



ASIAN FOOD & CULTURE FESTIVAL

A 2019 Festival Proposal by **>cake**
experiential communications



FESTIVAL BACKGROUND

Asian Food & Culture Festival celebrates the quintessence and diversity of cuisine as well as cultural characteristics of Asian countries. Through this festival, PGT hopes to bring communities together via mutual love of food and culture, and by building on the exciting growth and creativity taking place in the Asian culinary community. Thus, making Penang a cultural and culinary destination for Asian food lovers.

The festival will feature:



Fun and engaging activities for the whole family



A plethora of food from 5 different countries



Country specific “food culture” experiences

SOUTH KOREA
JAPAN / INDONESIA
THAILAND / CHINA



FESTIVAL OBJECTIVES

Driving both domestic and international tourism by giving consumer a reason to book their weekend trip to Penang for the AFCF.

**POSITIONING
PENANG**

Reinforcing Penang's position as the "Food Capital of Asia", and bolstering its image as a melting pot of culture and delicious food!

**MASS COMMUNITY
ENGAGEMENT**

**CREATING
COMMUNITY
OPPORTUNITIES**

Making AFCF more than just another festival, we want to use the AFCF to create more opportunities for all the local communities in Penang.

FESTIVAL POSITIONING



The Asian Food and Culture Festival in Penang is Asia's tastiest platform that connects consumers to a melting pot of international and local flavours, traditional and modern fares, as well as "foodie" related wares.

FESTIVAL APPROACH

We've learnt that the best way to ensure turn out, and real community impact is by empowering the locals.

OWN THE MALLS

Maximising space, impact, and public engagement by going beyond the typical concourse event.

**LOCAL
COMMUNITY
INVOLVEMENT**

**PARTNERSHIPS &
COLLABORATION**

Leverage on each other's strength, and maximise cost efficiency with strategic partners.

FESTIVAL KEY VISUAL



Asian Food & Culture Festival

FESTIVAL STRATEGY

From even before the festival, targeted touchpoints will be created and optimized to pave the way for a consumer experience that is fun, engaging and inspiring.



FESTIVAL PILLARS

Presenting a range of food fit for the young to old, families, young couples, the trendy eaters to the more traditional fare. We have everything your tummy could ask for.

**AUTHENTICITY
IS PRIORITY**

Prioritizing International programming, we will focus on bringing authentic food and food culture experiences from each of the Asian countries.

**SOMETHING FOR
EVERYONE**

**FOOD AS AN
EXPERIENCE**

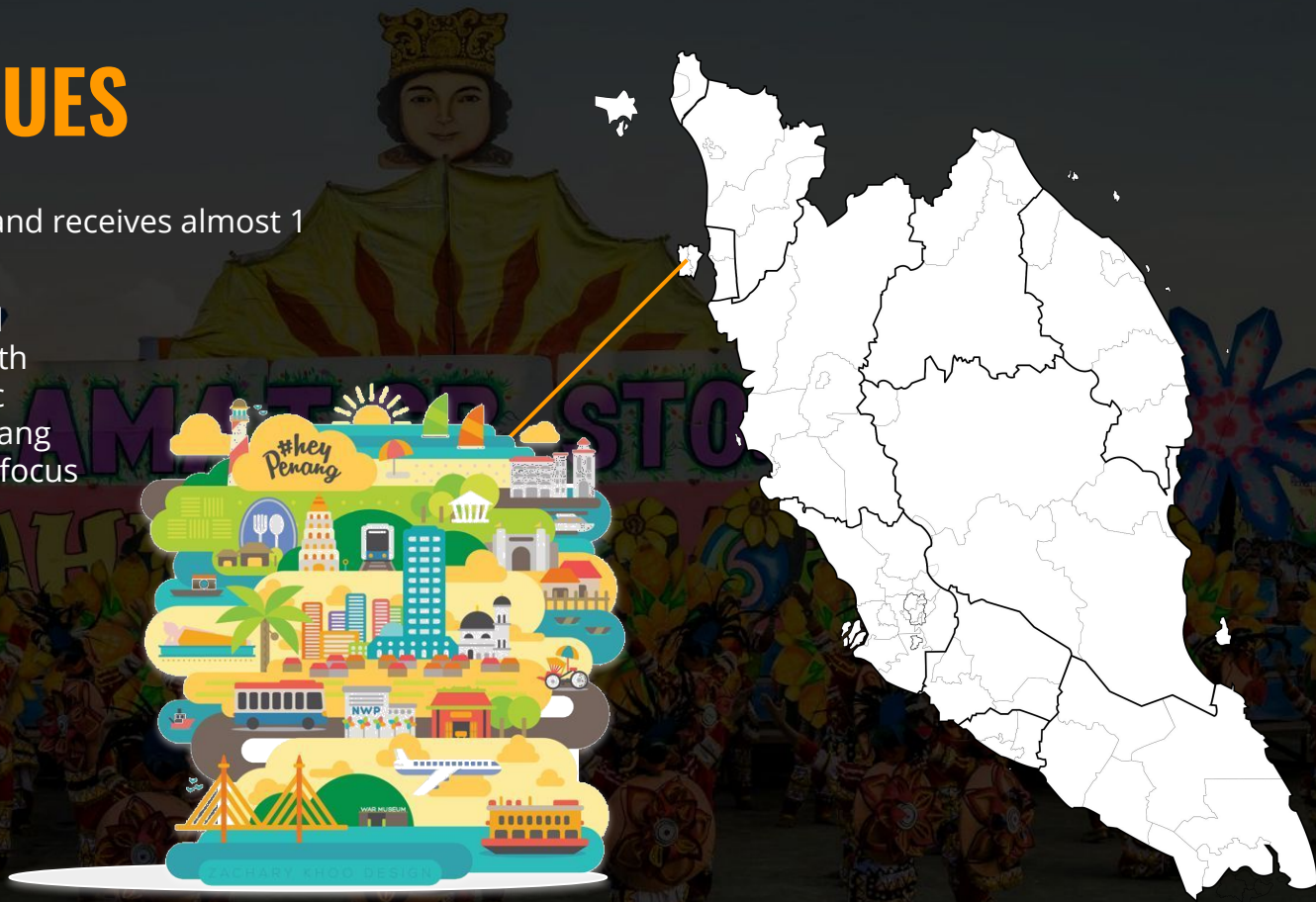
Instagrammable, multi-sensorial, educational, entertainment, games, fun-facts, cooking demonstrations, are all the different ways we will create "foodie" experiences.

ISLAND VENUES

On an average, Penang island receives almost 1 million tourists per year.

Given our potential festival audience is made up of both international and domestic tourists, as well as the Penang locals, we have decided to focus festival venues around the island.

Main international tourists:



PROPOSED VENUE: QUEENSBAY MALL

Average Weekend
Footfall:

364,000

Past Major Events:

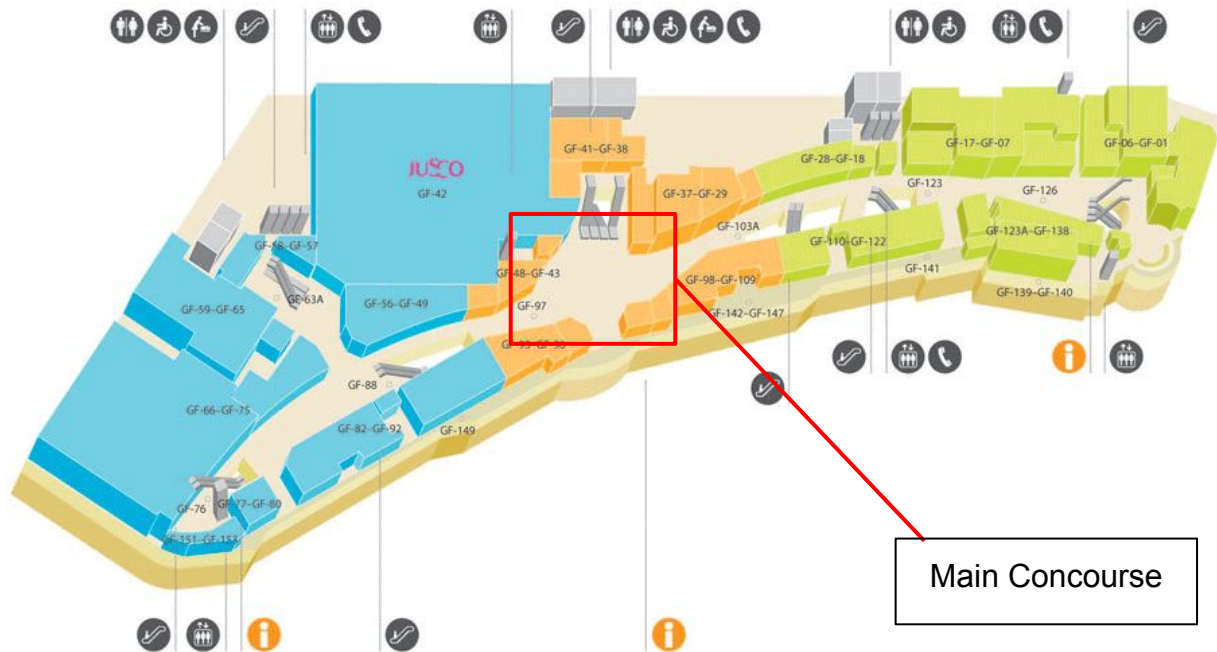
- Queens Street Festival
- "Shake It Off, Sweat It Out" Fitness Challenge
- FUN FIESTA School Holiday Carnival
- SING! CHINA Season 2: Malaysia Audition



 161k likes

PROPOSED VENUE: QUEENSBAY MALL

GROUND FLOOR GF



Venue Availability

Date	Queensbay
6-8 Sept (Fri-Sun)	Waiting list
13-15 Sept (Fri-Sun)	Available
20-21 Sept (Fri-Sun)	Available
27-28 Sept (Fri-Sun)	Available

PROPOSED VENUE: GURNEY PLAZA

Average Weekend
Footfall:

152,000

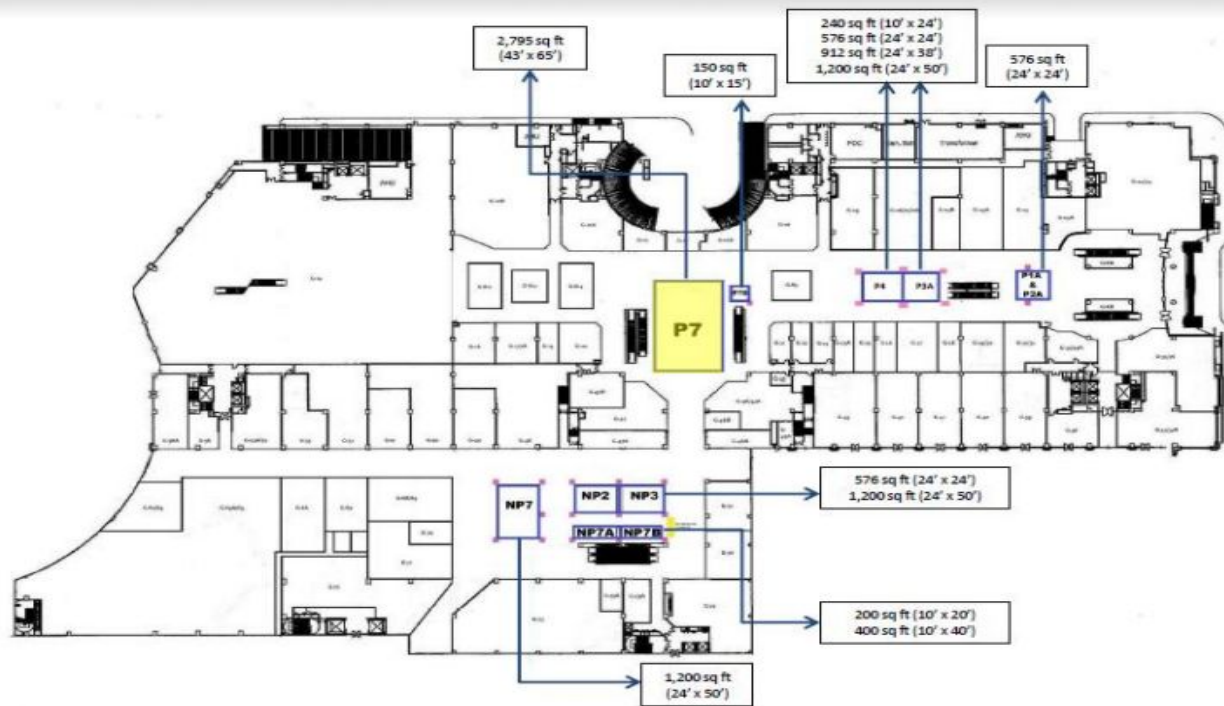
Past Major Events:

- Mid-Autumn Festival's
Bunny Lantern Making &
Decoration Contest
- Le French Festival
- Mont Blanc Cocktail
Party
- French Art & Film
Festival



107k likes

PROPOSED VENUE: GURNEY PLAZA



DISCLAIMER:
ALL PLANS, DRAWINGS, INFORMATION & SPECIFICATIONS CONTAINED HEREIN ARE
SUBJECT TO CHANGES AND/OR AUTHORITIES ON PROJECT ARCHITECT AND DO NOT
FORM PART OF ANY OFFEROR CONTRACT, WHILE DUE REASONABLE CARE HAS BEEN

Venue Availability

Date	Gurney Plaza
6-8 Sept (Fri-Sun)	Waiting list
13-15 Sept (Fri-Sun)	Waiting list
20-21 Sept (Fri-Sun)	Available
27-28 Sept (Fri-Sun)	Waiting list

PROPOSED VENUE: GURNEY PARAGON

Average Weekend
Footfall:

149,000

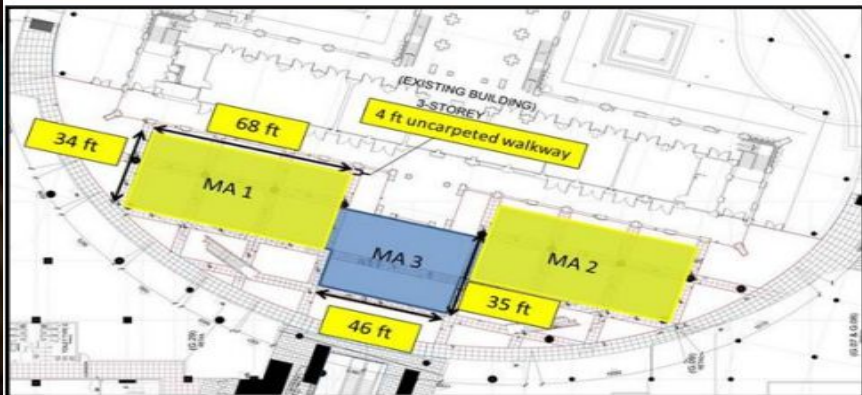
Past Major Events:

- Pink Fong and Baby Shark Mini Musical
- Kiehl's Nature Playground
- The FIBA 3X3 World Tour Penang Masters 2018
- Penang Fashion Week



330k likes

PROPOSED VENUE: GURNEY PARAGON



ATRIUM

MA 1 = Approx. 2,300 sq ft
MA 2 = Approx. 2,300 sq ft
MA1 + MA2 + MA3 = Approx.
6,400 sq ft

(fully air-conditioning)

* Suitable for launching event,
fair/exhibition, artist promo
tour, etc.

Venue Availability

Date	Gurney Paragon
6-8 Sept (Fri-Sun)	Waiting list
13-15 Sept (Fri-Sun)	Available
20-21 Sept (Fri-Sun)	Waiting list
27-28 Sept (Fri-Sun)	Waiting list

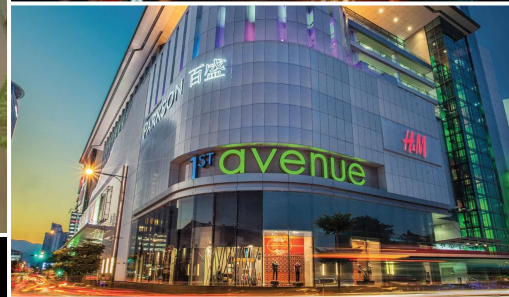
PROPOSED VENUE: 1ST AVENUE

Average Weekend
Footfall:

108,000

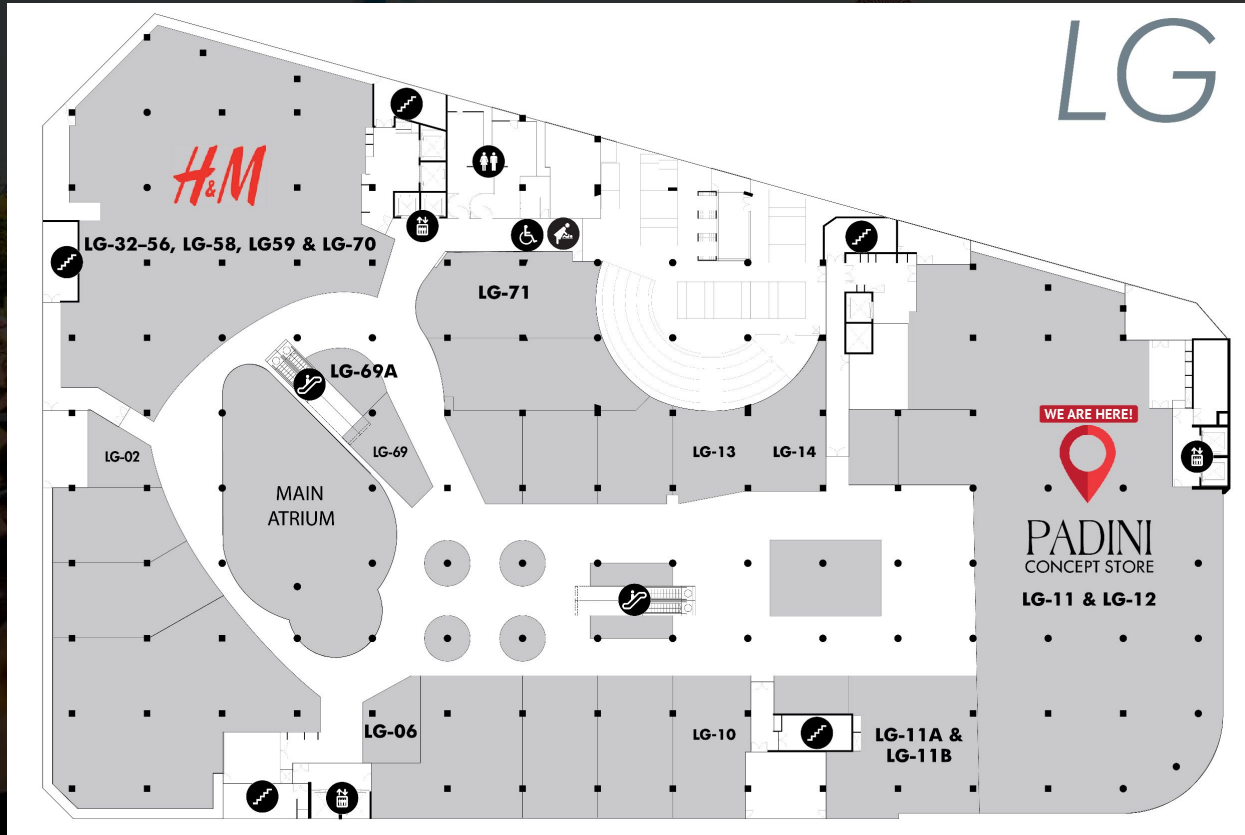
Past Major Events:

- WWF Malaysia Earth Hour Night Walk
- I Love George Town Run
- PYDC Pinang Fiesta
- Penang Green Carnival



 127k likes

PROPOSED VENUE: 1ST AVENUE



Venue Availability

Date	1st Avenue
6-8 Sept (Fri-Sun)	Waiting list
13-15 Sept (Fri-Sun)	Waiting list
20-21 Sept (Fri-Sun)	Available
27-28 Sept (Fri-Sun)	Available

PROPOSED VENUE: SUNWAY CARNIVAL

Average Weekend
Footfall:

107,000

Past Major Events:

- Christmas Countdown Celebration
- Mom & Babies Expo
- Seoul - Taipei - Penang International Fashion Show
- BMW Roadshow
- Honda Roadshow



 125k likes

PROPOSED VENUE: SUNWAY CARNIVAL



Venue Availability

Date	Sunway Carnival
6-8 Sept (Fri-Sun)	Waiting list
13-15 Sept (Fri-Sun)	Waiting list
20-21 Sept (Fri-Sun)	Available
27-28 Sept (Fri-Sun)	Waiting list

A large crowd of people is seen from behind, filling the foreground and middle ground. They are holding up their smartphones to capture photos or videos of a stage in the distance. The stage is illuminated with bright, warm lights, and there are large, dark, rectangular structures on it. The background is dark, suggesting a night festival setting. The overall atmosphere is vibrant and energetic.

ATTRACT

festival experience

OWNING THE MALLS

As part of our festival strategy, one of our core anchors will be to “own the malls” by making full use of the mall’s Main Concourse, and Sub-Concourses where possible to broaden impact and attendance.



FESTIVAL F&B COLLABORATION PARTNER

With more than 15 branches across Malaysia, we can secure a collaboration with MiX , the largest chain store in Malaysia, to bring in variety of snacks imported from all over the world to our festival. Offering delicious, latest and coolest snacks from the originating countries.



KEY RESTAURANT IN EACH MALLS

QUEENSBAY	GURNEY PLAZA	GURNEY PARAGON	1ST AVENUE	SUNWAY CARNIVAL
Seoul Garden	Din Tai Fung	Sushi Zanmai	Cha Tra Mue	Dapur Penyet
Aboong Cafe	Dragon-I	Hokkaido Ichiba	Japin	Fusion Savoury
Japin	Go Noodle House	Mr Teppanyaki	Sakae Sushi	Mee Tarik Warisan Asli
Menya Miyabi	Kim Gary	TWG Tea	Seoul Garden	Seoul Garden
Okomen	Seoul Garden	T.G.I.Friday's	Chicken Rice Shop	Sakae Sushi
Tsurukame Shabu Shabu	Nando's	Putien	Kenny Rogers	Go Noodle House

CELEBRATE AROUND THE ISLAND



Venue Plotting:

1. Queensbay Mall (Korea)
2. Gurney Plaza (China)
3. Gurney Paragon (Japan)
4. 1st Avenue (Thailand)
5. Sunway Carnival (Indonesia)

Note:

For the purposes of our proposal, we will be presenting a generic reference of festival visuals to be adapted according to discussion.



SOUTH KOREA

Queensbay Mall



TOP VIEW LAYOUT

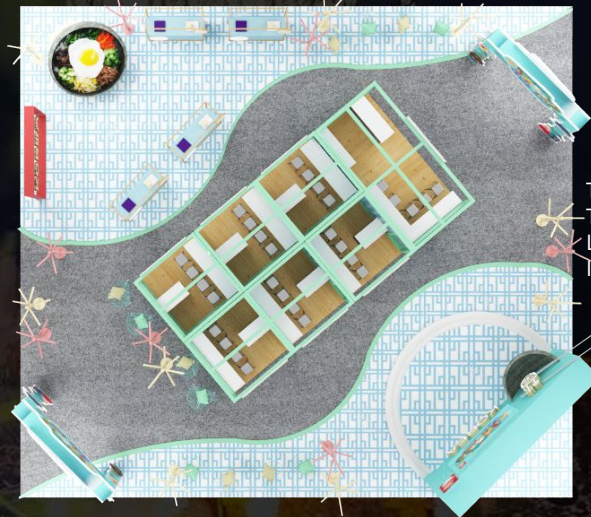


Legend:

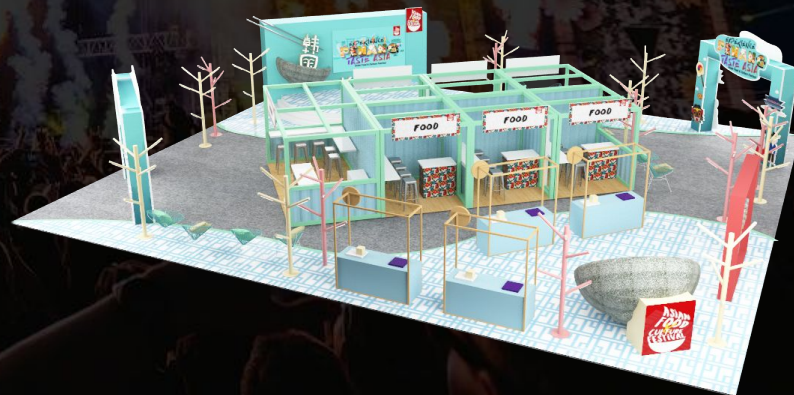
1. Entrance Arch
2. F&B Cluster
3. Bazaar Cart
4. Wall Art Installation
5. Photo Op
6. "Taste Asia" Stage
7. Chill Area
8. Photo Op



AXONOMETRIC VIEWS



The "Pinang"
Tree
Light
Installation

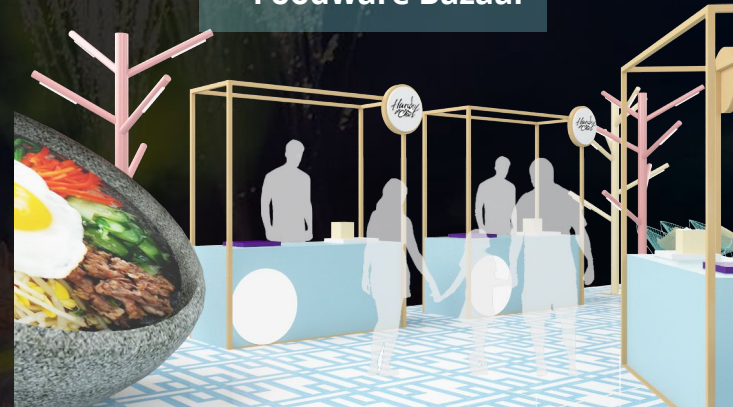


PERSPECTIVE VIEWS

Queensbay Mall



Foodware Bazaar



Bibimbab Diorama
Larger Than Life Photo Op



Taste Korea

"Taste Asia" Stage
Cultural Performance & Stage Activities

The Sound of Korea - Bukgu Wall
Art Installation



MAIN CONCOURSE ENGAGEMENTS



1. ChoripDong Hurricane Noodles

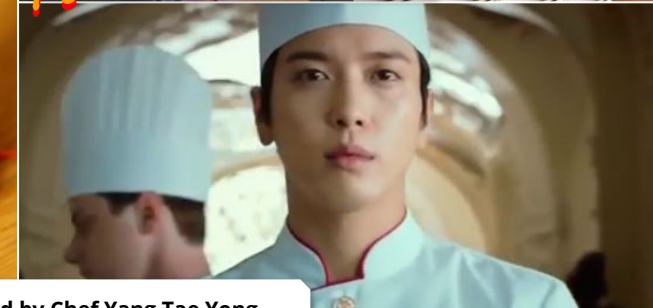


2. Kimchi Eating Competition

HOW TO
make
KIMCHI



4. Korean Flower / Fish Ice Cream



3. "Kimchi In a Jar" Workshop led by Chef Yang Tae Yong

*Not actual photo



AUTHENTIC INTERNATIONAL / LOCAL BRANDS

By leveraging on existing mall tenants, as well as fostering local community involvement, we aim to maximize taste and cultural “food experience” authenticity while benefiting the local Penang community at large. Additionally, we aim to have at least 2 - 3 international brands from the origin country to enhance the AFCF experience.

Local / Tenant	International / Originating	Snacks / Drinks
Seoul Garden	Lotte	SAMYANG Buldak Toppoki
Aboong Cafe	Sam Yang	Chongga Kimchi
4Fingers		Shin Ramyeon
Mr Dakgalbi		Caffe Bene
KyoChon		
Uncle Jang		

* proposed vendors



Restaurant Available in
Queensbay Mall



Restaurant not available in
Queensbay Mall



CHINA

Gurney Plaza



TOP VIEW LAYOUT



Legend:

1. Entrance Arch
2. F&B Cluster
3. Bazaar Cart
4. Edible Wall
5. Photo Op
6. "Taste Asia" Stage
7. Chill Area
8. Photo Op



AXONOMETRIC VIEWS



The "Pinang" Tree Light Installation



PERSPECTIVE VIEWS

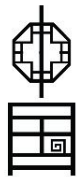
Gurney Plaza



Taste China

"Taste Asia" Stage

Cultural Performances & Stage Activities



Candied Haw on Stick

Edible Wall

Foodware Bazaar



Dim Sum Diorama

Larger Than Life
Photo Op





MAIN CONCOURSE ENGAGEMENTS



1. Self Stirring Hot Pot



2. Dim Sum Eating Competition



4. Chinese Tea Tasting Workshop

3. Xiao Long Bao Workshop led by Chef Michael Wong



AUTHENTIC INTERNATIONAL / LOCAL BRANDS

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Local / Tenant	International / Originating	Snacks / Drinks
Din Tai Fung	Little Sheep	Self Stirring Hot pot
Souper Tang	Haidilao Hotpot	Stinky Tofu
Go Noodle House	Da Niang Dumpling	China Rice Cakes
Hakka Tree		Candied Hawthorns
Dragon-I		
Chili Ban Mee		

* proposed vendors



Restaurant Available in
Gurney Plaza



Restaurant not available in
Gurney Plaza



JAPAN

Gurney Paragon



TOP VIEW LAYOUT



Legend:

1. Entrance Arch
2. F&B Cluster
3. Bazaar Cart
4. Edible Wall
5. Photo Op
6. "Taste Asia" Stage
7. Chill Area
8. Photo Op

AXONOMETRIC VIEWS

Gurney Paragon



The "Pinang"
Tree
Light
Installation

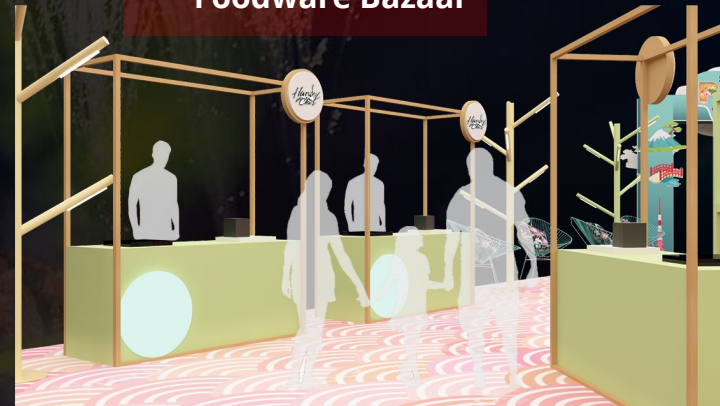


PERSPECTIVE VIEWS

Gurney Paragon



Foodware Bazaar



Bento Diorama
Larger Than Life Photo Op



Tri-Colour Dango
Edible Wall



MAIN CONCOURSE ENGAGEMENTS



1.

Ichiran Ramen Experience



2.

Bento Box Making Competition



4.

Tokyo Banana



3.

Bento Box Workshop led by Chef Chern Leong



AUTHENTIC INTERNATIONAL / LOCAL BRANDS

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Local / Tenant	International / Originating	Snacks / Drinks
Sushi Zanmai	Mos Burger	Tokyo Banana
Hokkaido Ichiba	Yoku Moku	Pocky
Mr Teppanyaki	Ajisen Ramen	Calbee
Japin		Ichiran Ramen
Family Mart		
Suki-ya		

* proposed vendors



Restaurant Available in
Gurney Paragon



Restaurant not available in
Gurney Paragon



THAILAND

1st Avenue



TOP VIEW LAYOUT



Legend:

1. Entrance Arch
2. F&B Cluster
3. Bazaar Cart
4. Edible Wall
5. Photo Op
6. "Taste Asia" Stage
7. Chill Area
8. Photo Op



AXONOMETRIC VIEWS



The "Pinang"
Tree
Light
Installation



PERSPECTIVE VIEWS

1st Avenue



Foodware Bazaar



Mango Sticky Rice Diorama

Larger Than Life Photo Op



Taste Thailand

"Taste Asia" Stage
Cultural Performance & Stage Activities

King Mango
Edible Wall





MAIN CONCOURSE ENGAGEMENTS



1. Authentic Thai Street Food



2. Tom Yum Eating Competition



A
AKARAKA
Open Kitchen

'AUTHENTIC THAI HOME COOKING' WITH THAI FOOD CRAFTER WORKSHOP

Date : Sat 10th & Sun 11th FEB 2018
Time : 9.30 AM - 1.00 PM
Place : Third Eye Space

Tickets are now available at wewocraft.com



4. Thai Bug Eating Challenge



3. Tom Yum Making Workshop led by Chef Ton



AUTHENTIC INTERNATIONAL / LOCAL BRANDS

By leveraging on existing mall tenants, as well as fostering local community involvement, we aim to maximize taste and cultural “food experience” authenticity while benefiting the local Penang community at large. Additionally, we aim to have at least 2 - 3 international brands from the origin country to enhance the AFCF experience.

Local / Tenant	International / Originating	Snacks / Drinks
Cha Tra Mue	Boat Noodle	Tao Kae Noi Seaweed
Mr Tuk Tuk	Absolute Thai	Koh Kae Peanut
Thai Hou Sek		Sangkaya Coconut Ice Cream
		Thailand Som Tam

* proposed vendors



Restaurant Available in
1st Avenue



Restaurant not available in
1st Avenue



INDONESIA

Sunway Carnival

TOP VIEW LAYOUT



Sunway Carnival



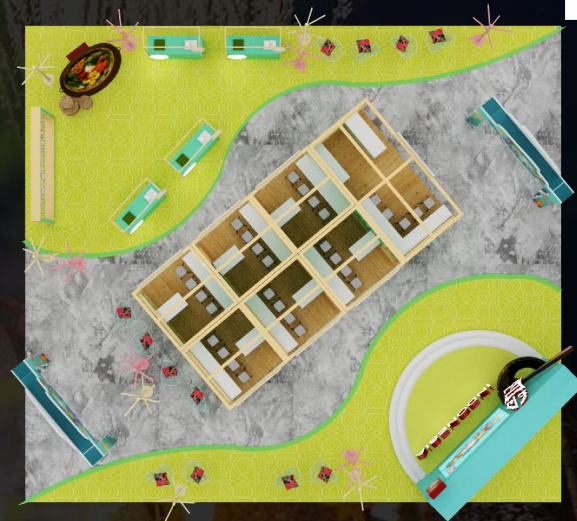
Legend:

1. Entrance Arch
2. F&B Cluster
3. Bazaar Cart
4. Art Installation & Engagement Wall
5. Photo Op
6. "Taste Asia" Stage
7. Chill Area
8. Photo Op



AXONOMETRIC VIEWS

The "Pinang"
Tree
Light
Installation



PERSPECTIVE VIEWS

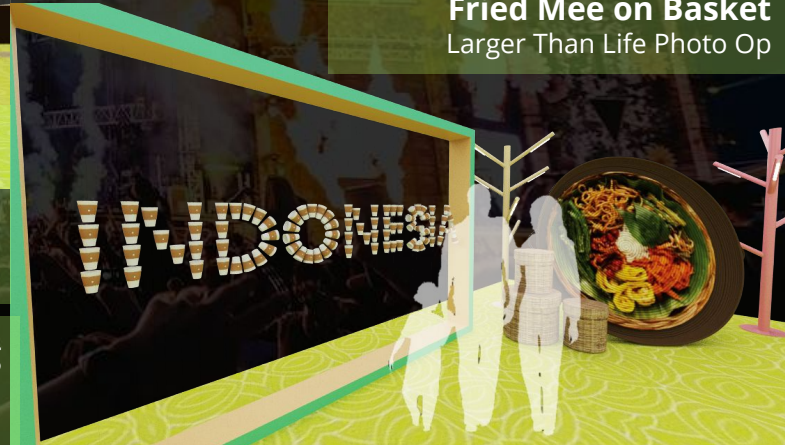
Sunway Carnival



Foodware Bazaar



Fried Mee on Basket
Larger Than Life Photo Op



Taste Indonesia

"Taste Asia" Stage
Cultural Performance & Stage Activities

Coffee Cup on String

Art Installation & Engagement Wall
Redeem Kopi Luwak when you snap and upload





MAIN CONCOURSE ENGAGEMENTS



1. Indomie Burger / Donut



2. Kopi Luak Blind Tasting Competition



4. Indonesian Alcohol Free Beer Series



3. Kopi Luak Brewing Workshop led by Chef Dede Akbar



AUTHENTIC INTERNATIONAL / LOCAL BRANDS

By leveraging on existing mall tenants, as well as fostering local community involvement, we aim to maximize taste and cultural “food experience” authenticity while benefiting the local Penang community at large. Additionally, we aim to have at least 2 - 3 international brands from the origin country to enhance the AFCF experience.

Local / Tenant	International / Originating	Snacks / Drinks
Dapur Penyet	Indomie Burger	Kopi Luak
Fusion Savoury	Indomie Donut	Indonesian Satay
Ayam Penyet	Indomie Salted Egg	
Naughty Nuri's		
The Majapahit		

* proposed vendors



Restaurant Available in
Sunway Carnival



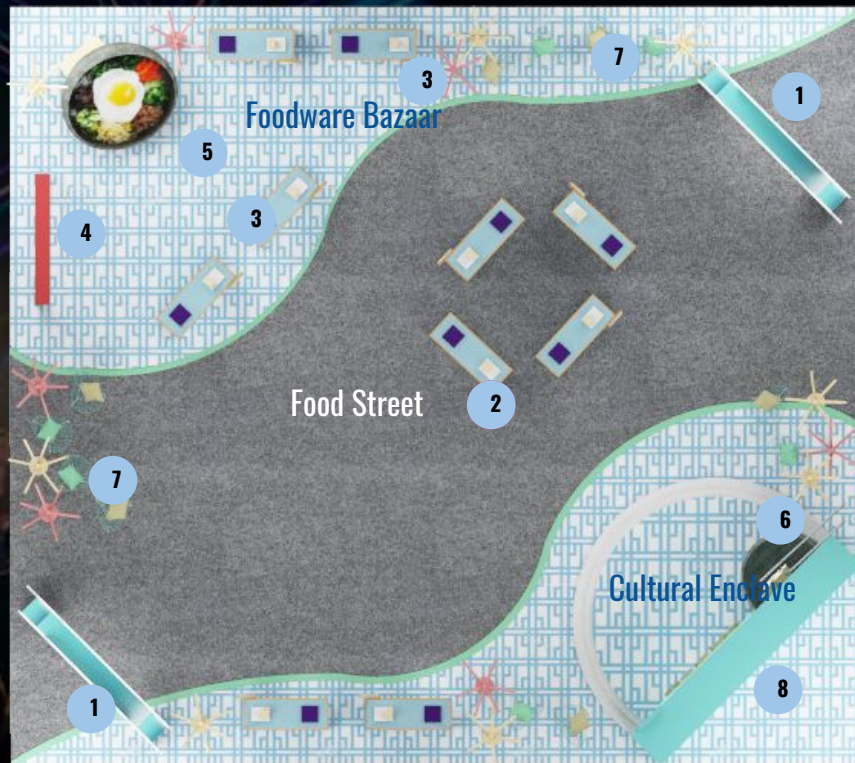
Restaurant not available in
Sunway Carnival



REVISED LAYOUT

option 2 based on Korea

TOP VIEW LAYOUT



Legend:

1. Entrance Arch
2. Food Street
3. Bazaar Cart
4. Art Installation & Engagement Wall
5. Photo Op
6. "Taste Asia" Stage
7. Chill Area
8. Photo Op

AXONOMETRIC VIEWS





ENGAGE

ensuring talkability

AFCF'S "ASIAN DRUMS" PERFORMANCE

Artistically, there are many things that these countries have in common, but none as striking, and heart thumping as the sound of traditional drums from each of one of our 5 countries beating in unison.

Over the course of the festival, we will feature an especially curated "Asian Drums" Performance that will take place at each venue.

Working in partnership with the creator and founder of the world famous "Hands Percussion", Bernard Goh, AFCF will have their own anthem to be played for everyone to hear.



SUB-CONCOURSE: ACTIVITY CENTER



Country Specific Artisan Vendors



Sushi Making

Visitors will be able to take part in both artisanal craft workshops, and also a variety of food based activities!



Candy Apple Decorating



Latte Art Stenciling



DIY Fruit Craft

SUB-CONCOURSE: INSTAGRAMMABLE EDIBLES



Featuring “edible” instagrammable sets where festival goers will be able to take their most creative photos!



* optional



REWARD

driving participation

AFCF DIGITAL PASSPORT

To encourage visitors to visit all 5 AFCF Mall Venues, we'll introduce a Asian Food & Culture Festival Digital Passport where they'll have to scan their personalised QR Code at venue to be in the running for our 5x Grand Prizes - a once in a lifetime trip to Penang!



The digital passport will be used as a data collection tool and also for O2O Retargeting post event.

AFCF INSTAGRAM #AFCFFOODPORN CONTEST

To encourage participation, and drive online presence for the first Asian Food & Culture Festival, we propose an #AFCFFoodPorn IG contest where attendees can take their favourite “food porn” photos from the festival and stand to win prizes!

Mechanics:

1. Snap a photo of your ultimate #AFCFFoodPorn moment.
2. Share it onto your personal IG profile and follow us at @AFCFPenang.
3. Hashtag #AFCFFoodPorn with a creative caption to win!



CONCOURSE PROGRAMME

For operational simplification, each concourse will be run concurrently to keep visitors engaged throughout the day.

TIME:	D1 PROGRAMME:
10am	Official Launch of Asian Food & Culture Festival Event open to public
11am	Food stalls open Activities and Engagement commence Digital passport start
12pm	Emcee introduction
1pm	Food Eating Competition
3pm	Chef led workshop
5pm	Partners presentation(s)
8pm	#AFCFFOODPORN Contest Prize Giving
10pm	End of day 1

TIME:	D2 PROGRAMME:
10am	Event open to public Food stalls open Activities and Engagement commence Digital passport start
11am	Drum Performance (Queensbay Mall)
1pm	Food eating Competition
3pm	Chef led workshop Drum Performance (Gurney Plaza)
5pm	Partners presentation(s)
7pm	Drum Performance (Gurney Paragon)
8pm	#AFCFFOODPORN Contest Prize Giving
10pm	End of day 2

TIME:	D3 PROGRAMME:
10am	Event open to public Food stalls open Activities and Engagement commence Digital passport start
11am	Drum Performance (1st Avenue)
1pm	Food eating Competition
3pm	Chef led workshop Drum Performance (Sunway Carnival)
5pm	Partners presentation(s)
8pm	#AFCFFOODPORN Contest Prize Giving
9pm	Digital Passport Winner announcement
10pm	End of event

FESTIVAL OPERATIONS STRUCTURE

Project Lead

- Daily reporting
- Dealing with outlets
- Coordinating with partners
- Weekly WIP with PGT Team

Nicole & Jeff

Production &
Fabrication

Logistic & Route
Planning

Permits &
Documentation

Cake & PGT Team

Final Checking & Quality Control

Queensbay Mall

Gurney Plaza

Gurney Paragon

1st Avenue

Sunway Carnival

KY

Yeong Hong

Kiat Wei

CK

Jian Hwa

Event
Coordinator x 3

Event
Coordinator x 3

Event
Coordinator x 3

Event
Coordinator x 3

Event
Coordinator x 3

Daily Reports

STRATEGIC FESTIVAL PARTNERSHIPS

Through experience, we've learnt that there are a number of key partnerships / collaborations that are essential to delivering the complete festival experience.

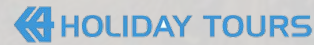
E-PAYMENT



TRANSPORT



TRAVEL



PROGRAMME



WHY GO CASHLESS?

There is growing intention for Malaysia to become a cashless nation, plus, according to The Star*, there is definitely a growing trend for e-payments and e-wallets in Malaysia.

Why Touch n Go Digital?

Through our network, we believe that we can create a mutually beneficial symbiotic relationship between Touch n Go Digital and PGT.

More importantly, we've touched base with TNG Digital and have ascertained that they are open to cash sponsorship opportunities with the brand.



FESTIVAL TRANSPORT PARTNERS

Each of our transport partners will be geared to not only make it easier for visitors to join in the festival! Each of the transports will also be wrapped for maximum AFCF awareness within Penang.



Free rides on the Hop On Hop Off Penang
(Drop Offs @ Venue)



Free rides on select Rapid Penang Shuttles
(Drop Offs @ Venue)



Ambient Marketing and
GRAB Promo Code to the Venues

AFCF TRAVEL DEALS

In partnership with Holiday Tours, we will put together complete travel packages for both International and Domestic travellers who would like to attend the festival.

Each package will come complete with:

1. AFCF Passes
2. Exclusive Cooking Sessions (or other experiences) with Chefs
3. Tourist Pass around Penang Island (from PGT)
4. Accommodation
5. Ground Transfer

AFCF Passes



Travel Privilege Card (PGT)



Private Cooking Workshop



PUBLICITY

getting the word out

INTEGRATED FESTIVAL MARKETING APPROACH

Using a creative combination of offline, online, and OOH mediums, our AFCF marketing objectives will be geared towards *creating buzz and awareness, driving pre-event participation, as well as positioning Penang as the official "Food Capital of Asia"*.



FESTIVAL SUMMARY

At Cake Experiential, we believe in delivering end to end solutions for our clients.

DISCOVER

Utilizing an integrated combination of offline and online publicity channels to create pre-event excitement.

ENGAGE

Delivering authentic "foodie culture" experiences, workshops, and contests for everyone of all ages!

REINFORCE

Creating a brand story around AFCF Penang, the "Food Capital" of Asia.

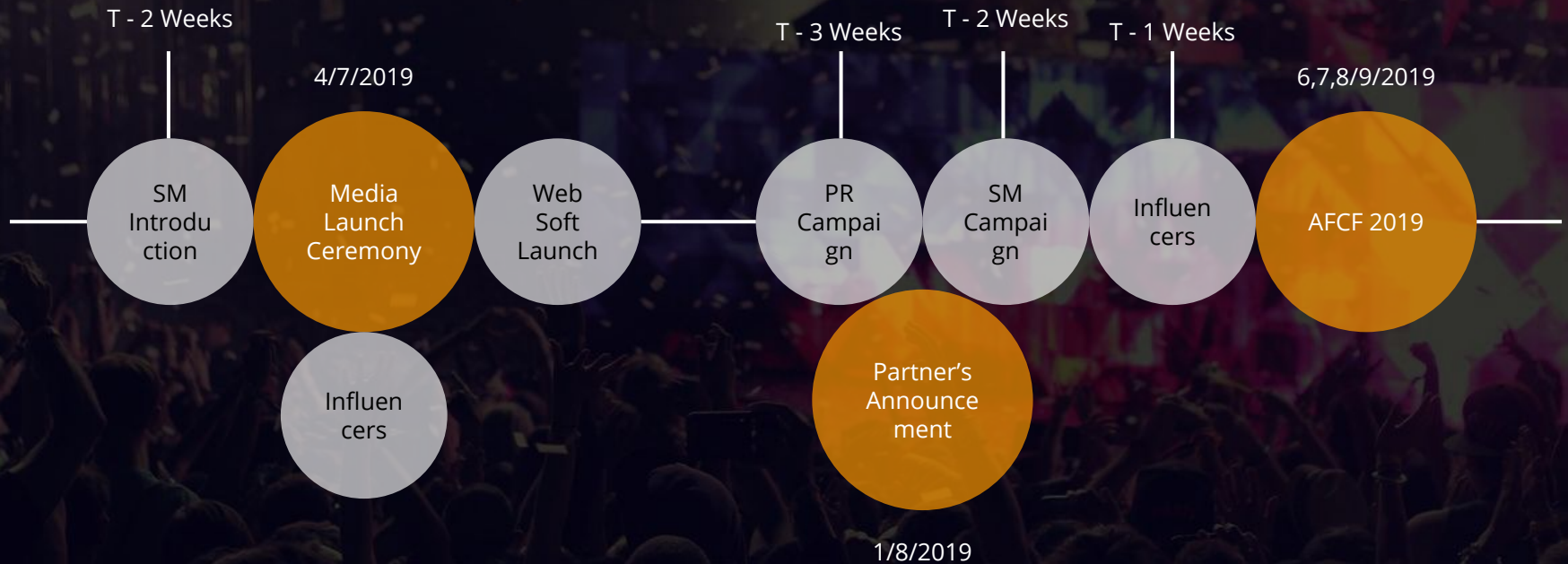
ATTRACT

Owning the malls with streamlined designs for easy recognition all over the island!

REWARD

Prioritizing communities and consumers with a showcase platform that rewards them with tons of prizes!

OVERALL CAMPAIGN TIMELINE





FOR ENQUIRIES

coffee@cakexp.com

MALAYSIA HEAD OFFICE

Cake Experiential Communications (Asia) Sdn. Bhd.

A-1-6, Jalan SS25/35, Taman Mayang, 47301 Petaling Jaya, Selangor, Malaysia

CAMBODIA OFFICE

Cake Experiential Communications (Cambodia) Co. Ltd.

No. 1, Street S02, Borey Peng Huoth, The Star Light, Phnom Penh, Cambodia

www.cakexp.com

