



# 111-HAWAII PROJECT

## Participation Guidelines

### Project Overview

111-Hawaii Project is about working together with local businesses to develop stronger branded products that can be sold in Hawaii and revitalize the community. Portions of all sales will be donated to local non-profit organizations who will help lead the positive ecological growth of our Hawaii.

Founded by Clarence Lee Design, the 111-HAWAII PROJECT is an Officially Certified Project endorsed by Hawaii Tourism Japan. This project is not just a contribution to society, but also a "contribution business" whose purpose is to create success for all parties, through increased gratification for visitors, development for local businesses, and revitalization to the local community. We help you develop, promote, and increase sales of your product, via strong unified branding, media/PR support, and sales support via specifically promoted POP displays. Let's work together and increase local business by improving the brand image of our local products!

### Entry Qualifications

Participants of this project are limited to companies or personal businesses that fulfill the following conditions:

- 1 Must understand the project objective, as well as the administration method. Additionally, participants must be based in Hawaii, and have a passion for Hawaii.**

Please go to the concept page on our official website for project vision → <http://www.111-hawaii.com/concept/>

- 2 Products must be qualified as made in Hawaii defined under Hawaii State Law (title 26.486.119 Hawaii – made products; Hawaii-processed products)**

View Hawaii State Law → <http://law.justia.com/codes/hawaii/2013/title-26/chapter-486/section-486-119/>

### How to apply

Please download and fill in the required items on the application form (word file) and send it to the following address by e-mail. We will setup an interview at the 111-Hawaii Office (Clarence Lee Design) at a later date for the contract.

**Address** [info@111-hawaii.com](mailto:info@111-hawaii.com)

### Participation Fee

After the contract is complete, you will receive our support for product development, promotion, and sales by paying the participation fee below:

**Participation Fee** **\$1,110**

- Participation fee will be applied to the project expenditure. (We set a participation fee to have you commit to the project.)
- Participation fee is non-refundable once the contract is made.
- Actual production costs will be borne under participating companies.
- Participating companies will provide the 111-Hawaii Office with samples for PR and sales promotions.

### Selling Products

Products will be sold to the 111-Hawaii showroom, participating vendors, and companies by the 111-Hawaii Office. 111-Hawaii Office will put together monthly orders and place an order to each participating company. Generally, participating companies will deliver products to the stores directly. (For details view page 4)

### About the Donation

Each year, the Hawaii Tourism Japan will select one non-profit organization who is influential toward Hawaii's environment and culture to receive donations. (The first donation period runs from 12/10/2014 to 12/31/2015 and the total amount donated will be announced on January 2016.)

## Working together we can revitalize Hawaii!

We help you develop, promote, and increase sales of your product, via a strong single unified branding, media/PR support, and sales support via specifically promoted POP displays. Let's work together to increase local business by improving the brand image of our products!

Total support from product development to sales



### 1 PRODUCT DEVELOPMENT

#### Product Development expertise and Package Design service at no charge

Clarence Lee Design is an award-winning design firm who has crafted unique brand identities for large numbers of local businesses, with a tradition spanning 49 years in Hawaii. We will meet with your company, support product development, and provide top quality design services for free. By decreasing the workload for participating companies and having proper insight and knowledge of the business, we will produce quality products with new and unique ideas.



### 2 MEDIA/PR

#### Quality PR support from Hawaii Tourism Japan and Participating Vendor Companies

Your company and your products will be introduced at Hawaii Tourism Japan sponsored events, and media such as Japanese TV and magazines, participating companies' own media, POP displays at the Waikiki showroom, company introduction and product features on our official media, and so on.



### 3 SALES

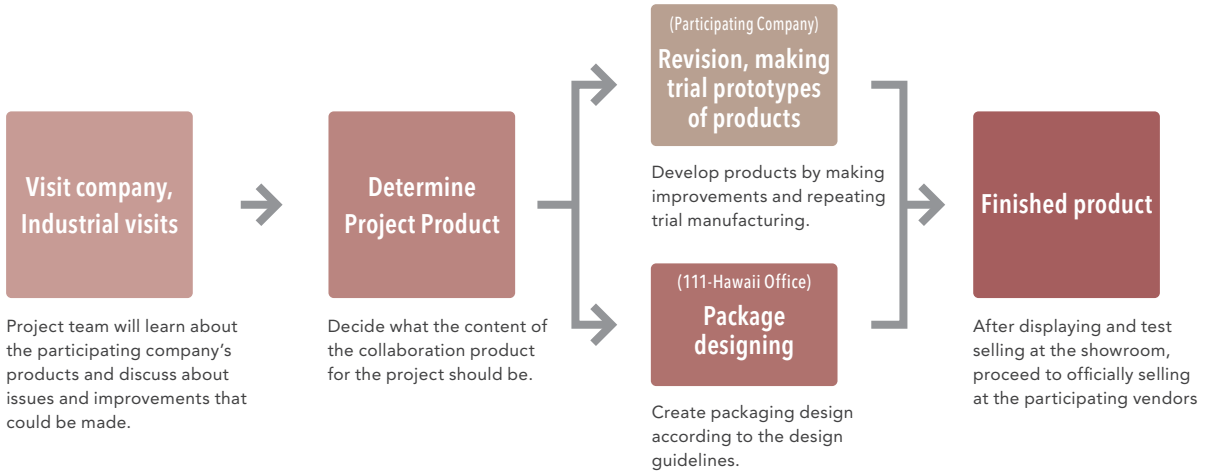
#### Generate sales revenue by selling at highly promoted POP displays

By creating a specifically promoted POP display area for project products and project concepts, sales promotion is increased. Participating companies will be able to generate sales revenue through purchased items.



**1 How we support - Product Development**

By working together with the project team in product development stage, we can produce quality products with new and unique ideas at no charge.



- \* Support fees for product development and package design will be provided for FREE from CLD.
- \* Any expenses made other than listed above will be provided on your own.
- \* Outside consultants will be included if needed for product development.

**2 How we support - Media / PR**

Quality PR support from Hawaii Tourism Japan and efficient sales promotion at POP displays!

Convey the idea that all products are charitable pieces, so we can contribute to Hawaii very easily just by buying a souvenir.

<p><b>Local Brands: a collection of made in Hawaii products</b></p> <p>By selling various Made in Hawaii products by local businesses with a single unified branding, we can create a strong impact on consumers, and push for revitalization of local industries.</p> <ul style="list-style-type: none"> <li>• A local brand of quality Made in Hawaii products</li> <li>• Convey a message from local producers</li> </ul>	<p><b>Help Hawaii by simply buying a gift</b></p> <p>Since all 111-Hawaii products are charitable items, we can communicate how easy it is to help contribute to Hawaii simply by buying a gift.</p> <ul style="list-style-type: none"> <li>• All products are charitable products that will help Hawaii</li> <li>• Simply buying a gift will help Hawaii</li> </ul>
<p><b>Increase fans and support for character mascots</b></p> <p>By increasing fans of "Diamond Headog/dolphin", the characters will stand out independently and become an advertising symbol for the project.</p> <ul style="list-style-type: none"> <li>• Hawaii landmark Diamond Head as the motif</li> <li>• Play the role of promoting Hawaii to the world</li> </ul>	<p><b>Lead customers to the Showroom and vendors</b></p> <p>With the idea of selling "the story" in addition to selling products, exhibition sales at POP displays will generate stronger sales revenue.</p> <ul style="list-style-type: none"> <li>• Showroom with prime location in Waikiki; high foot traffic</li> <li>• Guide to other participating vendors throughout Hawaii</li> </ul>

**111-Hawaii Official Media**

- Web
- Social Media (Facebook, Twitter, Pinterest, YouTube, Instagram)

**Hawaii Tourism Japan Official Media**

- Web (Hawaii-TV)
- Social Media (Facebook)
- Mail magazine

**Japanese Media/Events**

- Multiple Hawaii related media
- Booths at Hawaii events
- Company introductions to participating Japanese media

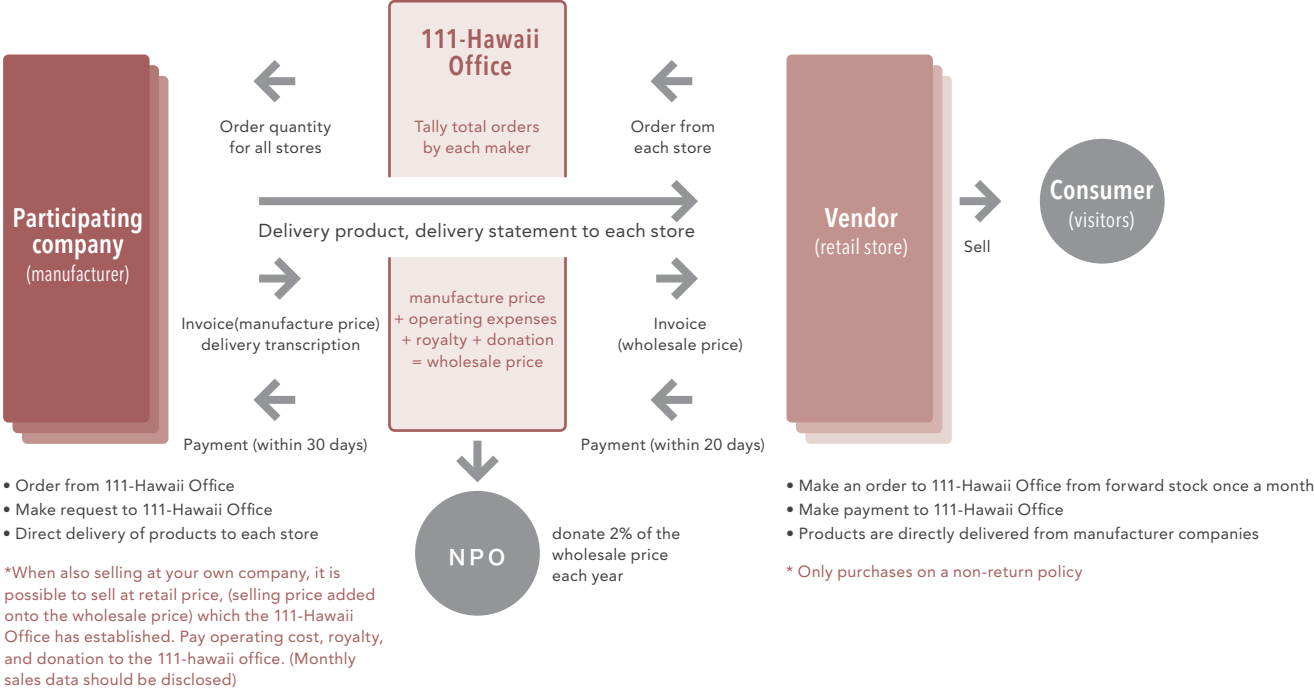
**Hawaii Media/Events**

- Company introductions on LightHouse
- Company introductions on AlohaStreet
- Exhibits at Hawaiian events (Made in Hawaii festivals, etc.)

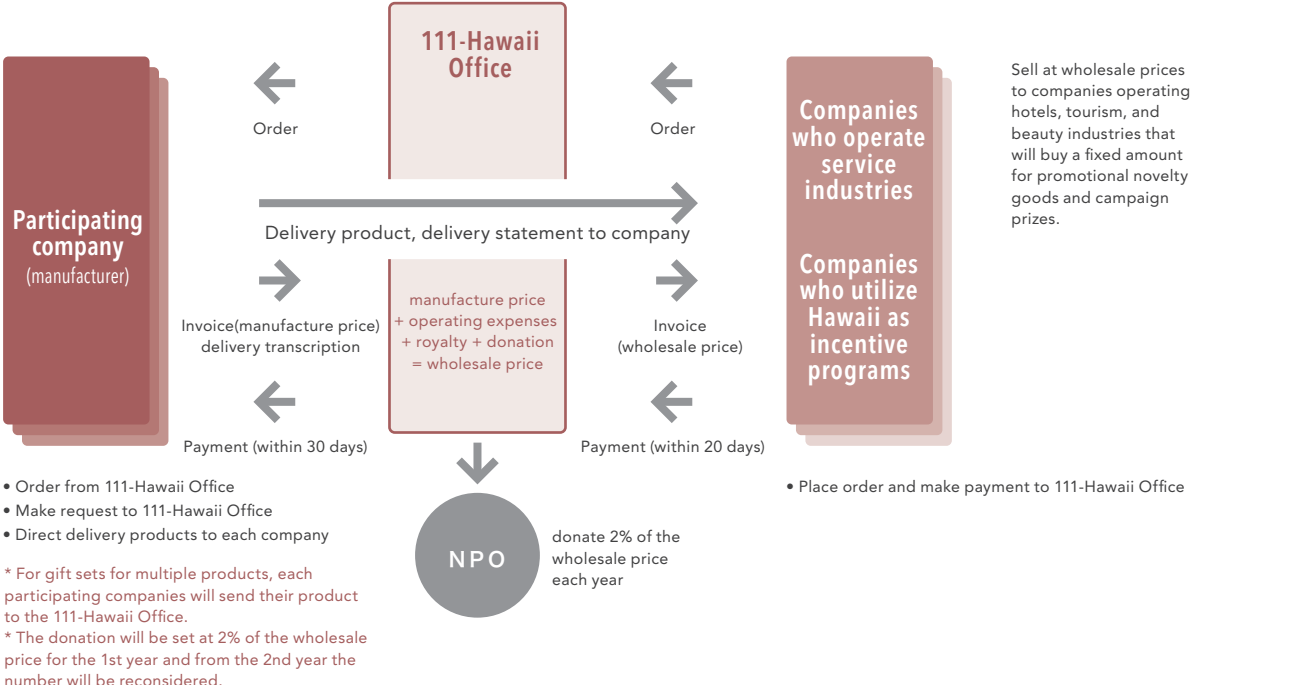
**3 How we support - Sales**

**Retail and wholesale routes for companies; having these two route options will help lead to stable orders and increased sales!**

**Retail**



**Wholesale**



**7 merits of participating in this project**

Increased company value

**1 Brand value of your company will increase**

By participating in this project where revitalization of the community and contribution to the society is our goal, your brand image will increase.

Producing products that will actually sell

**2 Gain product development expertise**

Clarence Lee Design who has crafted unique brand identities for large numbers of businesses will support your product development.

**3 Package Design is FREE**

Design fee is provided for free, and workload on participating companies will decrease.  
\* Cost for printing and producing the product packaging will be paid participating company.

Efficient PR

**4 Displays and Media/PR at the showroom**

Efficient PR through company introduction and product explanation at the official Waikiki showroom and official website.

**5 Quality PR by Hawaii Tourism Japan and participating companies**

Hawaii Tourism Japan will support your PR through Hawaii related events and media such as Japanese TV and magazines. Participating companies will provide PR support as well on its own media.

Gain profit and sales

**6 High sales promotion by participating vendors**

Creating a POP display area for project products and project concepts, sales promotion will increase and will generate sales revenue.

**7 Chance to increase sales from project products**

Because we are aiming to help Hawaii while also gaining profit, you will make new sales by 111-Hawaii Office ordering products.

**Prohibited Matters**

When any of the following occurs, the participating contract will be forcibly dissolved.

- The 111-Hawaii Project characters and/or logo are used without permission
- The production or sale of non-Made in Hawaii products by false pretenses
- Participation fee and expenses in production are not paid in full by the deadline

**Disclaimer**

Please note that Clarence Lee Design is not responsible for any loss, damages and troubles including your participating in this project, and any profits and losses that occurred from selling the project products, or any obstruction caused by commodity defect to a third party. Contents on the participating guideline may be changed or added depending on this project's operating matter.

**PARTICIPATING COMPANY: CASE STUDY**

**UCC Hawaii Corporation**

UCC Hawaii has their own coffee farm on the Big Island encompassing breathtaking views of Kailua-Kona village and Kailua Bay. UCC Hawaii Coffee offers an array of great gift items including their fresh roasted 100% Kona coffee and original chocolate snacks, as well as original bags using coffee harvest burlap bags available at the store and on the website. In addition, tours such as the Roastmaster Tour and Estate Tour are also available.



**Increase sales, while also contributing to Hawaii!**

UCC Hawaii has partaken in Hawaii’s social cultural interactions and activities of spreading Kona coffee to contribute to the community. When UCC planned on expanding their product sales to Waikiki for market growth and sales expansion, they came across the 111-HAWAII PROJECT. Sales expansion and PR could be done efficiently, and in addition because part of the product’s sales would be donated, they would be able to contribute to Hawaii. The idea matched with the company’s philosophy and goals, thus deciding to participate in the project.

**“A Kona Iced coffee that's never been made!”**

Kona coffee is already overly saturated with countless other brands, leading UCC needed to create a strong differentiation in their product from other competing products on the market. Discussing what a good gift item would be, we then came up with the idea to commercialize a 100% ICED Kona coffee—a new, fresh product taken from already existing resources. Coffee flavor is highly affected by the way it’s brewed, therefore, UCC Hawaii reviewed the best way to roast and grind the coffee, and succeeded in developing a ground coffee which has good flavor and is also easy to make at home. The volume of the package was reduced to 5oz so it is easier to buy and carry as a gift. As a “Made in Hawaii” donation product, this became the first 111-HAWAII PROJECT collaborative piece.



*\*Previous package that was being sold*

**111-HAWAII PROJECT product package example**



Made in Hawaii indication

Collaboration product name



Participating company’s name

Donation product indication

*\*Essential labeling and information will be written on each product according to packaging*

Overall process of the Project

