dhivehinngē' Dhulunn)**

## **1. Overview**

Memoirs of Maldivians is a partnership initiative with a local video production company. This activity is intended to convey, untold as well as popular cultural stories/personal experiences of the Maldives through the eyes of Maldivian Elders and Maldivians to visitors/public in a creative process that also showcases the beauty of the Destination

## **2. Purpose/Justification**

The Maldives Visitor Survey for the year 2016 revealed that more than 50% of the visitors learned about the Maldives through word of mouth (30%) and the internet (23%).

Therefore, we strongly believe that we need to capitalize on these marketing channels and establish a solid and wide-reaching online presence as a destination. We need to revamp and upgrade our social media as well as other online channels.

Additionally, we believe that we need to start work on establishing a high brand resonance as well as brand loyalty towards the Maldives which can assist in increasing our positive word of mouth recommendations (net promoter score). We need to create a deep rooted emotional connection and love among our target audiences to the Maldives.

We believe that creating such an emotional connection is directly linked to creating a love towards the Maldivian culture and people. Our culture and people are strong brand differentiating assets which we can leverage for promotional purposes, that no direct/indirect competitor can lay claim to

### **3. Format**

MMPRC will be delegating the creation of these Memoirs to an established local video production company that have preferably already produced videos related to the Maldivian culture

- The production partner will be tasked with producing high quality 5 videos based on highly imaginative and interesting Memoirs of Maldivians
- These videos will be uploaded to our official YouTube Channel and any other effective social media platform

### **4. Partner and Sponsorship Acquirement**

To select an appropriate partner for the project, a request for proposal will be announced on the Gazette.

After evaluation the best party will be awarded the project.

We will then be delegating the sourcing of a sponsor to the local video production partner.

### **5. Cost Breakdown**

**Sponsored Videographer Pay:** USD2000

**Sponsored Equipment:** USD2000

**Sponsored Travel:** USD2000

**Sponsored Post-Production:** USD2000

**Total:** USD8000

## **6. Measures for Success (Quantifiability)**

As this will be an online campaign it will be very easy to measure the success and return on investment. We will be monitoring all website and social media metrics. These include

- YouTube Views/Likes/Subscribers/Favourited/Shares
- Facebook Likes/Shares
- Website Visitors/Page Views

## **7. Target Markets and Audience**

**Primary:** Emerging Markets - Saudi Arabia, India, South Korea (18 - 35 year olds, Male and Female, Urban Youth)

**Secondary:** Mature Markets - China, Germany, UK, Italy, Switzerland, Russia (18 - 35 year olds, Male and Female, Urban Youth)

**Tertiary:** Global Audience (18- 65 year olds, Male and Female)