vynzomedia

Business Proposal and Strategic Partnership

Date / November 8 , 2026

Company/ The Westin Dhaka

Prepared specifically for authorised review by The Westin Dhaka

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
The Westin Dhaka
Dhaka, Bangladesh

Date of Issue: November 8 , 2026
Reference: VM/WESTIN/IMO/110826

Dear The Westin Dhaka Management,
Following independent review of The Westin Dhaka public marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support Westin not as an isolated external agency, but as an extension of the hotel's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Westin's marketing activities, improve visibility across digital and search channels, and better connect the hotel's brand capabilities with guest and public communication.

Westin will retain final authority over brand information, sensitive communication, guest related matters, major brand decisions, budgets and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove Westin's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/WESTIN/IMO/110826

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with Westin. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for The Westin Dhaka that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Westin's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Westin will retain final authority over brand information, sensitive communication, major brand decisions and approved budgets. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and guest needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Westin and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Westin priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Westin approval.

2. Our Understanding of the Requirement

Westin requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, chef communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, hotel visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Westin has strong brand capabilities and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed programme of isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Westin services, chefs and guest needs.
- Improve the connection between awareness, search, consideration, chef discovery, booking intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and chef discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Westin does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Westin access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Westin so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Westin services, brand context, communication priorities, hotel requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Guest journey review	Review visible touchpoints from discovery and consideration through chef search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Service and chef mapping	Map priority services, chefs, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant brand, privacy, approvals and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Service and chef visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Guest discovery, consideration and booking touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture current chef, service, facility, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Westin.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where guest attention appears to be changing and where Westin should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which services, chefs, campaigns or guest segments should receive greater focus next?
Identify friction	Where is the guest journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Westin management, brand or budget approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated hospitality marketing operation. The structure is intentionally configurable. Westin may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, chef talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, chef videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Chef shoots, portraits, service photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, chef discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration
The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand Westin's management team, departments, chefs, approvals and current operating rhythm. Once the working model is established, the POC will coordinate property visits according to agreed requirements, with additional visits where operationally necessary.

Content mix

- Westin may add an ongoing specialist where the need is recurring and strategically important.
- Westin may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the service scope and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Agreed Creative Approach
Social content	Core social content guided by agreed priorities and scope
Additional design	Design support aligned to active campaigns and mutually agreed scope
Video production	Flexible video capture and creative production
Photography	Photography planned around agreed priorities

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Reactive production	Responsive filming to support changing priorities subject to mutually agreed scope
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Marketing audit and priority review as agreed
Reporting	Performance and activity review as agreed

Content mix
Content may include chef stories, outlet communications, genuine guest experiences, wellness awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The exact mix will follow an agreed priority plan. A core creative adapted for different platforms will not be counted as several completely new core assets.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, team features, recruitment material, event collateral and suitable presentation assets.
These requests use the same available creative capacity.

Production capacity
Video content may cover chef and team stories, dining, wellness, meetings, event scenes and branded interviews, facility stories, campaign work, brand communication and PR collaborations. Each production activity may support formats suited to different channels. Photography is planned around approved needs such as chef portraits, facilities, teams, dining details and a useful visual library development.

Photography may include chefs, outlets, facilities, corporate occasions and teams as appropriate with quality, approvals and production needs defined by the joint plan.
Reactive production can be considered where team availability, property access and approvals and operational requirements allow. Where priorities change, the plan may be adjusted jointly.
Any adjustment remains subject to Westin approval.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Chef discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Chef communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Hotel visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External scope review collection and approved supplier coordination

Where an activity requires an external requirements, Vynzo Media will communicate the estimated requirement for Westin approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of Westin.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Westin will normally provide reasonable access to the relevant facility, chef, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved budget.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Commercial review	Relevant scope review or requirements information is obtained.
Approval	Westin approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Westin.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Westin may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised commercial structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separate scope review.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, chef production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, chef media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, guest experience activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New service launch, new facility launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Specialist work may follow an agreed brief, approved staffing approach or separate project plan based on the actual project requirement.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between months, activation support will follow the agreed objectives and required approvals when activated.

Paid Media Workstream	Activation and Oversight
Planning and readiness	Access and permissions
Tracking and analytics	Validation and learning
Creative coordination	Approved campaign assets
Media activation	Scope agreed together
Optimisation and reporting	Reviewed with the authorised marketing team as activity evolves

Campaign setup and tracking requirements will be reviewed with the authorised hotel team before activation. Existing infrastructure should be reused where suitable and approved.

Paid media principle

Campaign activation follows Westin approval, suitable measurement and an agreed operating approach. All media and publishing decisions remain under authorised Westin control.

12. Governance, Approval and Performance Principles

Westin approval retained

- Brand information
- Sensitive hospitality communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Guest related sensitive content
- Additional external budgets
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Westin responsibilities

- Timely approvals
- Accurate service information
- Brand validation
- Relevant chef and team availability
- Facility access
- Required platform access
- Internal coordination
- Guest permission where applicable
- Approved external budgets

Where a required Westin dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved budget, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising requirements, platform changes, service availability, positioning, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, guests, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Westin information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Guest journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Westin specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Westin confidential competitive strategy.
- Westin data and custom audiences will not be reused for another client.
- Westin confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Hospitality communication discipline

Westin retains brand authority over hospitality information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Westin. Hospitality claims and sensitive brand communication should be reviewed by the appropriate Westin representative before publication where required.

Guest related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to guest information where that information is not required for marketing execution.

Confidentiality principle

Westin specific intelligence stays Westin specific.

14. Separate Technology Support

Where Westin requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and scope review.

Potential areas of support

Capability	Hotel Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Guest facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Guest portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Westin is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

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15. Operating Scope and Key Terms

Integrated Marketing, Brand & Growth Office Framework

Scope subject to mutual agreement

The recommended operating model follows the service priorities and team configuration described in this proposal. Since service needs and specialist roles may evolve, the working plan can be reviewed by mutual agreement if Westin materially adds, removes or replaces recurring specialist capacity or deliverables.

Within the proposed working scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Social creative and content planning as agreed
- Responsive design assistance aligned with approved campaigns and capacity
- Flexible video capture and editing support
- Photography planned for approved needs
- Reactive production support subject to mutual agreement and operational feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Specialist work subject to separate approval

- Campaign media activation requirements
- Paid media coordination when separately approved
- Major media placement coordination
- Specialised large format printing
- Creator partnership coordination
- Professional talent sourcing
- Venue logistics and permissions
- Promoter coordination requirements
- Large event production resources
- Outdoor media execution requirements
- Specialist public relations assistance where approved
- Specialist crisis communication planning
- Studio and specialist production requirements
- Large production crew and set coordination
- Extended travel and field coordination
- Complex activation production requirements
- Optional technology projects through Leznit Software Corp.
- Additional specialist work subject to separate approval

Final service agreement

The final service agreement should confirm work ownership, approval processes, service priorities, and confidentiality, privacy, data access, intellectual property, supplier coordination and account approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

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16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant Westin representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Westin’s priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media’s recommended commercial, operational and service structure for The Westin Dhaka based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, commercial terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

VM/PRAAVA/IMO/0902266

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