PLUS ALPHA





WeChat











小红书



CHINESE LANGUAGE SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION FOR REDNOTE, WEIBO & WECHAT

WHO WE ARE

Based in Tokyo, Shanghai, Singapore and Saigon, Plus Alpha is **leading top-tier global social media agency** specializing in hotel marketing worldwide, with expertise in multiple languages. We are also an industry leader in China for handling Chinese social media channels for international hotels.

Led by the team behind CNN Travel Japan, our team of 35+ global professionals crafts exceptional strategies that enable hotels to effectively reach their target audience, elevate brand exposure, and drive revenue growth.

Having built up our own large social media audiences over many years, our team uses all of our knowledge of the fast-changing social media world to build accounts for clients, and help them communicate their message to new audiences.

We handle all aspects of social media management, including content creation using the latest cameras, underwater equipment, videos and drones, to engagement initiatives and partnerships with influencers to grow our client's accounts.

We make sure to stay on top of Facebook's ever-changing algorithm to ensure our images attain maximum reach, and provide our clients with analytics reports to monitor their progress.









OUR TEAM



@RobertMichaelPoole (301k)

A professional photographer, journalist, and influencer from UK. Has traveled to 167 countries and lived in Japan 12 years.

He works as a photojournalist for BBC, National Geographic, Wall Street Journal, Newsweek, Japan Times, United Airlines etc.

Acted as CNN Travel's Japan Chief and Editor-in-Chief for New York's Culture+Travel magazine.



Izumi Kohno/黄野いづみ

A graduate of Gakushuin University, Izumi studied in the US and interned in TV & media companies in Seattle, Washington. After working at a Japanese publishing company for 10 years, she is currently active as a writer and social editor.

She is Japan Manager at Plus Alpha KK managing 20+ staff, handling training and supervision of SNS operations.



@Marcy_Yu (100k)

A leading travel and fashion influencer from Taiwan/Costa Rica, whose content is produced in English and Spanish.

As Head of Marketing for Ralph Lauren for 9 years, she is an expert on social media communication strategy specialising in lifestyle and travel content.



Lychee Siting Dai (54k Weibo)

From Beijing, Lychee is a creative director and social media specialist, working on events and campaigns for major brands in China for 10 years.

She has also built up a significant following herself, with 54,000 followers on Weibo and 16,000 on Instagram.

Our **Tokyo, Singapore, Shanghai and Saigon** Teams include 60 staff handling translation, copywriting, editing, content creation, and account management for clients from Asia, Europe, Africa and Europe. We also have team of photographers around the world, to support our international clients.

PLUS ALPHA

CLIENTS

FOUR SEASONS

WESTIN HOTELS & RESORTS

PARK HYATT®

THE RITZ-CARLTON

pullman HOTELS AND RESORTS

MARRIOTT

moxy HOTELS

ACCOR

CONRAD HOTELS & RESORTS™

W HOTELS

JW MARRIOTT

THE LUXURY COLLECTION

Hilton HOTELS & RESORTS

INTERCONTINENTAL

GRAND HYATT

www.plusalphatokyo.com

WEIBO & WECHAT

Most brands targeting the Chinese market make use of three platforms simultaneously, for different reasons, and we recommend setting up accounts on all;

SINA WEIBO -

The most open social media in China with 600 million active users in 2024. Weibo is a “microblogging” site that appears like a Facebook Feed and displays the following numbers. Posts use multiple photos or videos with medium length captions, and it works on web as well as mobile.

Currently 224,000 companies have profiles, and users on average follow 120 official accounts. Four Seasons Hotels, by way of example, maintains 125,000 followers.

WECHAT -

A “closed” social media in which the number of followers are not displayed, WeChat is works as your brand’s official website in China. It operates halfway between WhatsApp and Facebook, with the dual purpose of dividing content on your dashboard besides communication via chat.

Used to communicate directly with customers, it also allows for publishing blog articles or sharing promotions, and allows people to book and make purchases.

WEIBO -
SMALL LUXURY HOTELS



WECHAT CHANNELS

WeChat is the most frequently used and multi-functional social media in China, has built an increasingly robust closed media landscape, including WeChat corporate account, WeChat Channels and WeChat Livesteam. Brands now have more ways to reach out to non-subscribers and engage with the fans in real time manner.

WECHAT CHANNELS - 视频号

WeChat Channels (微信视频号) is a video app within

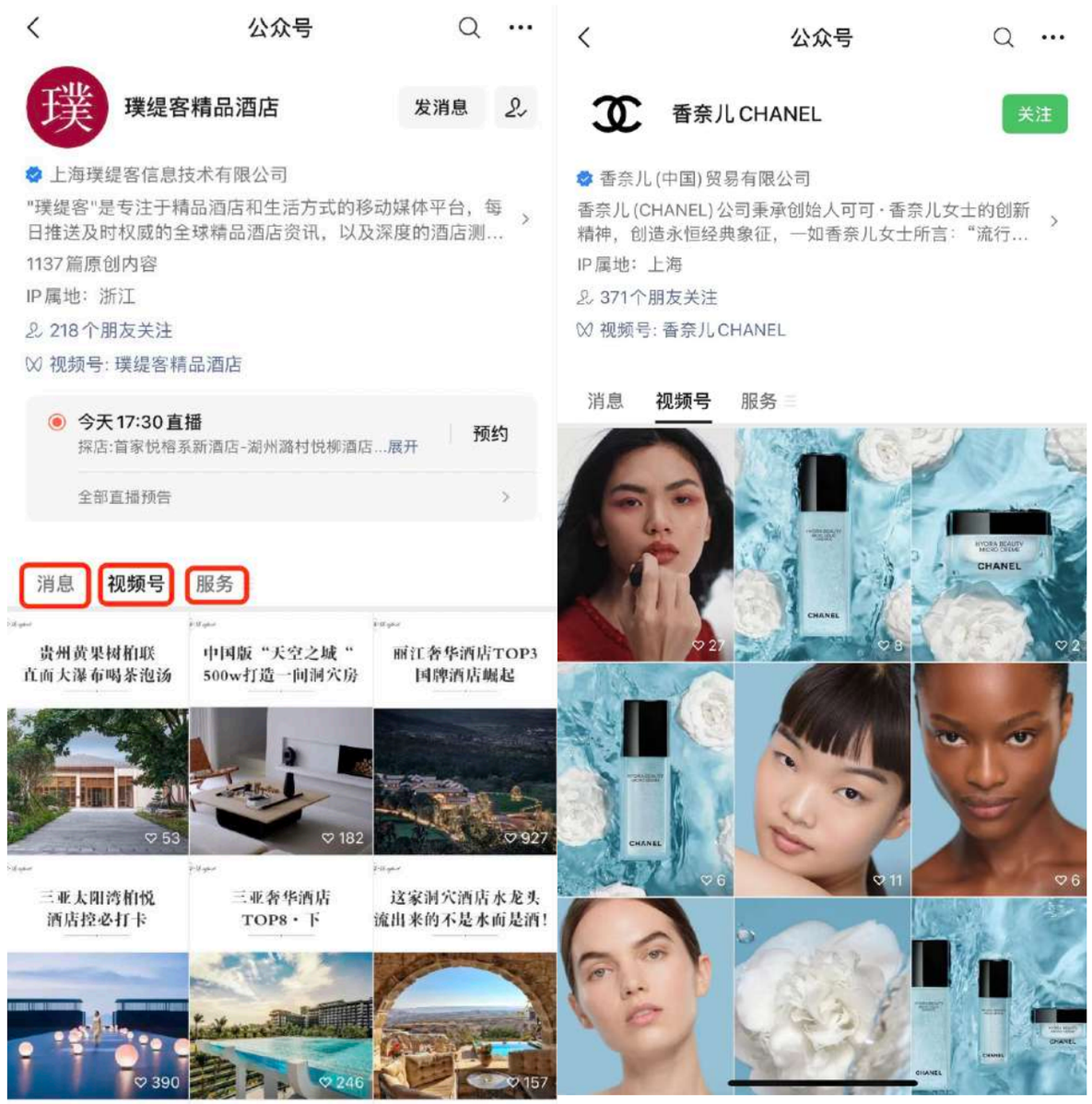
WeChat, a new feature launched in Jan 2020 and reached 200 million daily active users in less than 6 months. Many people believe that it will become the next TikTok.

WeChat Channels could be a powerful marketing tool, especially when combined with other existing functions in the WeChat ecosystem:

-Increasing followers

-Promoting WeChat store

-Growing sales with videos



REDNOTE

XIAOHONGSHU - 小红书

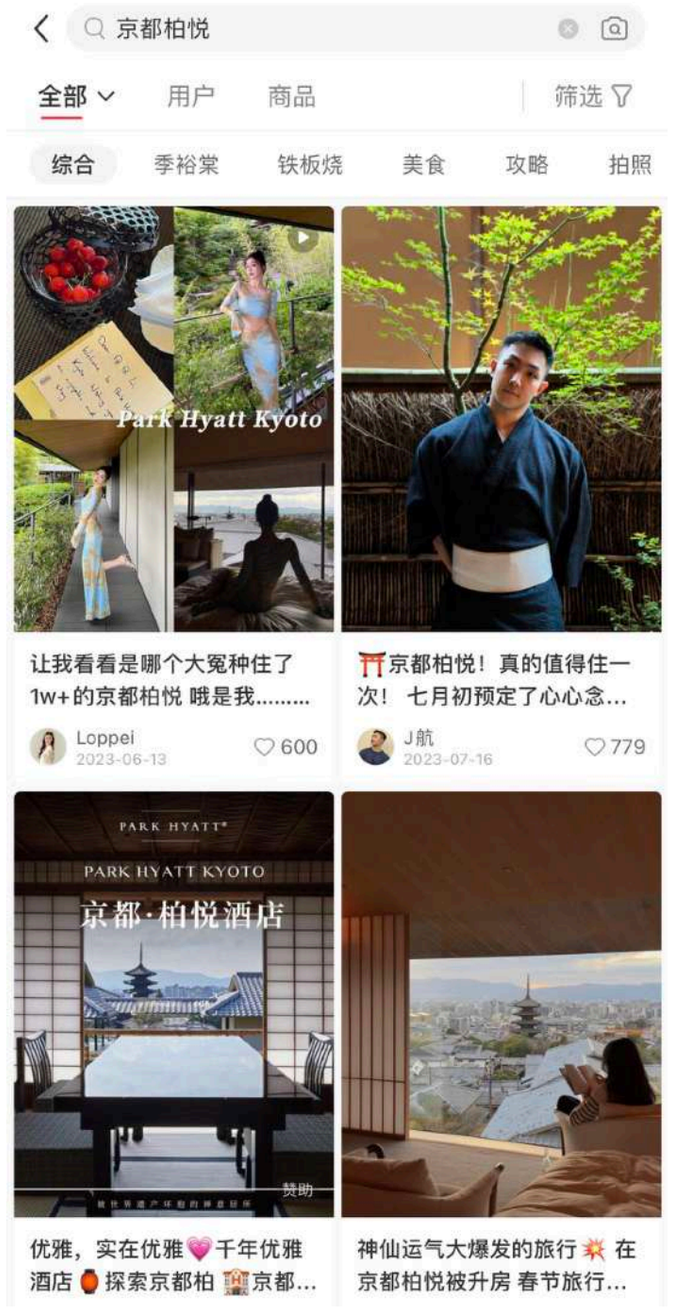
rednote (Xiaohongshu) is a young Shanghainese app that rose in the last few years to become one of the hottest social media platforms in China.

It mainly targets shopping and inspirational travel, focuses on beauty products, clothing, and holidays. It's often called the Chinese Instagram.

It has become difficult to rise with eCommerce in China without including rednote in brand strategy, and it has evolved from initially being the home for Chinese influencers, to now expanding further to provide official brand accounts.

rednote has the most authentic engagement numbers compared to Weibo and WeChat and has become the "Google" for searching travel destinations, restaurant recommendations. rednote is the number one social media platform for KOL/influencer marketing and most invested social media platform for hospitality

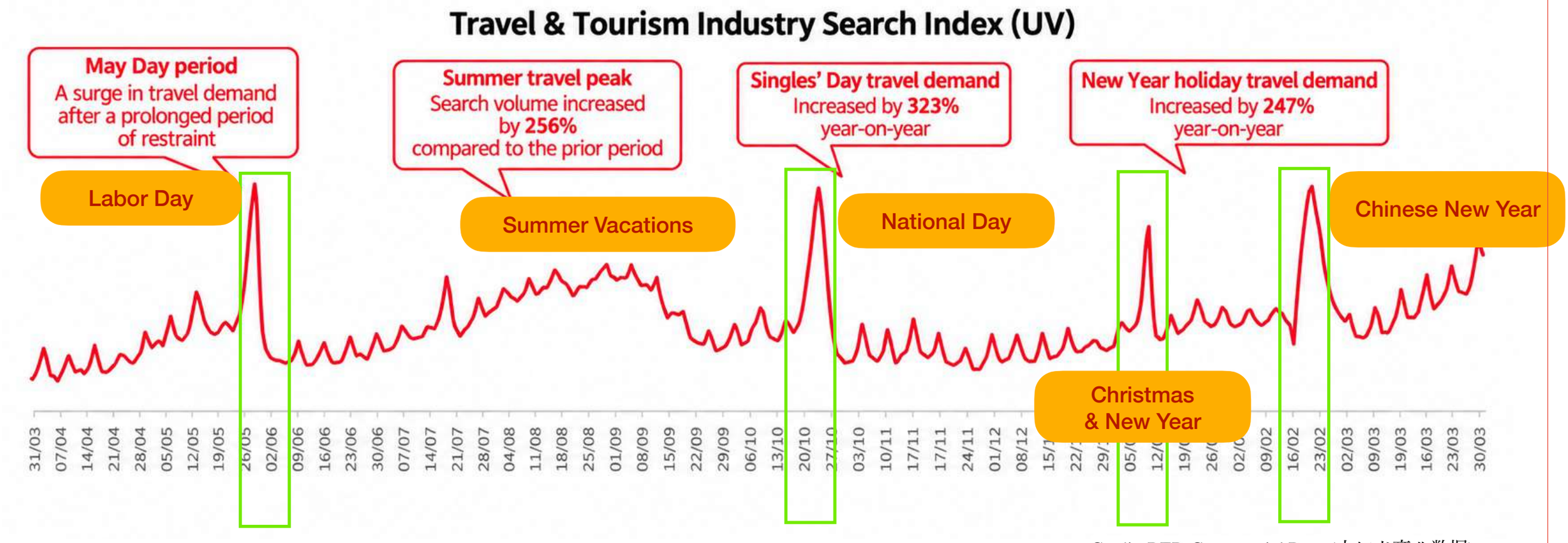
- 200 MILLION ACTIVE USERS
- +65% OF USERS ARE WOMEN
- 70% OF USERS ARE BORN AFTER THE 1990
- SOCIAL MEDIA ECOMMERCE
- PAID ADVERTISING
- KOLS NETWORKS
- FLAGSHIP STORE



CHINESE SOCIAL MEDIA TRENDS

Xiaohongshu (rednote) Travel Search Trends

The search popularity for Travel shows a clear growth trend though the year;
The popularity of tourism searches surpassed the peak of National Holiday's year on year, with the site search increasing by 318%.



Credit: RED Commercial Data (小红书商业数据)

Above is the **rednote search volumes** of Travel related words in the past year, with **four major travel peak seasons**:
- May 1st~5th: **Labor Day** (5-day holiday)
- October 1st-7th: **National Day** (7-day holiday)
- End December to Early January: **Christmas & New Year Eve** (3-day holiday)
- Jan & Feb: **Chinese New Year** (7-day holiday)

PLUS ALPHA

HOW WE WORK

CHINESE SOCIAL MEDIA SERVICE

Account Creation & Content

- ✦ Create and Manage Weibo, rednote and WeChat accounts monthly with regular posts on each
- ✦ Write captivating Chinese captions & blog posts
- ✦ Effective use of hashtags and tags

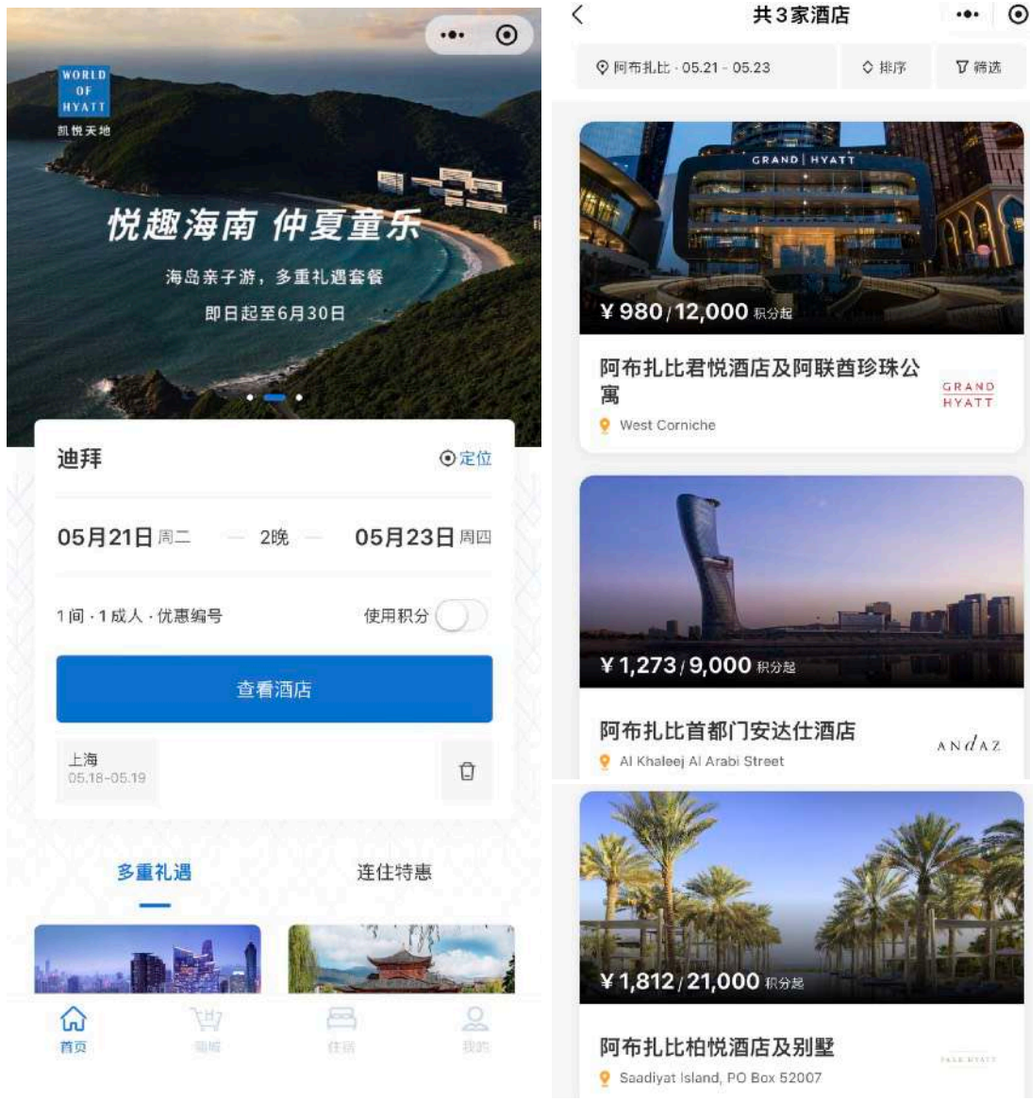
Responses to Customers

- ✦ Respond to all comments on Weibo
- ✦ Set up auto-responses for WeChat directed to website
- ✦ Optional advice on creating full WeShop for booking and purchases within WeChat

Evaluation & KPIs

- ✦ Set up KPI for the account with regular analysis
- ✦ Build the followers with set goals
- ✦ Build the likes & comments per post with set goals

WECHAT's MINI APP FOR IN-APP DIRECT BOOKING



PLANNING & CAPTIONS

To ensure our content is highly relevant and attractive in the Chinese social media environment, we will plan all your content in advance.

For Weibo we prepare the data weekly and for WeChat we do this monthly with preview screenshots or links.

- For **Weibo** we create grid plans similar to how Instagram looks, but for each individual post. We will use 1, 4, 6 or 9 photos per post.
- For **WeChat**, since the posts use more text with photos throughout, we will create preview article links for you to review.



WeChat Cover



WeChat Blog Posts



Weibo Posts

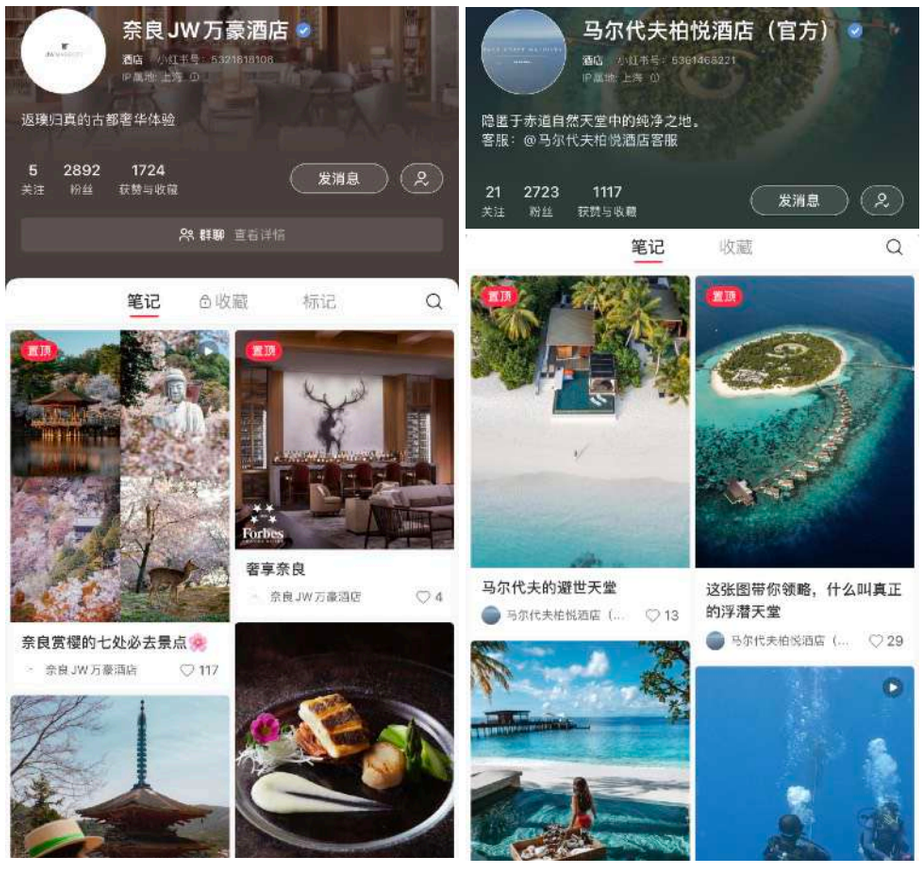


Weibo Cover

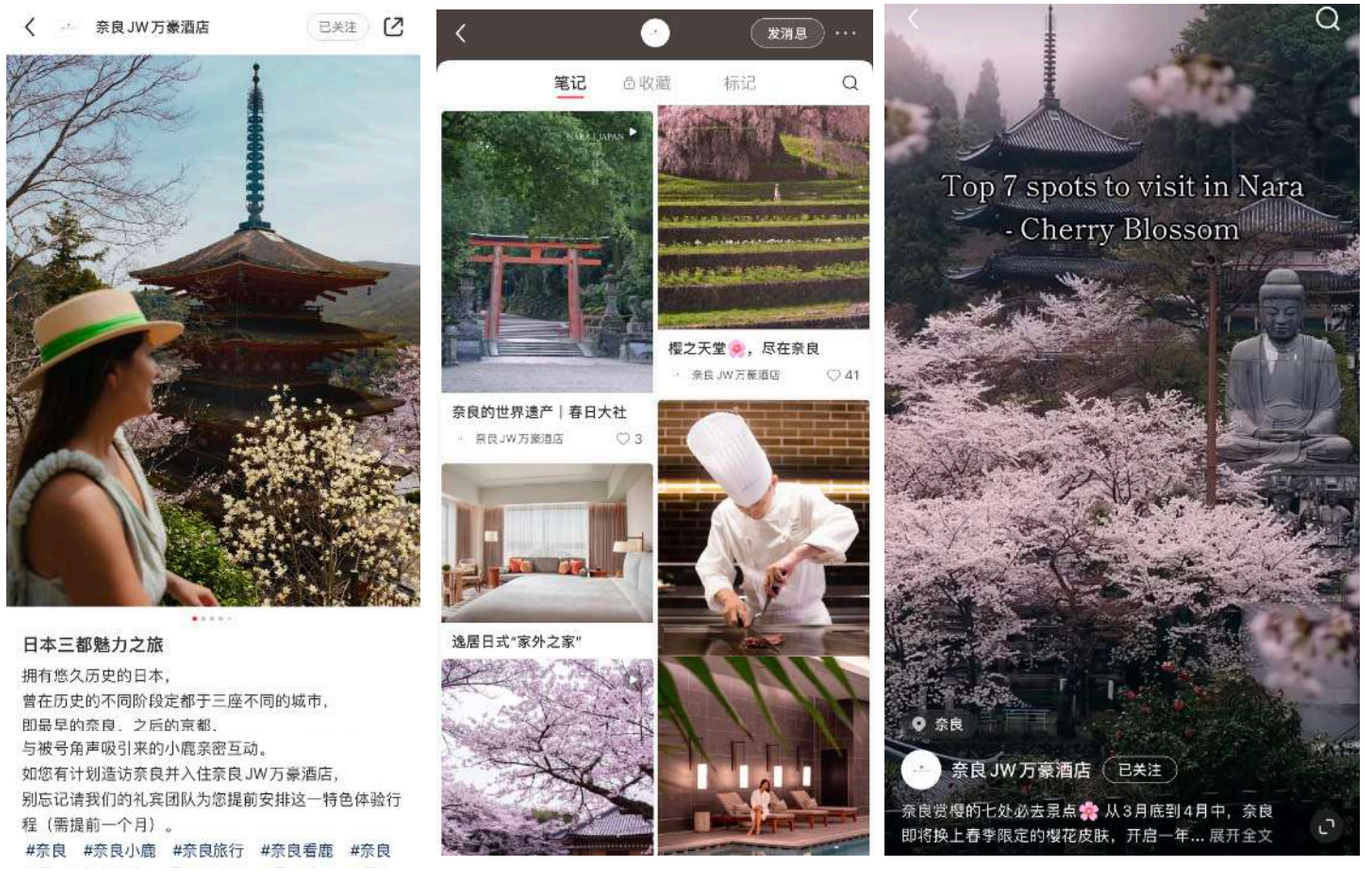
PLANNING & CAPTIONS

For **rednote** we prepare the main menu and cover page in line with benchmark hotel standards, including Highlight sections.

Weekly data can be similar to how Instagram looks, with 1 to 9 photos per gallery post or 1 video per post with a title, caption and cover.



rednote Cover

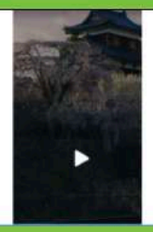
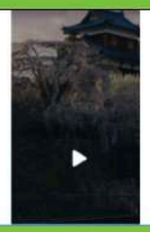
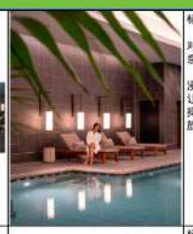


rednote Posts & Collect/Album

LIVE EXCELS

- We work through clouds services to update live excels throughout the month to make sure we are flexible to new promotions and changes the client needs. Clients have full access so we can work together.
- To view a sample Live Excel click here.

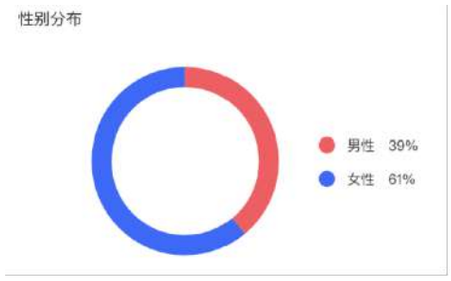
JW Marriott Nara 2024 March Chinese SNS Calendar

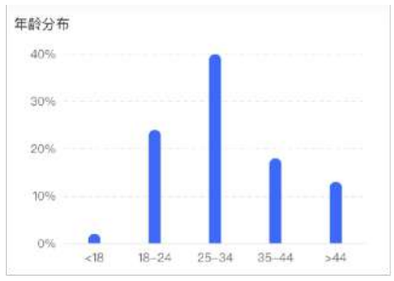
No.	Date		Category	Weibo/RED	Hero Photo	Weibo/RED Caption (CN)	Weibo/RED Caption (EN for Reference Only)	WeChat Theme & Article Outline (The full article preview links will be sent in advance for review before	Comments by JW Marriot	Approved	Hashtags
1	Friday	3/1/2024	video			标题：奈良赏樱的七处必去景点 从3月底到4月中，奈良即将换上春季限定的樱花皮肤，开启一年一度的赏樱之旅。 相比京都的人满为患，移步至奈良赏樱更加悠然自在。如果您心向往之，这7处奈良赏樱的地点一定不要错过： 1. 奈良公园：欣赏小鹿在樱飞间穿行的浪漫景致 2. 吉野山：30000株樱花布满山坡，盛开之时如粉色花海 3. 壹阪寺：巨大的千手观音像与樱花相映成趣 4. 長谷寺：感受静谧祥和的诵读樱景 5. 安倍文殊院：逐中倒映的亭台与樱花，别样雅致 6. 曾瀬城遗跡：绵延高原上的樱花景致分外开阔 7. 又兵卫樱：高13尺、树龄逾300岁的巨大垂枝樱花	Heading: Seven Must-Visit Cherry Blossom Spots in Nara Here, we introduce some of Nara's renowned cherry blossom locations that you definitely want to visit: 1.Tsubosaka-ji Temple 2.Hase-ji Temple 3.Soni Castle Ruins 4.Yoshino-yama (Mount Yoshino) 5.ABE Monjyu-in Temple 6.Matahachi-zakura (Matahachi Cherry Blossom) 7.Nara Park This spring, consider taking a stroll through these	**Week 1 F&B Specialties in March** Chef Matsuo x Chef Yoshida Collaboration Event For two days only, experience a collaboration between Chef Shintaro Matsuo, the proprietor of the Michelin two-star Japanese restaurant 'Koryu,' and Chef Shinichi Yoshida, the head chef of 'Azekura,' the Japanese cuisine at JW Marriott Nara Hotel. For these exclusive dates, a special menu featuring ingredients from both Yamato and Naniwa regions will be prepared. Don't miss this unique opportunity to savor innovative and exceptional dishes that are crafted only for this day.		☑	#日本樱花季 #2024日本樱花季 #关西赏樱 #日本旅行 #日本旅游 #奈良旅行 #奈良旅游 #奈良旅游攻略 #奈良县 #京都 #日本京都 #京都旅游 #京都奈良游 #日本关西 #日本关西旅行 #大阪旅行 #奈良一日游
2	Monday	3/4/2024	Gallery			标题：偷闲一刻 对奢华酒店的泳池爱好者来说， 奈良JW万豪酒店的室内泳池将是入住期间不可错过的打卡地。 浸入静谧温暖的泳池中， 让潺潺水波带走一切烦扰。 抑或慵懒倚靠在池边躺椅上， 放空思绪，尽情享受。	Heading: Unwind and Rejuvenate Offloade the fatigue of the day with a relaxing swim or just a quiet lie down at the serene pool at JW Marriott Nara.	**Week 2 New "Escape Plan"** Enjoy an especially restful and relaxing hotel getaway, away from the hustle of daily life and the bustle of the big city. Package benefits include: · Complimentary seasonal fruit and macarons (1 set per room per stay) · ¥10,000 to ¥15,000 in-house credit to spend on hotel products and services throughout your stay · Breakfast for 2 people		☑	#日本酒店 #奈良酒店 #京都酒店 #大阪酒店 #奈良JW万豪酒店 #万豪旅享家 #万豪酒店 #日本万豪 #staycation #酒店客房 #奢华酒店 #奢华酒店推荐 #日本奢华酒店 #酒店泳池 #酒店设计
3	Wednesday	3/6/2024	Gallery			标题：见微知美 日式审美的动人之处， 或许就在于一个"微"字： 这既是究及细节的"匠人精神"， 也是见微知著的哲人哲思。 每当步入日式审美的场域， 人们在不经意间便会放慢脚步， 细细品味游赏每一个细节之处。 作为奈良首家国际奢华酒店， 奈良JW万豪酒店秉承了日式审美的这一特点， 从细微处打磨酒店的每一处角落， 让日式审美自然渗入其中， 将整座酒店打造为当地特色文化 与自然气息有机融合的产物。 入住于此，将不仅仅是一次简单的居停， 更是一次与奈良风貌浪漫邂逅的机会。	Heading: Discovering Beauty in Details The charm of Japanese aesthetics may lie in a single word: "微" (microscopic). It embodies the meticulous craftsmanship and the profound philosophy of recognizing the significant in the insignificant. Stepping into the realm of Japanese aesthetics, people unconsciously slow down, savoring and appreciating every detail. As the first international luxury hotel in Nara, JW Marriott Hotel Nara embraces this aspect of Japanese aesthetics. The hotel meticulously refines every corner, infusing Japanese aesthetics naturally. It transforms the entire hotel into a fusion of local cultural uniqueness and the essence of nature. Staying here is not just a simple accommodation; it's an opportunity	**Week 3 Authentic Japanese Wedding Experience** Signature wedding services in authentic Japanese style including holding wedding ceremony at legendary Kasuga Taisha Shrine and the Heijo-kyo Sakyo Sanjo Nibo Palace Garden, an officially designated special historical site.		☑	#日本酒店 #奈良酒店 #京都酒店 #大阪酒店 #奈良JW万豪酒店 #万豪旅享家 #万豪酒店 #日本万豪 #酒店设计 #日式酒店 #奢华酒店 #日式设计灵感
4	Friday	3/8/2024	Gallery			标题：春日草莓的滋味，是幸福的味道 随着一年一度草莓季序幕的拉开， 奈良JW万豪酒店全日制餐厅The Silk Road Dining为宾客倾情呈献「草莓花园午后自助」。 作为餐厅每年春季备受欢迎的限定特供， 今年的草莓主题午后自助将由酒店新任饼房厨师长Islam El Khateeb精心打造， 多款不同特色产区新鲜草莓品鉴、以草莓为灵感的创意咸甜点和饮品， 必将以草莓的鲜美滋味及独具匠心的创意俘获每一个草莓爱好者的心。 时间：即日起至2024年5月26日（周末及日本公共假期），14:00 - 15:30 / 16:00 - 17:30 图片提供：@草莓很不甜	Heading: Strawberry Extravaganza: Strawberry Garden Buffet 🍓 Starting next Saturday, come join us for a delightful buffet experience featuring a colourful variety of seasonal strawberry-infused sweets and savouries. With a wealth of culinary experience garnered during tenure in France, the Middle East, and a number of other countries across the world, executive Pastry Chef Islam El Khateeb has composed a unique array of 25 strawberry-centric treats for you to thoroughly enjoy, alongside 25 tasty, themed beverages ✨ Location: Silk Road Dining Dates: January 13 - May 26 (Saturdays, Sundays, and public holidays) Hours: 14:00 - 15:30 / 16:00 - 17:30 (2 x 90-minutes	**Week 4 Special Activities ar Nara** DEER CALLING Deer Calling at Nara Park. Deer Calling is a Nara tradition that uses the sound of a natural horn to attract deer. It began in 1892 (Meiji 25) when a trumpet was used to celebrate the completion of a deer park. Advance reservations required at least one month in advance. DOROKYO CRUSING Enjoy the charm of Doro Gorge on a Japanese boat! Clear water, beautiful mountains, and the same great nature that has remained unchanged since ancient times. Would you like to take a tour of about 40 minutes and take in the calm and soothing scenery while looking at the giant stones? Advance reservations required. Hiking Adventure in Mt.Kasuga Primeval forest (Private tour) Deep into the Mt. Kasuga Primival Forest, surrounded by beautiful nature, verious plants and animals. Feel the history and culture in the Primeval Forest and enjoy a rare opportunity with a professional guide!		☑	#日本酒店 #奈良酒店 #京都酒店 #大阪酒店 #奈良JW万豪酒店 #万豪旅享家 #万豪酒店 #日本万豪 #奢华酒店 #奢华酒店推荐 #日本奢华酒店 #下午茶 #奢华下午茶 #酒店下午茶 #日本草莓

GROWTH & ANALYTICS

Growth

- We provide a monthly report detailing account growth and engagement rates.
- We monitor all rival accounts to compare success.
- Monthly Reports include examinations of our content performance and will be translated in to English.















Hyatt Hotels on RED
April 2024

Hyatt Hotels outside of China Top 10

1.Park Hyatt Maldives Hadahaa2,704 followers
2. Park Hyatt Kyoto 2,587 followers
3.Park Hyatt Siem Reap2,542 followers
4.Grand Hyatt Kuala Lumpur1,576 follwers
5.Hyatt Regency Phuket Resort563 followers
6.Grand Hyatt Jeju380 followers
7.Hyatt Regency Bangkok Sukhumvit208 followers
8.Park Hyatt Bangkok 208 followers
9.Hyatt Regency Koh Samui137 followers
10. Grand Hyatt Bali 87 followers

Hyatt Hotels in China Top 10

1.Park Hyatt Sanya7,855 followers
2.Park Hyatt Guangzhou6,692 followers
3.Grand Hyatt Sanya4,691 followers
4..Park Hyat Shenzhen1,802 followers
5.Park Hyatt Beijing1,651 followers
6.Andaz Xiamen1,207 followers
7.Park Hyatt Hangzhou1,180 followers
8.Park Hyatt Shanghai1,179 followers
9.Park Hyatt Suzhou1,006 followers
10.Park Hyatt Ningbo385 followers

MONTHLY REPORTS

JW MARRIOTT

Red/Weibo/WeChat - April 2024



- Followers: **15,772** (⬆ from 14,684)
- Net Follower Growth: **1088**
- Total Posts: **12**
- Total View: **66,500**
- Likes, Favourites and Comments: **236**

PARK HYATT KYOTO™

Red - October 2024

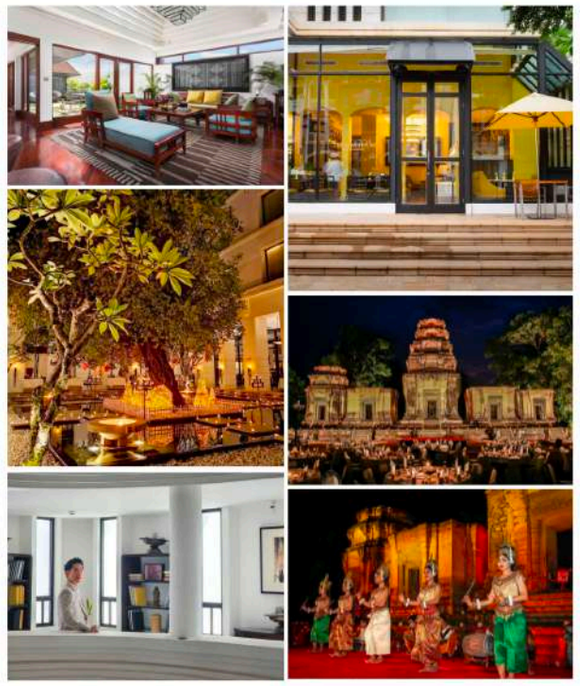


- Total Followers:**3,947** (⬆ 204 from September)
- Total Posts:**10**
- Total View:**12,544**
- Likes, Saves and Comments:114

PARK HYATT SIEM REAP™

LUXURY & PERSONAL

Red/Weibo/WeChat - April 2024



- Followers: 13,130 (⬆ 1,077)
- Total Posts: 10
- Total View: 64,079
- Likes, Retweets and Comments: 205

PLUS ALPHA

PAID PROMOTIONS

PAID PROMOTIONS

WEIBO FENTIAO

Weibo, like Facebook / Instagram, has developed a complex but effective system for advertising, which allows for very specific targeting, via the boosting or promotion of posts to reach a wider audience.

To promote a single post on Weibo, we can use their Fentiao system.

Setting up our promotion goals such as achieving new followers, increasing interactions, we can allocate promotion budgets starting from 100RMB (15USD) per promotion.

Managing Paid Promotions is a service we offer to clients as an additional service, creating the content for ads, and managing ROI. We work with each client based upon their budgets to determine their targets and monitor and report on their effectiveness.



PAID PROMOTIONS

REDNOTE SHUTIAO

rednote, like Facebook / Instagram, has developed a system for advertising, which allows for very specific targeting.

To promote a single post on rednote, we can use their Shutiao system.

Setting up our promotion goals such as achieving new followers, increasing interactions, we can allocate promotion budgets starting from 120RMB (17USD) per promotion.

Managing Paid Promotions is a service we offer to clients as an additional service, creating the content for ads, and managing ROI. We work with each client based upon their budgets to determine their targets and monitor and report on their effectiveness.





PAID PROMOTIONS

REDNOTE JUGUANG (聚光)



FEED

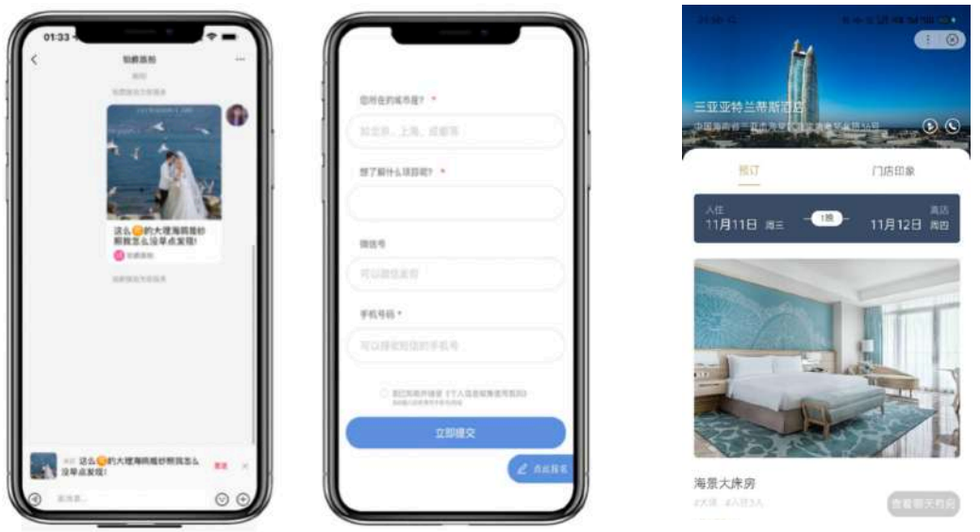


SEARCH

- A rednote Juguang ad can be designed as a photo gallery/video post.

- It will be shown as the 6th post (native advertising) on either the Discover Feed or in the Search Results.

- By clicking the link on the post, followers can be directed to a private message chat, rednote store or a questionnaire etc.



ROI/Cost of the local hotels in China on rednote for reference: *(*international hotels are expected to have 30~50% higher cost)*

Ads Click Rate: 7-10%;

CPC: 50~80USD per 100 clicks of the ads;

Acquisition Cost: 10~15USD per new lead *(people who click the ads and ask questions in DM)* ;

Budget: suggested minimum **daily rednote budget: 30~70USD**; minimum **first-time ad account opening deposit/charge: 1,500USD**

PAID PROMOTIONS

REDNOTE JUGUANG vs REDNOTE SHUTIAO ADS

	JUGUANG(聚光)	V.S.	SHUTIAO(薯条)
	Sales Oriented (Professional)		**Exposure & Engagement Oriented (Standard)**
Model	**CPC** cost per 1000 clicks		**CPM** cost per 1000 exposure
Goals	**To increase conversion such as link click, private message, questionnaire etc**		To increase viewership, engagement and followers
Account	Require Ad Account Setup Minimum Ad Charge: 10,000RMB (1,400USD) Deposit		No Ad Account Required Minimum Ad Cost 120RMB (17 USD) per Ad
Data	More accurate TA More comprehensive report		Limited TA selection Limited report data
Benefits	It allows account to comment and DM with WeChat and phone number		No “commercial”/ sale oriented comment and DM is allowed

Generally speaking, Shutiao is mostly used for personal accounts and **Juguang** is for corporate accounts.

PAID PROMOTIONS

WECHAT MOMENTS ADS

Tourism Australia



@澳大利亚旅游局

- The paid promotions can be designed as a photo gallery/video post

- It will be showed as the 5th post (native advertising) on WeChat Moments

- Clicking the link on the post goes to a landing page, which can be directed to "conversion actions" such as following WeChat account, redirecting to Mini App, or to a questionnaire etc.

Ad Landing Page
(A customized ad page/ mini app page and etc)

WeChat Moments Ad Design
(What's shown in people's Moments)

Engagement Section
(Who like the Ad if they are your WeChat friends)

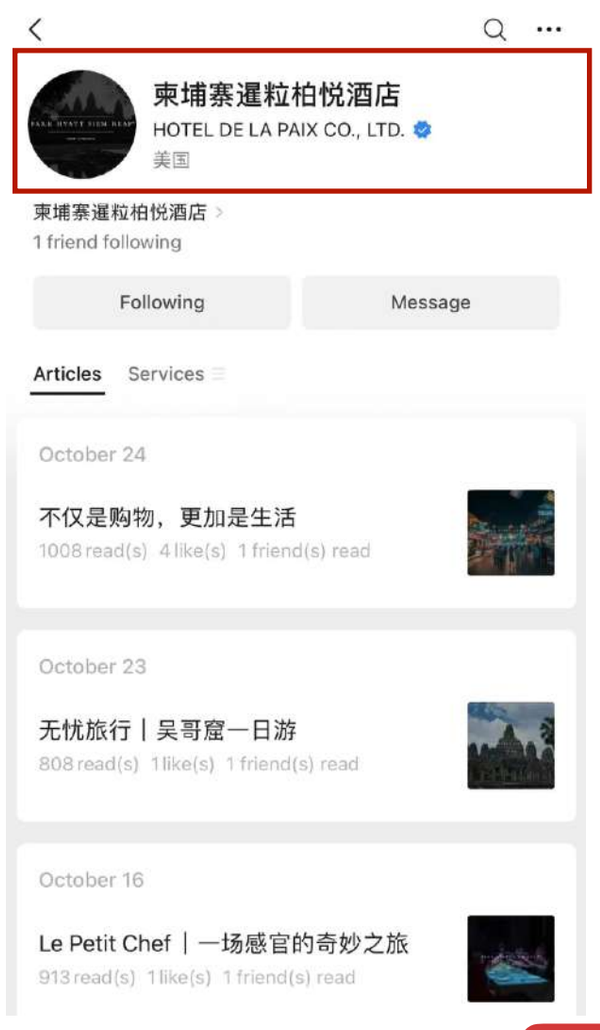
ROI/Cost of WeChat Moments Ads in general:
CPM: 12～15USD per 1000 exposure;

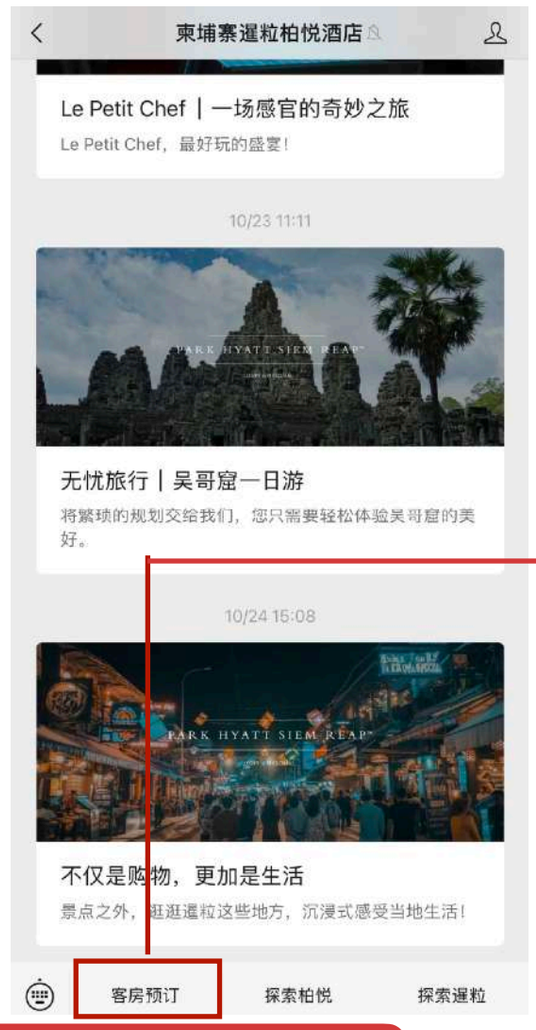
CPC：100~165USD per 100 clicks of the ads

Account Subscription Cost : 2~7USD per new WeChat follower *(people who clicks the ads and follow the account)*
Budget: suggested minimum **daily WeChat Moments budget: 100~140USD**; minimum **ad account opening deposit: 1,400USD**

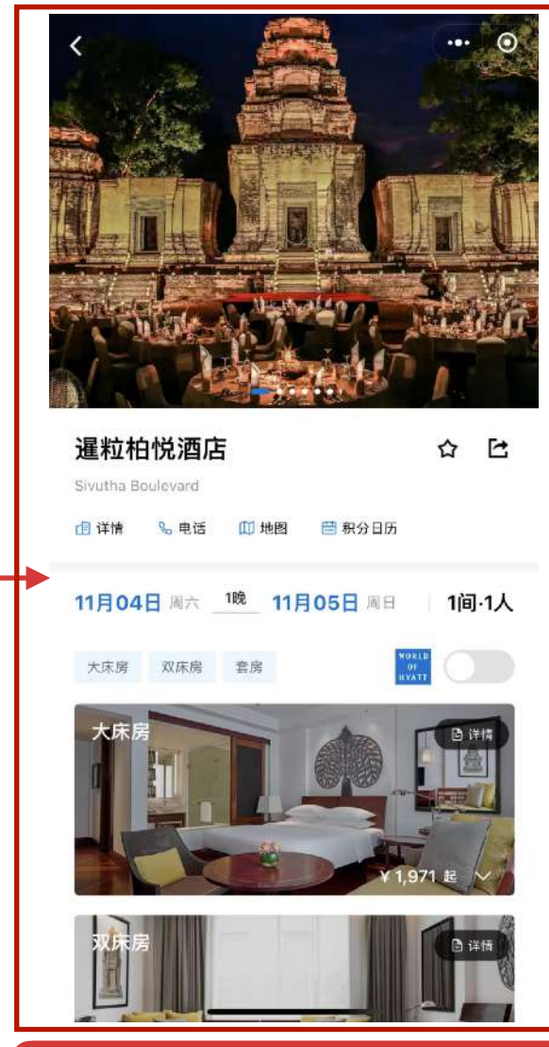
PAID PROMOTIONS

WECHAT MINI-PROGRAM BOOKING









WeChat Account Menu–
Booking Button

Hyatt WeChat Mini-Program

WeChat Mini-Programs are "sub-applications" within the WeChat ecosystem.
They enable to provide advanced features to users such as e-commerce, visual store tour, task management and other services.
Hyatt already has a **mini-program "凯悦Hyatt"** developed and we can link the mini-program with a Booking button on WeChat Account Menu.

PLUS ALPHA

INFLUENCERS

INFLUENCERS

Through our management of accounts for dozens of brands, and as members of influencer networks worldwide, Plus Alpha is aware whenever influencers are visiting specific countries throughout the year.

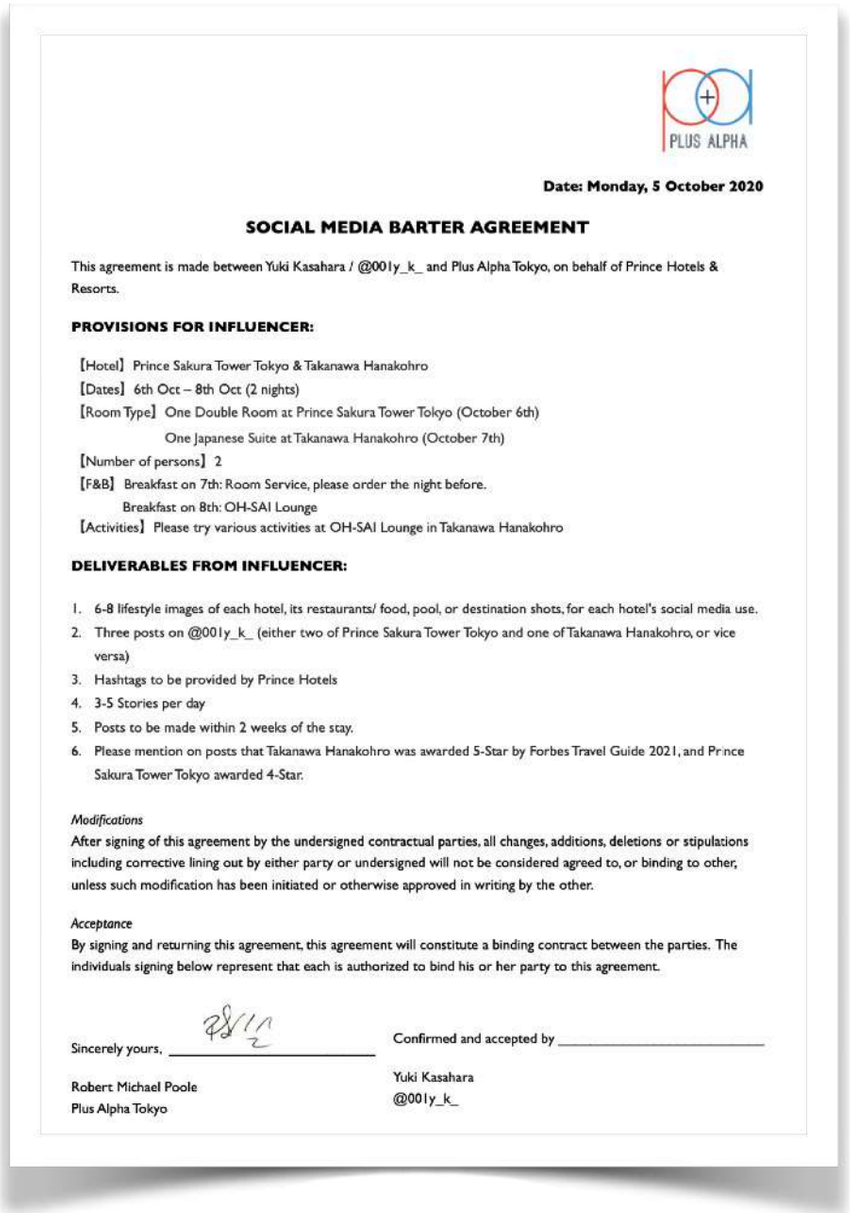
We made signed barter agreements with influencers from China and recommend:

1. Inviting 1-2 influencers per season as an exchange of services to promote the accounts on their own media.
2. Request them to capture by video and images a set amount of content for the client's own use.
3. We will target influencers with different backgrounds (family, friends, romance) to reach a different target audience.









PLUS ALPHA

Date: Monday, 5 October 2020

SOCIAL MEDIA BARTER AGREEMENT

This agreement is made between Yuki Kasahara / @001y_k_ and Plus Alpha Tokyo, on behalf of Prince Hotels & Resorts.

PROVISIONS FOR INFLUENCER:

【Hotel】 Prince Sakura Tower Tokyo & Takanawa Hanakohro
【Dates】 6th Oct – 8th Oct (2 nights)
【Room Type】 One Double Room at Prince Sakura Tower Tokyo (October 6th)
One Japanese Suite at Takanawa Hanakohro (October 7th)
【Number of persons】 2
【F&B】 Breakfast on 7th: Room Service, please order the night before.
Breakfast on 8th: OH-SAI Lounge
【Activities】 Please try various activities at OH-SAI Lounge in Takanawa Hanakohro

DELIVERABLES FROM INFLUENCER:

1. 6-8 lifestyle images of each hotel, its restaurants/ food, pool, or destination shots, for each hotel's social media use.
2. Three posts on @001y_k_ (either two of Prince Sakura Tower Tokyo and one of Takanawa Hanakohro, or vice versa)
3. Hashtags to be provided by Prince Hotels
4. 3-5 Stories per day
5. Posts to be made within 2 weeks of the stay.
6. Please mention on posts that Takanawa Hanakohro was awarded 5-Star by Forbes Travel Guide 2021, and Prince Sakura Tower Tokyo awarded 4-Star.

Modifications
After signing of this agreement by the undersigned contractual parties, all changes, additions, deletions or stipulations including corrective lining out by either party or undersigned will not be considered agreed to, or binding to other, unless such modification has been initiated or otherwise approved in writing by the other.

Acceptance
By signing and returning this agreement, this agreement will constitute a binding contract between the parties. The individuals signing below represent that each is authorized to bind his or her party to this agreement.

Sincerely yours, _____
Robert Michael Poole
Plus Alpha Tokyo

Confirmed and accepted by _____
Yuki Kasahara
@001y_k_

INFLUENCERS SHOWCASE

6 Chinese influencers visited

10 Posts on Weibo

8 (+12) Posts on RED

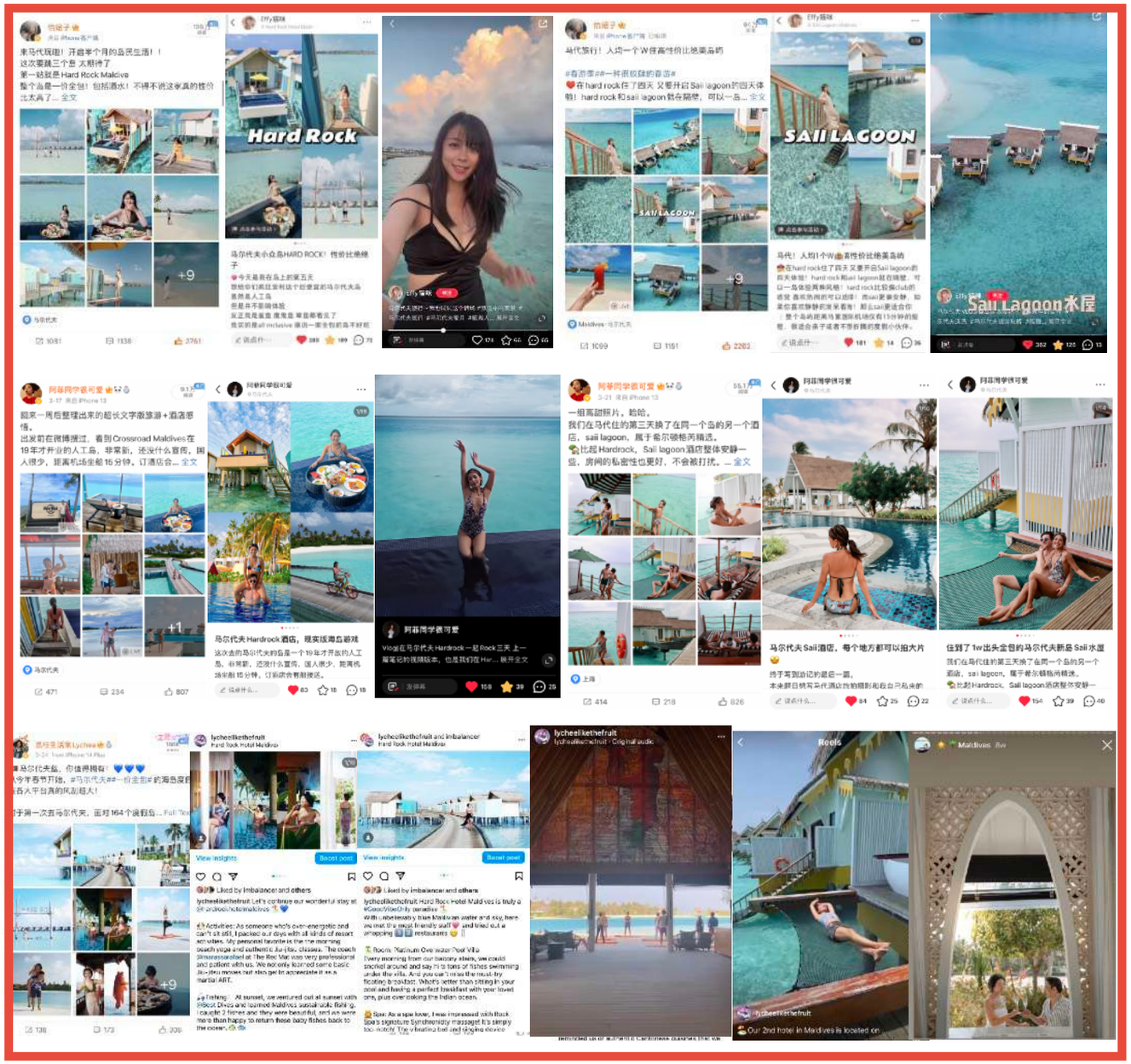
4 Posts on Instagram

195 Photos for Crossroads Maldives

17 Videos for Crossroads Maldives

Total Viewership: ***5,623,681***

Total Engagement : ***33,095***



Crossroads Maldives: 2023 Spring Chinese Influencer Campaign

INFLUENCER MANAGEMENT FEES

4 Influencers per season - $3,000USD



**Travel costs and influencer fees (if any) not included*

PROVISIONS FOR INFLUENCER: (TBC)

【Hotel】 Hyatt Regency Phuket

【Dates】 August (TBD)

【Room Type】 _____ (please fill in)

【Number of persons】 2

【All-inclusive】 Daily meals, plus any activities to be featured

【Transportation】 Airport Transfers to and from hotels

DELIVERABLES FROM INFLUENCER: (TBC)

1. 8-10 lifestyle images of the hotel, its restaurants/ food, pool, or destination shots, for the hotel's social media use.
2. 1 Gallery post of 9 images of hotel on Weibo @_____
3. 2 posts (Gallery or reel) of each hotel on rednote @_____
4. Posts to be made within 2 weeks of the stay.

PLUS ALPHA

SAMPLES

SAMPLES BY PLUS ALPHA

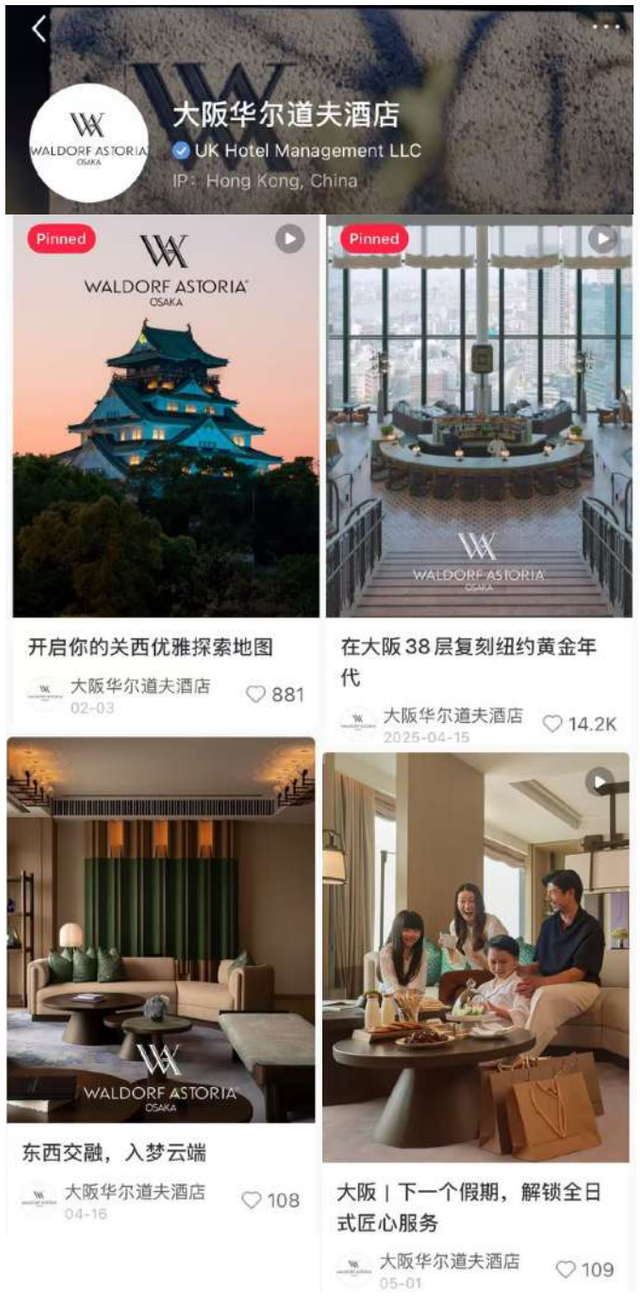
WALDORF ASTORIA OSAKA

WECHAT/REDNOTE @大阪华尔道夫酒店

Rednote: 9,594 followers in 18 months

WeChat: 1,956 followers in 10 months

小红书



WeChat





SAMPLES BY PLUS ALPHA

PARK HYATT LONDON RIVER THAMES

WECHAT/REDNOTE @伦敦泰晤士河柏悦酒店

Rednote: 4,403 followers in 20 months

WeChat: 5,919 followers in 19 months

小红书





敬启新章

伦敦泰晤士河柏悦... 2025-12-31 ♡ 29



泰晤士河边的夏天，和家人在柏悦度过

伦敦泰晤士河柏悦... 08-01 ♡ 22



粤菜大师菜单，即将精彩呈献！

伦敦泰晤士河柏悦... 03-05 ♡ 41



伦敦不可错过的粤味佳肴，只剩十天！

伦敦泰晤士河柏悦... 05-20 ♡ 42

WeChat





SAMPLES BY PLUS ALPHA

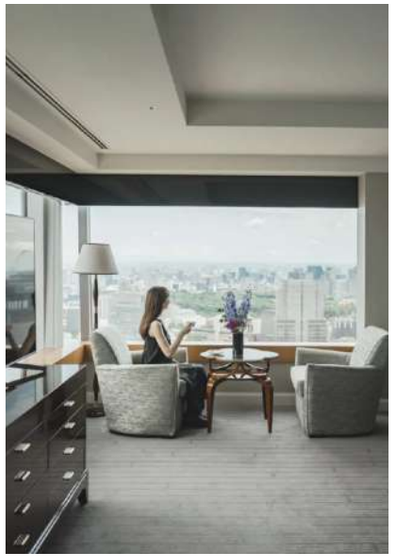
THE RITZ-CARLTON TOKYO

REDNOTE @东京丽思卡尔顿酒店

Rednote: 3,833 Followers in 20 months



















小红书

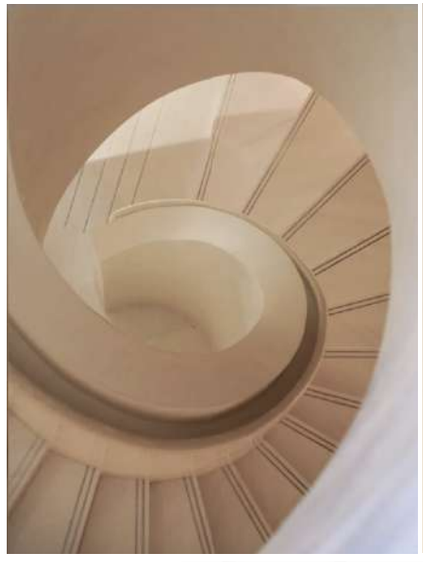


SAMPLES BY PLUS ALPHA

THE SINGAPORE EDITION

REDNOTE @新加坡艾迪逊酒店

Rednote: 2,202 Followers in 12 months

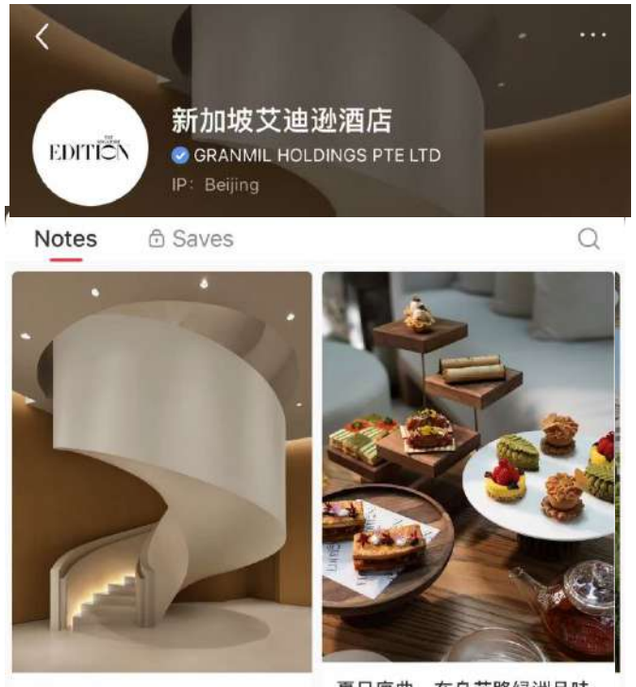










小红书



新加坡艾迪逊酒店，体验狮城的时髦与奢华

新加坡艾迪逊酒店 06-19 ♡ 44

夏日序曲，在乌节路绿洲品味轻盈 🌿

新加坡艾迪逊酒店 05-19 ♡ 23



新加坡艾迪逊酒店丨秩序美学，光影流转

新加坡艾迪逊酒店 05-22 ♡ 39



新加坡艾迪逊酒店丨一家人的隐市绿洲

新加坡艾迪逊酒店 04-03 ♡ 30

SAMPLES BY PLUS ALPHA

JW MARRIOTT BANGKOK

WEIBO/WECHAT/REDNOTE @曼谷JW万豪酒店

Weibo: 12,000 followers in 19 months
Rednote: 4,813 followers in 19 months
WeChat: 5,584 followers in 19 months







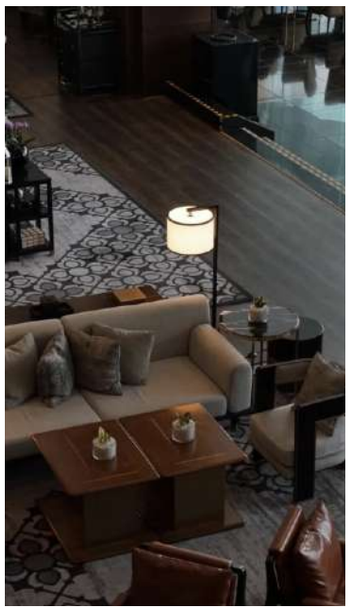
SAMPLES BY PLUS ALPHA

JW MARRIOTT BANGKOK

WEIBO/WECHAT/REDNOTE @曼谷JW万豪酒店












SAMPLES BY PLUS ALPHA

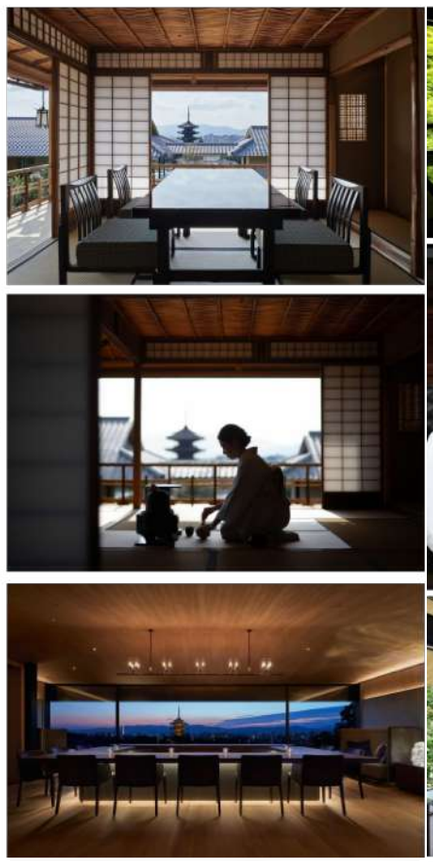
PARK HYATT KYOTO

REDNOTE @京都柏悦酒店

RedNote: 3,558 Followers in 13 months

The fastest growing Hyatt RedNote account













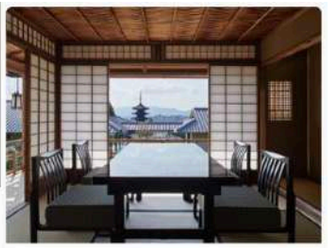




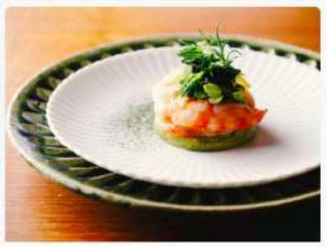
小红书













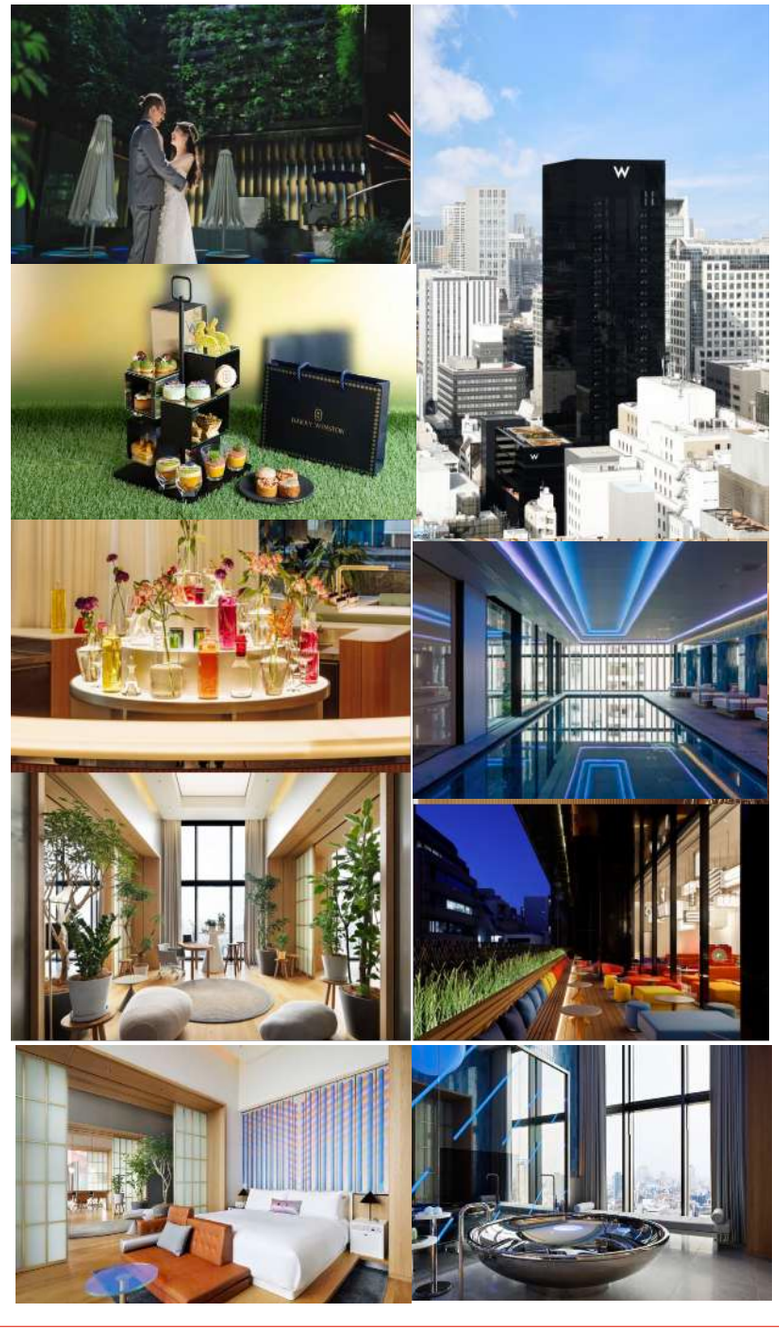
SAMPLES BY PLUS ALPHA

W OSAKA

WEIBO/WECHAT/REDNOTE @大阪W酒店

PLUS ALPHA

Weibo: 12,855 followers in 12 months
RedNote: 2,694 followers in 12 months
WeChat: 5,344 followers in 12 months



小红书





SAMPLES BY PLUS ALPHA

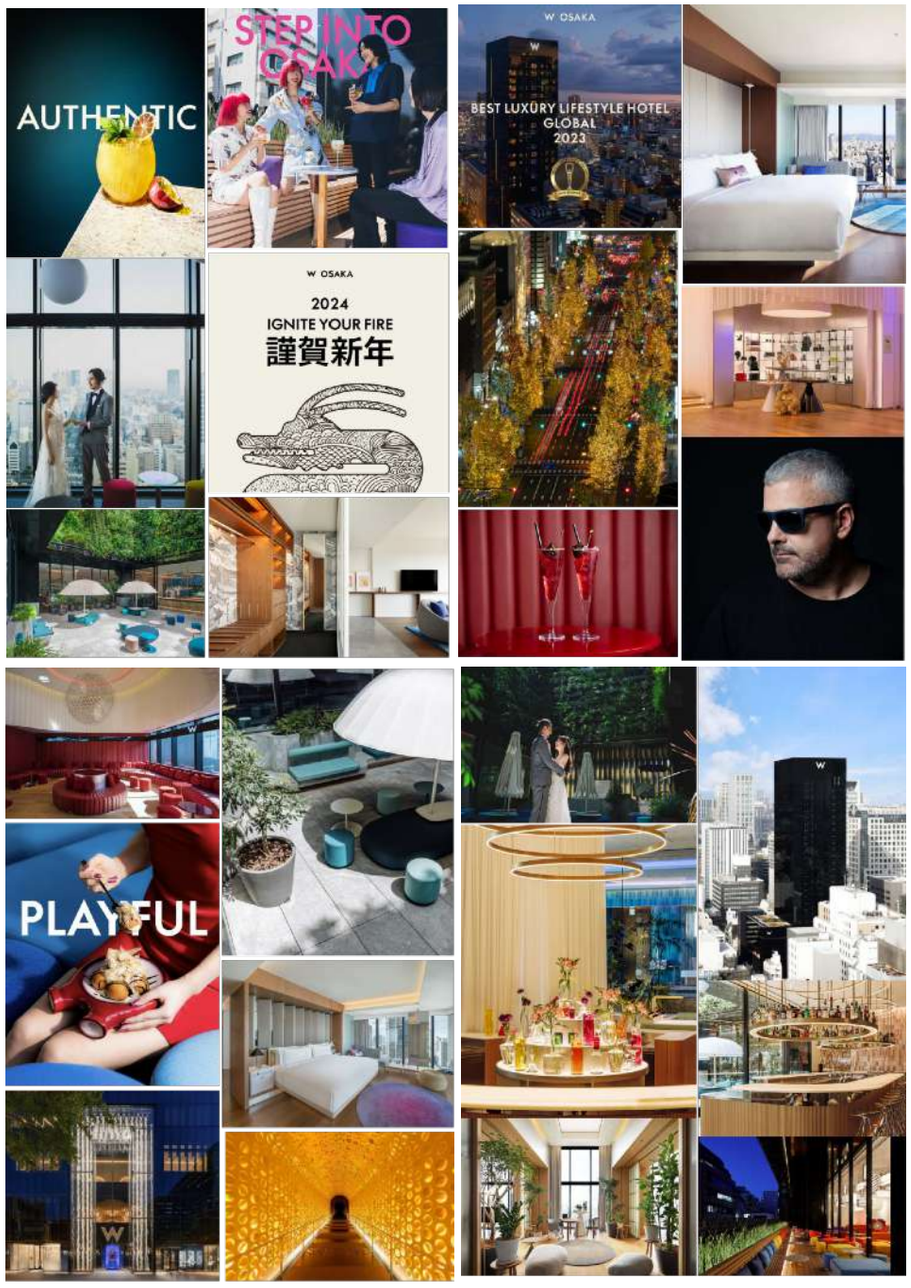
W OSAKA

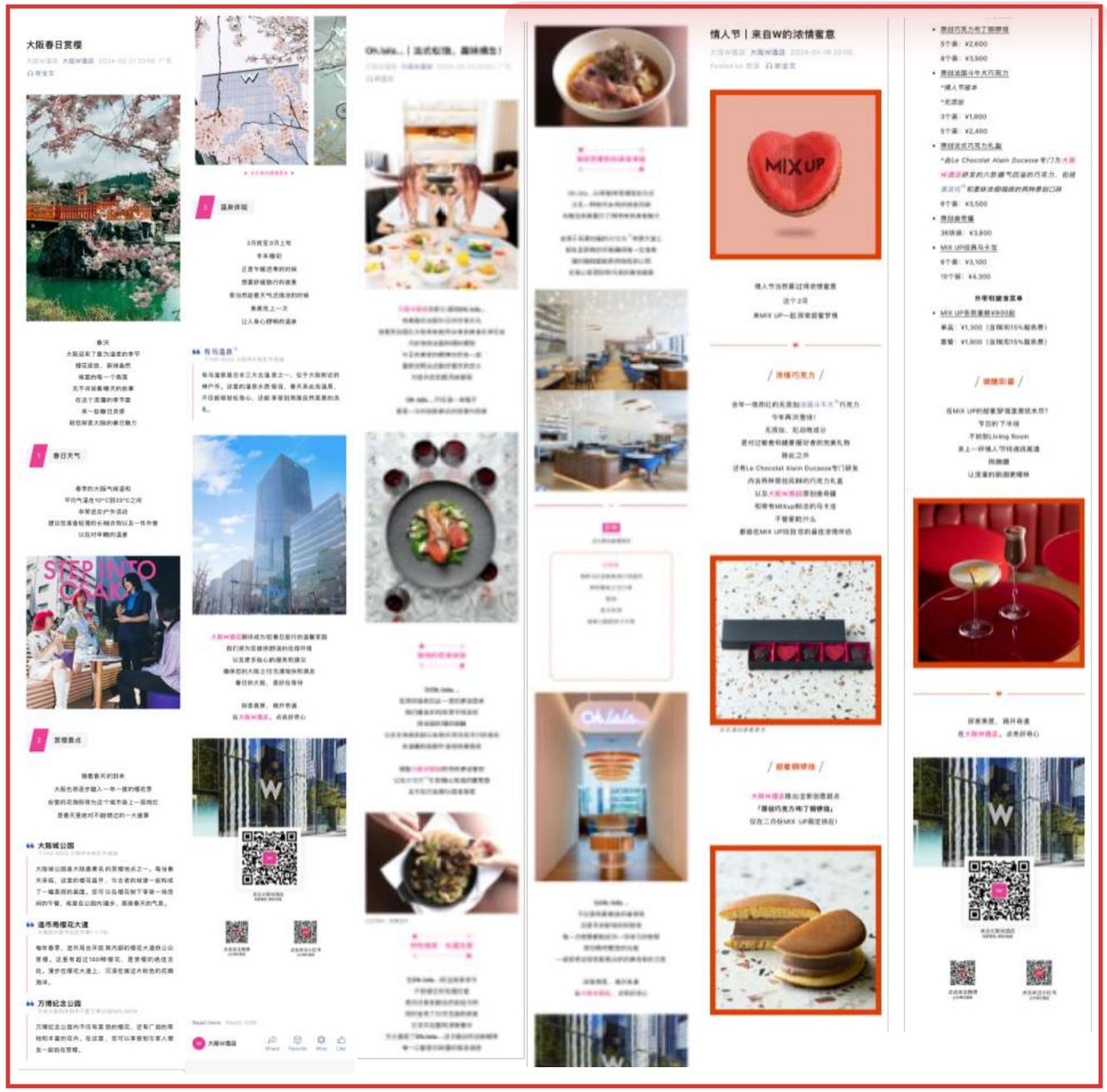
WEIBO/WECHAT/REDNOTE @大阪W酒店

Weibo: 12,855 followers in 12 months

RedNote: 2,694 followers in 12 months

WeChat: 5,344 followers in 12 months





PLUS ALPHA

FEES

REGISTRATION & VERIFICATION

Each platform has strict verification processes and fees to register. We will handle the entire process for you.

Set Up Fees	Platform Fee	Registration Fee	Total
Weibo	$1,000	$250	$1,250
WeChat	$99 (annual)	$250	$349
rednote	$90 (annual)	$250	$340

The required documents and fees for **rednote** are as follows:

中国社交平台 企业账号认证资料 （海外企业）						
平台 Platform	序号 No.	准备资料 Required Documents		备注 Note	认证费用（每年） Verification Fee (per year)	审核时间 Process Time
小红书 RED	1	企业注册证或者商业许可证书 Company Registration Certificate or Business License		彩色扫描 & 企业公章 Colored Copy & Stamp	RMB300	支付费用后3个工作日内审核完成 Within 3 workdays after payment
	2	认证公函（平台提供模版） Verification Letter （platform templete provided)		企业公章 & 运营人签名 Stamp & Administrator Sign		
	3	运营者信息 Administrator Info	中国姓名 Chinese Name	/		
	4		中国手机号 China Phone Number	/		
	5		邮箱 E-mail	/		

REGISTRATION & VERIFICATION

Each platform has strict verification processes and fees to register. We can handle the process for you.

The required documents and fees for **WEIBO** are as follows:

中国社交平台 企业账号认证资料 （海外企业）						
平台 Platform	序号 No.	准备资料 Required Documents		备注 Note	认证费用（每年） Verification Fee (per year)	审核时间 Process Time
微博 Weibo	1	海外营业执照 Company Business license		彩色扫描 Colored Copy	1,000USD	支付费用后7-14个工作日内审核完成 Within 7-14 workdays after payment
	2	运营者信息 Administrator Info	中国姓名 Chinese Name	/		
	3		中国手机号 China Phone Number	/		
	4	认证公函 (平台提供模版） Certification Letter （platform templete provided)		彩色扫描，企业公章 Colored Copy with Company Stamp		
	5	微博社区公约 (平台提供模版） Weibo Rules Document （platform templete provided)		彩色扫描，企业公章 Colored Copy with Company Stamp		
	6	*商标授权书 *Trademark Authorization Letter		*若授权书是英文，则需要翻译件 *If the origial letter is in English/non-Chinese,then a Chinese translation version is needed.		

REGISTRATION & VERIFICATION

Each platform has strict verification processes and fees to register. We can handle the process for you.

The required documents and fees for **WECHAT** are as follows:

中国社交平台 企业账号认证资料 （海外企业）					
平台 Platform	序号 No.	准备资料 Required Documents		备注 Note	认证费用（每年） Verification Fee (per year)	审核时间 Process Time
微信 *海外企业 WeChat *Foreign Company	1	运营者信息 Administrator Info	中国姓名 Chinese Name	/	USD99 (Verification) & USD45 （Annual）	支付费用后7-15个工作日内审核完成 Within 7-15 workdays after payment
	2		中国手机号 China Phone Number	/		
	3		中国身份证 China ID Number	正反面扫描件 Back & Front Scan Copy		
	4	企业注册证或者商业许可证书 Company Registration Certificate or Business License		彩色扫描 & 企业公章 Colored Copy & Stamp		
	5	申请公函（平台提供模版） Application Letter （platform templete provided)		中英 CN & EN		
	6	企业银行账户信息 Company Bank Account Info		/		
	7	公司办公电话对账单/银行卡对账单 Phone Bills of the Corporate Office Number/Statement of Office Bank Statement		公司电话账单需加盖公章 Stamp on Statement of Office Number		
	8	*商标注册书或者是商标授权书 *Trademark Registration Certificate or Trademark Authorization		/		

SOCIAL MEDIA MANAGEMENT FEES

Management Fees	Rednote ONLY $1,800USD/month	Rednote + WeChat $2,400USD/month	Weibo, Douyin or WeChat Channels +$300USD/month
rednote	8 Posts / Month	8 Posts / Month	8 Posts / Month
WeChat	/	2 Articles / month	2 Articles / month
Weibo, Douyin & WeChat Channels	/	/	8 Posts / Month
Customer Responses	✓	✓	✓
Native Copywriting following Hotel Brand Guidelines	✓	✓	✓
Full Community Management	✓	✓	✓
Monthly Reports & Analytics	✓	✓	✓
Monthly Calls to discuss Insights & Trends for the China Market	✓	✓	✓
Collaborations with influencers	✓	✓	✓
Ads Management	Ad Account set-up on each platform available. Fees available on request.		

ROBERT MICHAEL POOLE
CEO
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JAPAN

TEAM MANAGER
IZUMI KOHNO

ACCOUNT MANAGERS
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MAYU AOKI
HARUNO ENDO
KHULAN ENKHBAYAR
REMI FUKAMACHI
SACHIKO HABUKA
HINATA HYUGA
AZUSA HONDA
YURIKO IWASAKI
MAKO KOISHI
NATSUKI KOSAKA
YUMI MAO
SAYA NAGATA
RIE NAMAI
MINA OTSUKA
MYU SASAKI
ARISA SETO
RINA SUGAI
HARUNA SUZUKI
YUKA SHINOHARA
HITOMI TOUBOKU
HITOMI TOMASHINO
ANNA YOSHIMOTO
NAHO YOSHIOKA

OPERATIONS MANAGER
KATE NAZARENKO

DESIGN TEAM
YURIKO IWASAKI
JIA TUNG

KOL MANAGER
GABRIELA KUSSABA

CASTING DIRECTOR
MISAKI NAGANOMA

COPYWRITERS
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KAZUHA HIRAIWA
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ARISA SETO
FUKIKO SUGA
YUUKI TADOKORO
NAGISA UMEZU
YUCO USHIODA
ASUKA YANO

INTERNATIONAL

ACCOUNT MANAGERS
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CSILLA MARTON (AFRICA & UK)
BOLOR BAYARKHUU (Global Accounts)

DIRECTOR OF STRATEGY
MARCY YU

BRAND COLLABORATIONS
AYJAH MONTGOMERY

REPORTS & ANALYTICS
SERENE ONG
KHULAN ENKHBAYAR

ADS MANAGER
TANNIA VERA
PRIYA SHARMA

DIRECTOR OF FINANCE
YOSHINOBU OGAWA

SINGAPORE

ACCOUNT MANAGERS
MEGAN LIM

VIETNAM

TEAM MANAGER
TU ANH THI LE (BONEE)

CHINA

TEAM MANAGER
LYCHEE SITING DAI

ACCOUNT MANAGERS
CHLOE CAI
ROSE CHEN
SOPHIA CHEN
MEREDITH CHENG
CLORIS HUANG
ISMAIL LI
OLIVIA LI
SERENE LI
MICHELLE QI
IVY WANG
HAILIE XIE
CAROLINE YANG
LILA ZHANG
MIA ZHANG
OLIVIA ZHANG
KUN ZHENG
EDEN ZONG

SOUTH KOREA

ACCOUNT MANAGERS
AZZAYA SUKHBAATAR

CONTENT CREATORS
ANDY SAMA