



鴻福堂 | HUNG FOOK TONG

117

GOOD FOR HEALTH

Green & Healthy

HUNG
FOOK
TONG

GOOD FOR HEALTH

MARKETING PLAN & ANALYSIS

The University of Wales Trinity Saint David
HKBM 7012 Marketing Management
Assignment 2

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Content

1. Overview
2. Situation analysis
3. Traditional promotion analysis
4. Social media promotion analysis
5. Social media marketing campaign for HFT
6. Conclusion

Industry overview

Industry: Chain HK-style Herbal tea store

- Declined in last century since Hong Kong government started to support western medicine. It regained its popularity since 2003 SARS, believed to be health promoting effectively (中國文化研究院, 2021).

The major herbal tea retail market is dominated by chain herbal tea stores, such as Hung Fook Tong (34.4% market share), HealthWorks (19.7%) and Yeung Woo Tong (6.7%) at 2013 (Hung Fook Tong Group Holding Limited, 2014).

Their products are mainly fresh herbal tea and related herbal products.

香港中式草本DSJ產品連鎖
及獨立零售店數目

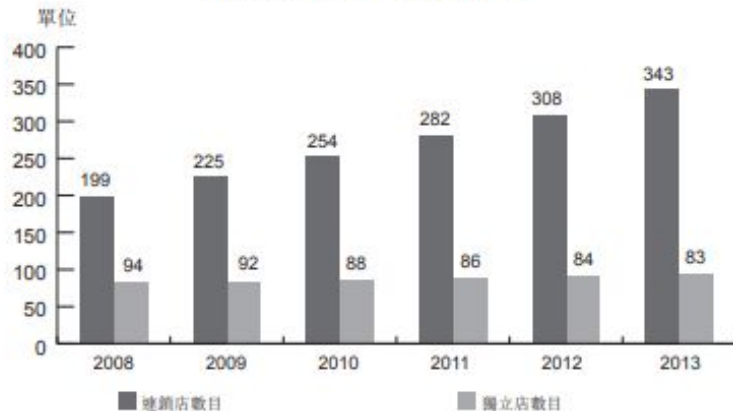


Figure 1. From 2008 - 2013, the number of chain herbal tea store is increasing, while single herbal tea store is decreasing. (Hung Fook Tong Group Holding Limited, 2014)

Overview: Hung Fook Tong (HFT)

Industry: HK-style Herbal tea chain store

Hung Fook Tong (HFT), started at 1986 as a herbal tea store that specialized in Chinese herb teas, soups, healthy cuisine, and guiling Gao (Hung Fook Tong, 2019).

- Mongkok is their flagship site. The flagship shop is located in Hong Kong.
- In 2015, Hung Fook Tong had a market share of 37 per cent in Hong Kong's wellness drinks market (Hung Fook Tong, 2019).

Business units of HFT

Business units of HFT: Retail and Wholesale

Retail: Has grown to around 110 chain stores at 2019, the largest Chinese herbal tea based company in HK.

Wholesale: Manufacture and wholesale bottled drinks to HK/ Mainland/ other retailers

(Hung Fook Tong, 2019)

STP Explanation

Segmentation	Lifestyle, Occupation, Age
Targeting	Health conscious, Office workers, Age 30 - 45
Positioning	A convenient, middle-priced and -quality herbal tea in chain store

Table 1. STP for Chinese herbal tea retail of HFT



Market Segmentation

- Identify basis for segmentation
- Determine important characteristics of each market segment



Market Targeting

- Evaluate potential and commercial attractiveness of each segments
- Select one or more segments



Product Positioning

- Develop detailed product positioning for selected segments
- Develop a marketing mix for each selected segment

“Naturally Made,
Wholeheartedly Good (真心製造, 自然流露)”
“No additive (無添加)”
(Hung Fook Tong, 2019)

Figure 2. STP flow (Hanlon, 2022)

Marketing Mix of Chinese Herbal Products Retail

Price : Around average in the market

Place: Geographically diverse 121 chain stores, mostly inside MTR stations (Hung Fook Tong ,2021)

Product: Maintain existing herbal tea and create innovative herbal products (Lim, 2021)

Promotion: Social media eg. Facebook and Instagram, Traditional eg. couponing



4Ps of Marketing Mix

Figure 3. Marketing mix enables product based companies coming up with strategies to sell their products by 4Ps (Byju's, 2022)

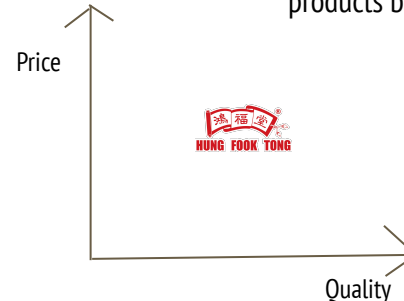


Figure 4. Price versus Quality for HFT Chinese Herbal Products Retail

Analysis of Competitors: Summary

	Hung Fook Tong (HFT) 鴻福堂	HealthWorks 健康工房	Yeung Woo Tong 養和堂	Kung Wo Tong 恭和堂
Market share	Lead (Stock code:1446)	Medium	Relatively low	Relatively low
Chain stores	121	27	8	4
Active member	> 825000 (Hung Fook Tong, 2019)	No record	No record	No record
Segmentation	Lifestyle, Occupation, Age	Lifestyle, Occupation, Age	Lifestyle, Age	Lifestyle, Age
Target	Health conscious, office workers, age 30 to 45	Health conscious, office workers, age 35 to 50	Health conscious, age 40 to 60	Health conscious, age 40 to 60
Positioning	Middle-priced&quality Chinese herbal tea in chain store (Hung Fook Tong, 2021)	Middle priced&quality Chinese herbal tea chain store (HealthWorks, 2022)	Low to Middle priced&quality Chinese herbal tea in chain store (Yeung Woo Tong, 2022)	Low to Middle priced&quality fresh Chinese herbal tea in chain store (Kung Wo Tong, 2019)

Table 2. Analysis of Competitors of HFT

Analysis of Competitors

- The competitors of Hung Fook Tong (HFT) are HealthWorks, Kung Wo Tong, and Yeung Woo Tong.
 - HealthWorks: Facebook / Instagram / Street adverts as promotion channel
 - Targets convenience, health conscious and traditional herbal recipe oriented
 - Older age
- (HealthWorks, 2022)



Figure 5. Price vs Quality for HFT's competitors

Analysis of Competitors

Yeung Woo Tong and Kung Wo Tong:

1. Relatively fewer chain stores
2. Target older age with nostalgic sense
3. Facebook as main social media channel

(Kung Wo Tong, 2019)

(Yeung Woo Tong, 2022)



PEST analysis

P	E	S	T
Political	Economic	Social	Technological
1. Regulatory Practices support on Chinese herbal products market 2. Increasing liberalization of trade policy	1. Distribution of Consumption Voucher Scheme 2. High pedestrian flow within MTR station/ shopping mall	1. Change of consumer behavior 2. Raise of health consciousness 3. Increased social media popularity	1. Lowering cost of production 2. Mobile development 3. 5G and its potential

Table 3. PEST analysis for HFT

SWOT analysis

Strengths	Weaknesses
• Hung Fook Tong's non-alcoholic drink market share is growing due to new offerings. • Hung Fook Tong manages talent and develops skills.	• Increasing competition in the Beverages category is reducing Hung Fook Tong's average revenue per unit and profitability. • Hung Fook Tong is concerned about low-level turnover. • To recruit and maintain talent, this may lead to higher remuneration.
Opportunities	Threats
• Hung Fook Tong establishes strategic partnerships with major companies looking to grow. • Hung Fook Tong knows global protocols and implementation. • Hung Fook Tong may bring global norms and implementation knowledge to the table.	• A trade war is imminent, making it harder for Hung Fook Tong to expand in China. • Consumer goods companies are releasing new items at an alarming pace.

Table 4. SWOT analysis of HFT (Hajizadeh, 2019)

Traditional Promotion Methods

- Website
- Print Advertisement
- Product innovation
- Conventional media channel eg. TV program sponsorship

→ Attract the most target feasible in the market (Tang et al., 2020)

Traditional Promotion Analysis

	Hung Fook Tong (HFT) 鴻福堂	HealthWorks 健康工房	Yeung Woo Tong 養和堂	Kung Wo Tong 恭和堂
Tradtional promotion	Moderate	Moderate	Few	Few
Website	Well established	Well established	Online shop available, few promotion seen	Promotion seen, no online shop available
Print advertisement	1-2 printed ad & news / month in SkyPost in 2021	Occasional news in 2021/22	No record in 2021/22	No record in 2021/22
Product innovation	Frequent, eg. Detox & Heat Relief Soup (Hung Fook Tong, 2021)	Often, eg. Tri Lex Herbal Tea (HealthWorks, 2022)	Few (Yeung Woo Tong, 2022)	Few (Kung Wo Tong, 2019)
Other promotions	Sponsored “Recycle Actions of Returning Plastic Bottles” in 2020 (Hung Fook Tong, 2021)	Free distribution of herbal tea to elderly in 2016 (Suicide Prevention Services, 2016)	Free distribution of herbal tea ticket in 2020 (SkyPost, 2020)	No Record

Table 5. Traditional promotion among competitors

Traditional promotion examples

鴻福堂自家精選套票優惠

有關套票詳情請參閱有效期間請參閱 <http://www.hungfooktong.com/bpd/exp.pdf>

每次訂購金額不少於 HK\$1,500, 並只限堂內消費, 每位顧客最多 3651 2255 或電郵至 tristayau@hungfooktong.com.hk

優惠訂購表格 (請以正填填)

姓名:	聯絡電話: (手提/公司)	收票電話:
電郵:	訂購日期:	收票人姓名:

收票地址 (只限工廠地址) 或親臨自取:

付款方式: 網上支付 (Visa/Master) **>成功於網上以信用卡付款每滿 HK\$1,000, 即送\$50 禮券1張**

(禮券必須於有效期間內, 以便我們憑證訂購單及禮券正式發出上付收銀結帳下)

有關禮券詳情請參閱有效期間請參閱 <http://www.hungfooktong.com/bpd/exp.pdf>

請於以上訂購表格後, 填妥寄至 tristayau@hungfooktong.com.hk 3 日內將有人發覺閣下錯誤訂單, 歡迎訂作任何問題請電: 3651 2226/6341 2742

歡迎批發商及零售:

1. 批發商及零售商請向 "鴻福堂" 批發商及零售商訂貨, 訂貨單上請註明 "鴻福堂" 批發商及零售商, 恕不另行通知。

2. 批發商及零售商請向 "鴻福堂" 批發商及零售商訂貨, 訂貨單上請註明 "鴻福堂" 批發商及零售商, 恕不另行通知。

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鴻福堂自家精選套票優惠有效期至: 2022 年 9 月 30 日

有關套票或禮券有效期間請參閱 <http://www.hungfooktong.com/bpd/exp.pdf>

每次訂購金額不少於 HK\$1,500, 並只限堂內消費, 每位顧客最多 3651 2255 或電郵至 tristayau@hungfooktong.com.hk

優惠 A <鴻福堂套票優惠>

鴻福堂自家精選套票 (1套 10張)	套票面值	尊貴客戶優惠價	平均價	訂購數量	訂購金額
自家湯套票 (購買 1 套送 \$20 現金券 1 張)	\$600/套	\$418/套	\$41.8/包	套	
自家涼茶套票 (購買 2 套送 \$20 現金券 1 張)	\$300/套	\$212/套	\$21.2/包	套	
正品藥製龜苓膏套票	\$600/套	\$376/套	\$37.6/盒	套	
Total:					
所有套票必須於有效期間之前使用, 逾期作廢。(套票有效期間不少於 6 個月, 禮券除外)					

優惠 B <大銀茶優惠>

> 5 套或以上, 可享 5 套平均價購買 (自家湯 \$395/套; 自家涼茶 \$205/套)

> 10 套或以上, 可享 10 套平均價購買 (自家湯 \$386/套; 自家涼茶 \$192/套)

鴻福堂大銀茶優惠 (1套 10張)	套票面值	尊貴客戶 5 套優惠價	平均價	尊貴客戶 10 套優惠價	平均價	訂購數量	訂購金額
自家湯套票 (1 套 10 張)	\$600/套	\$1975	\$39.5/包	\$3860	\$38.6/包	套	
自家涼茶套票 (1 套 10 張)	\$300/套	\$1025	\$20.5/包	\$1920	\$19.2/包	套	
正品藥製龜苓膏套票 (1 套 10 張)	\$600/套	-	-	\$3000	\$30/盒	套	
Total:							
所有套票必須於有效期間之前使用, 逾期作廢。(套票有效期間不少於 6 個月)							



優惠價:
\$350/11張

適用於換領保健自家湯系列、正品龜苓膏系列、自家涼茶系列、滋潤甘露系列、自家龜鹿系列、自家即康系列、自家小食系列、自家藥品系列、自家藥品系列及鮮豔豆漿系列產品, 產品以正價計算。



Traditional promotion examples

Most of the HFT print advertisement shown in front of store and newspaper.

The content is about product discount and social connecting.



HUNG FOOK TONG

為醫護人員加油

龜苓膏、自家湯、涼茶 買1送1

This advertisement features a collage of HFT products including a glass of light-colored tea, a bowl of soup with meat, a can of turtle plastron jelly, and a plate of sliced fruit. The text promotes a 'Buy 1 Get 1 Free' offer for medical staff, specifically mentioning turtle plastron jelly, home-made soup, and cooling tea.



HUNG FOOK TONG 35th ANNIVERSARY

保健優惠推介

自家涼茶優惠 (每支價值\$26-\$30)

\$110 / 5支

\$160 / 8支

清熱利濕 雞骨草散 (藥片148)

GMP HACCP ISO 22000 500mL

Happy Anniversary 35th 周年

自家ON! 幸福ON! 滋養三十五載

優惠適用於本港之清福堂分店! 以上優惠可以自家CLUB卡付款, 但不可兌換現金及其他產品, 不可與其他優惠同時使用! 圖片只供參考, 實際內容請參照實物! 產品數量有限, 售完即止! 本公司保留隨時取消本優惠或修改優惠條款及細則之權利而無須另行通知! 優惠期有限, 請參閱店內宣傳品! 詳情請向店員查詢

This advertisement celebrates HFT's 35th anniversary with a festive background of balloons and streamers. It features a large bottle of '清熱利濕 雞骨草散' (Cooling and Dampness-Dispelling Chicken Bone Grass Powder) and a couple in aprons holding products. The main promotion is a discount on cooling tea: 5 cans for \$110 (original \$26-\$30) and 8 cans for \$160. A detailed disclaimer at the bottom explains the terms of the offer.

Products of Retail Business

Chinese herbal products retail



自家涼茶 Healing Herbal Tea

傳統涼茶 · 涼茶 Traditional Formula · Herbal Tea

- 清熱下火甘桔茶 \$26
Clear Heat Tea for Clearing Heat
RECIPE: 清熱下火甘桔茶 43 (Traditional Chinese Herbal Formula 43)
- 舒肝 · 舒肝散 舒肝散 \$26
Super-Free Carbon Atom Herb Drink for Soothing Liver
- 清肝 · 舒肝散 舒肝散 \$26
Super-Free Spice Puncture Drink for Clearing Liver
- 清肝 · 清肝散 舒肝散 \$26
Super-Free Herbal Tea for Removing Dampness
- 清肝散 舒肝散 \$26
Herb Seed Drink for Loosening Bowel
- 清肝散 舒肝散 \$26
Herb Tea with Puncture Puncture and Puncture Puncture Drink for Clearing Heat
- 清肝散 舒肝散 \$26
Chrysanthemum Drink for Clearing Heat with Cooling Ingredients
- 舒肝 · 舒肝散 舒肝散 \$26
Carbon Atom Herb Drink for Soothing Liver
RECIPE: 舒肝散 舒肝散 43 (Traditional Chinese Herbal Formula 43)
- 清肝 · 舒肝散 舒肝散 \$26
Super-Free Puncture Drink for Clearing Liver
RECIPE: 舒肝散 舒肝散 47 (Traditional Chinese Herbal Formula 47)
- 清肝 · 清肝散 舒肝散 \$26
Floral Herbal Tea for Removing Dampness

解表散寒 · 涼茶 Healing Herbal Remedy · Functional Tea

- 解表散寒 · 涼茶 \$50
Cold-Relieving Tea for Fever & Chills
- 解表散寒 · 涼茶 \$50
Cold-Relieving Tea for Fever & Chills

清熱解毒 · 涼茶 Purifying Balance · Healthy Tea

- 清熱解毒 · 涼茶 \$30
New Carbon Drink with Chrysanthemum and Puncture for Clearing Heat and Moistening Dryness
- 清熱解毒 · 涼茶 \$30
New Carbon Drink with Chrysanthemum and Lily Bulb for Nourishing Lung

清熱解毒 · 涼茶 Herbal Moisturizing · Healthy Tea

- 清熱解毒 · 涼茶 \$30
Herb Seed Tea for Clearing Summer Heat
- 清熱解毒 · 涼茶 \$30
Tea with Hawthorn Fruit and Cinnamon for Fat Burning
- 清熱解毒 · 涼茶 \$30
Drink with Sugar Cane, Puncture Impermeable Water Chestnut and Cane Coconut for Moisturizing Dryness
- 清熱解毒 · 涼茶 \$30
Drink with Chrysanthemum, Lemon and Cane Seed for Promoting Appetite
- 清熱解毒 · 涼茶 \$30
Drink with Corn Cobs and Cane Seed for Clearing Dampness
- 清熱解毒 · 涼茶 \$30
Cane, Pear and Tea for Removing



滋潤甘露 Nourishing Delicate Drink

- 美味滋潤甘露 \$30
Mango Drink for Strengthening Stomach
- 滋潤甘露 · 滋潤甘露 \$32
Drink with Red Bean, Rock Sugar and Snow Fungus for Nourishing
- 滋潤甘露 · 滋潤甘露 \$32
Chuan Bei and Ginseng Drink for Nourishing Lung and Clearing Spleen
- 滋潤甘露 · 滋潤甘露 \$32
Coconut Milk Drink with Bitter Melon and Snow Fungus for Moisturizing Dryness
- 滋潤甘露 · 滋潤甘露 \$32
Drink with Black Quince, Rice and Coconut for Nourishing
- 滋潤甘露 · 滋潤甘露 \$32
Drink with Red Bean, Lotus Seed, Lily Bulb, Egg White and White Milk for Nourishing
- 滋潤甘露 · 滋潤甘露 \$32
Pear Drink with White Kidney Beans and Lily Bulb for Nourishing
- 滋潤甘露 · 滋潤甘露 \$32
Drink with Red Bean, Apricot Kernel and Snow Fungus for Nourishing



圖為本行產品，實際以店內為準，不在此限。

2022 SUMMER MENU

Recent HFT Retail conditions

- Retail sales rise at quickest pace in six months in April (Focus Economics, 2022)
- HFT being the largest in the herbal tea retail market
- Retail: Largest contributor (Revenue: HK\$548.6 million)
- Retail: Diversified the product categories for suiting the market needs.
- Online purchasing platform has successfully drawn new potential customers' attention (Hung Fook Tong, 2021)

Current social media promotion position of HFT

Mainly Facebook / Instagram / Youtube

Trying to explore different online platform for promotion

Examples:

1. JIKA ON
2. online sales channels, including hksuning.com (蘇寧), Neigbuy.com (鄰住買), HOME+ and foodpanda mall

(Hung Fook Tong, 2021)

Marketing by social media (HFT)

Digital marketing

- Search engine
- Electronic Word of mouth
- Improved customer insights
- Enhanced customer service
- Cost effective
- Business conversion

(Rathod, 2019)

Social Media Usage Growth

The number of social media users worldwide has grown 61% from 2016-2020, while average time spent per user per day has grown only 13%.

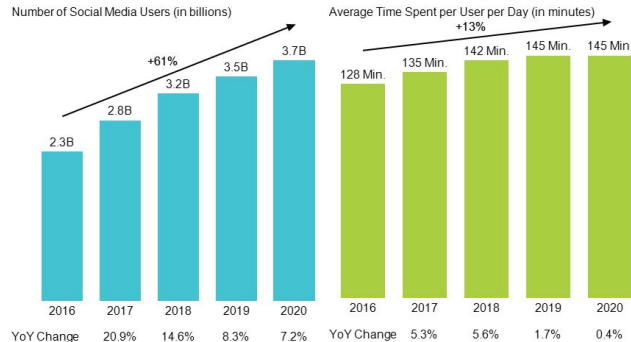


Figure 6. Growth of Social Media users is rapid since 2010s (Goldstein, 2021).

MEKKO
GRAPHICS
an insights software company



HFT in social media promotion



【🔥強身健體自家湯推介】

要保持身體健康，推介以下幾款強身健體的湯水，想隨時隨地享受無添加的湯水，鴻福堂自家湯簡單加熱即可享用，方便又夠晒健康~

🔥強身健體自家湯推介🔥

強肺理肺 🍵川貝枇杷葉鯉魚肉湯：鯉魚肉含豐富蛋白質和營養素，有潤肺化痰，止咳平喘功效。枇杷葉及川貝能清肺和胃、止咳祛痰。

清潤健脾 🍵瑤柱響螺合掌瓜豬腱湯：瑤柱有滋陰補腎、調胃和中作用，響螺則滋陰清肝；合掌瓜舒肝健脾、理氣化痰，且味道清甜；再配上陳皮、薏米等健脾行氣化濕湯料，清潤健脾。

調補五臟 🍵蟲草花淮杞花膠雞湯：蟲草花有滋肺補腎、護肝、抗氧化、提升身體免疫力等功效，杞子補益肝腎，淮山健脾滋腎祛濕；蓮子健脾養心安神，各材料再配花膠滋養、補充骨膠原，養顏活膚。

健脾祛濕 🍵赤小豆薏仁響螺祛濕湯：老黃瓜、赤小豆能利水祛濕，粟米、淮山、薏米和茨實均具健脾祛濕、促進消化作用；響螺清肝兼能提鮮。

由即日起至6月30日，於鴻福堂全線分店可以優惠價\$218購買指定自家湯🍵6包(總值\$360)！

🍵強肺理肺 川貝枇杷葉鯉魚肉湯

🍵調補五臟 蟲草花淮杞花膠雞湯

🍵補氣養血 黨參淮藥節瓜山斑魚湯

🍵清潤健脾 瑤柱響螺合掌瓜豬腱湯

🍵健脾祛濕 赤小豆薏仁響螺祛濕湯

🍵益肝健脾 日月魚淮山節瓜豬腱湯

仲包括唔需要雪藏嘅自家湯隨行裝🍵同健康素湯🍵，方便得嚟又健康！數量有限，售完即止。只限現貨銷售。



【限時會員優惠🔥增值\$800送\$800獎賞🎁】

由即日起至6月30日，凡 #自家CLUB 會員嚟鴻福堂增值滿\$800，即送您價值\$800獎賞🎁！包括各款🍵清熱解毒及滋補潤肺嘅自家產品，一齊為健康打氣!!

獎賞包括：

🍵自家湯隨行裝1包

🍵\$10購物e券6張

🍵甘露買1送1e券6張

🍵藥製龜苓膏買1送1e券6張

🍵自家涼茶買1送1e券6張

🍵如果增值滿\$1000，即享10%儲值回贈💖仲可以至抵價\$108換購🍵小王子星空燜燒壺添🍵

*贈送之e券均為31日期限，只適用於購買正價產品

*數量有限，送完即止| 受條款及細則約束，詳情請向店員查詢

#鴻福堂 #增值獎賞

Facebook followers: 94961

Instagram followers: 1812

→ Product and Collaborative marketing

(Hung Fook Tong, 2022a)

Influencer marketing

Invited Alfred Hui to be the ambassador of HFT since 2014

The promotion includes the celebrity's image, advertisement and music video, only small portion is promoting retail products.

Only one celebrity in a period of promotion recently.



Other promotion

- online eCom platform (Android and Apple App)
- Promotion campaign with DBS credit card
- HFT gift voucher (for wedding, new born baby)
- JIKA CLUB → boost member engagement through exclusive offers, bulk purchases and top-up promotions

(Hung Fook Tong, 2021)

Social media promotion among competitors

	Hung Fook Tong (HFT) 鴻福堂	HealthWorks 健康工房	Yeung Woo Tong 養和堂	Kung Wo Tong 恭和堂
Social media involvement	Moderate	Low	Very Low	Very Low
Instagram and Facebook follower	1812 and 94961	606 and 16155	144 and 1747	No Instagram ac, 2499
Post update frequency (FB)	Daily	1-4 per month	5-6 per month	1-2 per month
Average like and comment of one Facebook post	10-20 like per post	5-20 like per post, 1-2 comment	4-5 like per post, no comment	20-30 like per post, 1-2 comment
Influencer marketing	Moderate (Hung Fook Tong, 2022a)	Often (HealthWorks, 2022)	Seldom (Yeung Woo Tong, 2022)	Seldom (Kung Wo Tong, 2019)

Table 6. Social media promotion among competitors

Analysis on Facebook promotion (HFT vs HealthWorks)

HFT

Frequent updates in posts

Diverse promotional events eg. Painting events, charity, awareness in pandemic, products etc

Always a link to their online shop

→ Broad coverage in online marketing

(鴻福堂 Hung Fook Tong, 2022a)

HealthWorks

The post update is slow (4 per month)

Some posts are irrelevant to the product (recruitment)

Not creative and attractive promotion to younger people

(HealthWorks, 2022)

Analysis on Influencer marketing (HFT)

Advantages

- Influencer motivated consumers to purchase advertised brands in order to acquire the same associations with the influencer (Bearden & Etzel, 1982)

Drawback

- Unstable effectiveness

Only one celebrity in a period of promotion (Hung Fook Tong, 2022).

The particular celebrity may be biased by the personal indiscretions and scandals → brand reputation may be denigrated

(Campbell and Farrell, 2020)

Current situation – limitations



FACEBOOK
Followers: 92K
Engagement: 17 Likes + 5 shares

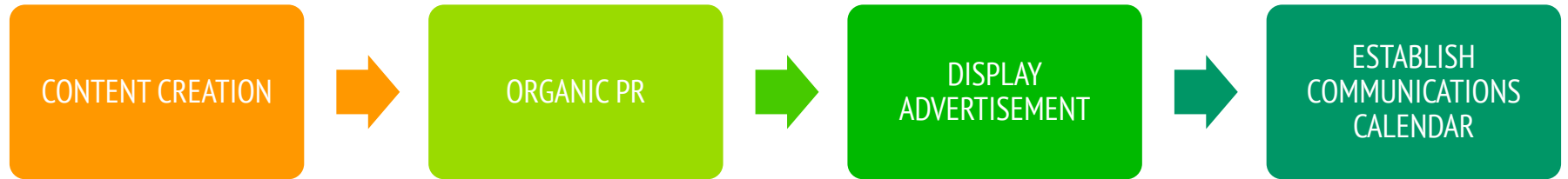


INSTAGRAM
Followers: 1.9K
Engagement: 19 Likes

- Hung Fook Tong social media platform engagements are very low with less than 20 likes per post.
- The reach of Facebook is average but due to unremarkable content, the engagement is minimal
- The reach of Instagram is limited with only 1,900 followers, same as Facebook, content are not attractive to engage with audience.
- With limited reach, the campaigns were not effective even though the brand has already engaged with celebrity – Alfred Hui.

Recommendation

To enhance the brand visibility and desirability through social campaign.



Recommendation

Target Instagram and Facebook as 2 platforms that we will focus on for our campaign.

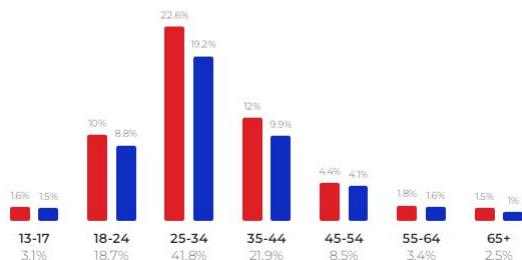
Objective: to expend the age group to the left and right of the charts,

 Instagram users in Hong Kong
January 2022

 3 651 300

 53.8%
women

 46.2%
men



Instagram main functions are to read, share content/news, follow influencers, and shop. This has shown the high versatility of the platform for its users.

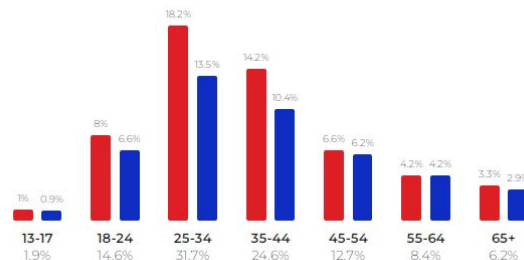
Most Instagram users in Hong Kong are female, comprising of 55% of the ad audience reach. (Asiapac Digital, 2022)

 Facebook users in Hong Kong
January 2020

 5 492 000

 55.4%
women

 44.6%
men

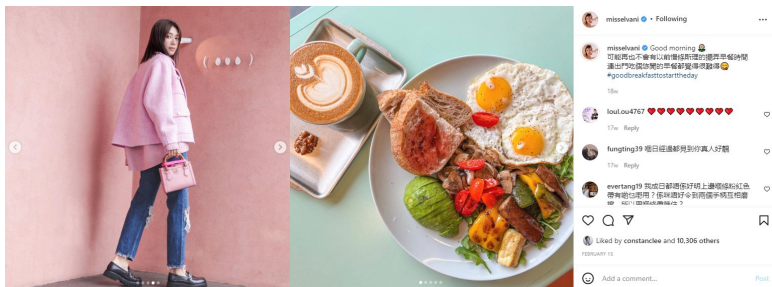


Facebook has the highest share of web traffic referrals at 58%.

Yet, the platform appears more to be a heritage app, and is mainly used for shopping purposes (18%) and to read and share content/news (17%). (Asiapac Digital, 2022)

Recommendation – Content Creation

Engage with suitable influencers seeding, generate thematic social media content that promotes seasonal product to drive awareness and enhance the desirability of the brand.



Elva Ni, fashion & lifestyle influencer

To promote healthy lifestyle by introduce HFT product and target the group of 25 – 40 year-old office ladies.

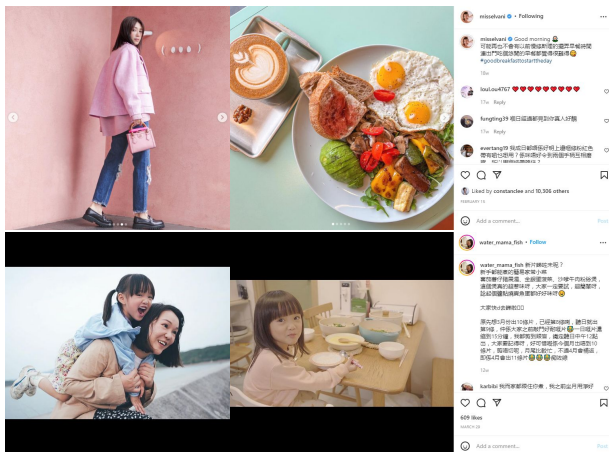


Mama Fish, parent-child/ family oriented influencer

To promote healthy lifestyle by introduce HFT product and target the group of housewives and parents.

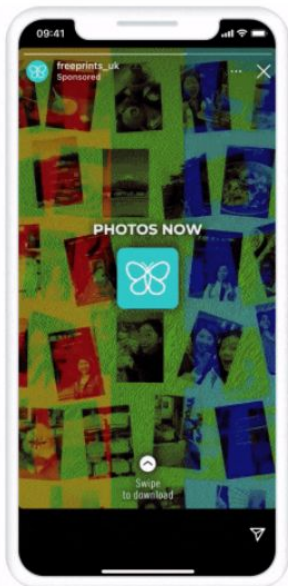
Recommendation – Organic PR

Generate organic digital coverage through media pick up/ in-house PR pitching to maximize the brand visibility through multiple publications.



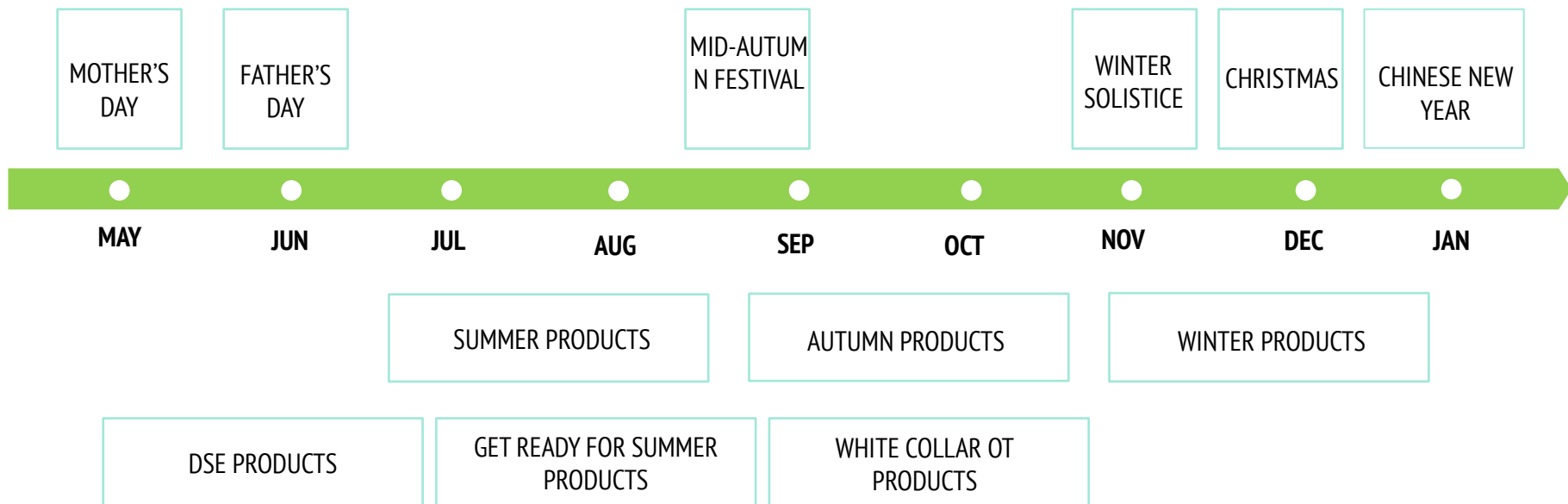
Recommendation – Display Advertisements

After generating social content and recycle for social media display ads that link to targeted product page on official website and post on social media platforms for more details.



Recommendation – Thematic Communications Calendar

Establish a calendar for regular content creation and boosted advertisements on social media.



Recommendation – Thematic Social Content

Consistent social media content creation with theme and selected influencers for display advertisement according to the calendar with focus of seasonal products.



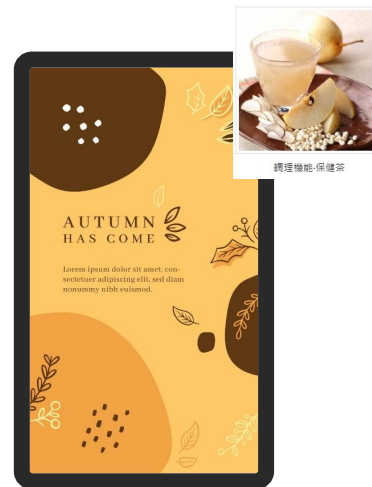
**Mother's Day
(Chinese Sweet
Soup)**



**Winter Solstice
(Chinese Soup)**



**Hot Summer
(Herbal tea)**



**Autumn
(Herbal tea)**

Monitoring effectiveness: KPI

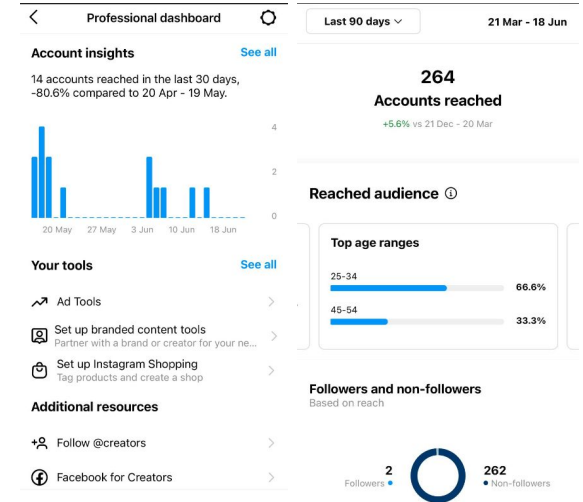
- Through the data provided by social media platform to monitor

(Instagram)

- the trend of hit rate after every post or video rolled out.
- the age group of audience
- the distribution of followers and non-followers (new audience)

(YouTube)

- number of views, likes and share for every uploaded video
- number of subscribers of the official channel



Monitoring effectiveness: KPI

- After campaign launched, invite clients to conduct an on-site digital survey with discount coupon for next purchase as incentive
 - When was the last occasion the client saw a HFT's adv?
 - What was the platform/channel?
 - Did the client view the adv? For how long?
 - Does the client visit/purchase with HFT due to the adv?
 - Was the adv increase the frequency of visit?
- Increment of Sales after campaign launched for 3 months:
 - Target 15% YoY sales growth

Gantt chart evaluation

[illegible]

Conclusion

We studied the marketing of HFT retail business, finds that the use of social media marketing by HFT is increasing but still room to develop. It is believed that the use of creative social media campaigns for marketing would be targeting more feasible customers and successfully gain positive awareness of the company and the promoted products.

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