



LEVEL 7 ASSESSMENT SPECIFICATION

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Lecturer:	Dr Arion WONG	Internal Verifier:	Dr Katherine Mo
Assignment Title:	Presentation PPT	Word count (or equivalent):	Group presentation (duration 8-10 mins per person)
Submission deadline:	Submit PPT: 26 Jun 2021 Presentation: 27 Jun 2021	Return date of provisional marks & written feedback:	Within 20 days after submission
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		



Promotion campaign on Cardio Pro by HERBS

By Group 2:

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Marketing Management

Lecturer: Dr Arion Wong

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- 
- Background on HERBS
 - Raising awareness on cardiovascular health
 - Health product market analysis
 - Cardiovascular products comparison
 - Traditional promotion approach
 - Technological marketing campaign on Cardio Pro
 - Monitor & measurement



Background
on HERBS

Herbs Generation International Limited

- Founded in 1988
- Employees: ~100 (expanded from 3)
- Product variety: > 70
- Members: 140,000
- Series: Chinese formula series and Western formula series
- Manufactures: “TGA” or “GMP” certified





Raising awareness of
Cardiovascular Health

打疫苗前驗身大增 發現毛病 通波仔排長龍預約手

滿

f G+

Raising awareness of cardiovascular health

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COVID 19 vaccine

- Blood clot cases likely linked to COVID 19 vaccine
- COVID 19 Pre Vaccination Screening services by hospital like Hong Kong Sanatorium Hospital and clinics.
- Increase no of angioplasty treatment after health screening



Raising awareness of cardiovascular health

COVID 19 leading to more serious heart disease

- COVID 19 patients with cardiovascular disease are associated with an increased risk of in-hospital death according to The New England Journal of Medicine

- 10.5% of fatality rate for COVID 19 patients in India



Raising awareness of cardiovascular health



Heart disease is the **2ND Killer Disease** in HK

- 16 people died of heart disease everyday in HK
- Sudden death without any previous symptoms

World heart day on 26 September 2021

- Theme for year 2020: “Use heart to beat cardiovascular disease”

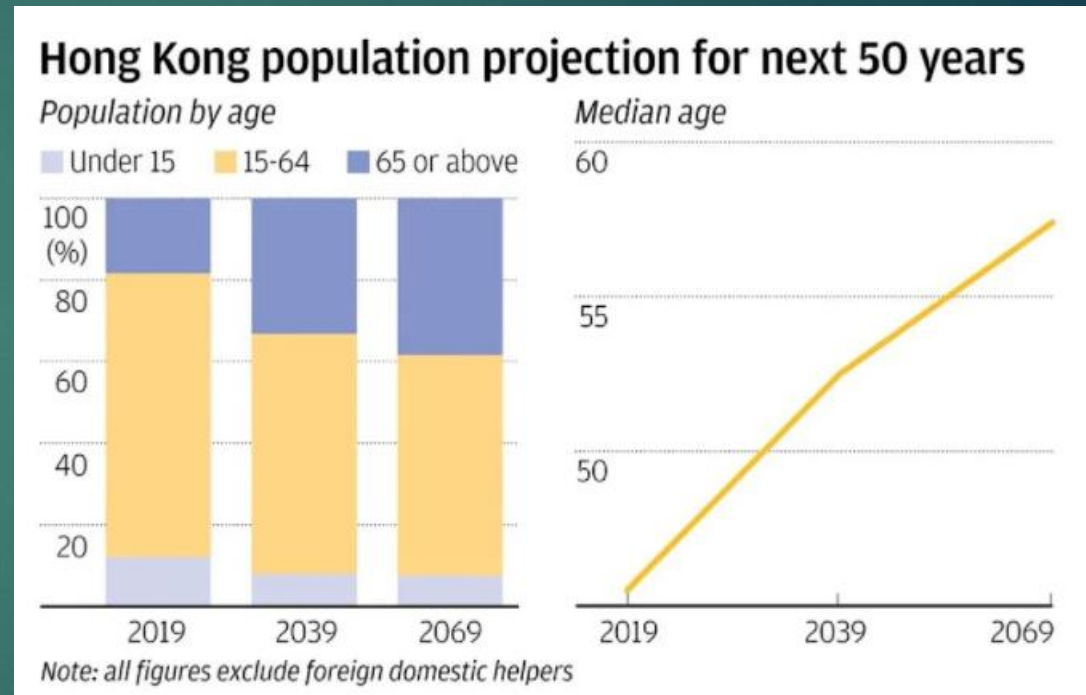
Health product market analysis



Population aging and grey society

According to the recent released from Census and Statistic:

- ▶ Population in 2019: 7.51mio
- ▶ Expected down to 7.35mio in 2069
- ▶ Population of elderly aged 65 or above: nearly doubled in 2069 (~40%)
- ▶ Median age: increase to 57.4



Source: South China Morning Post (2020)

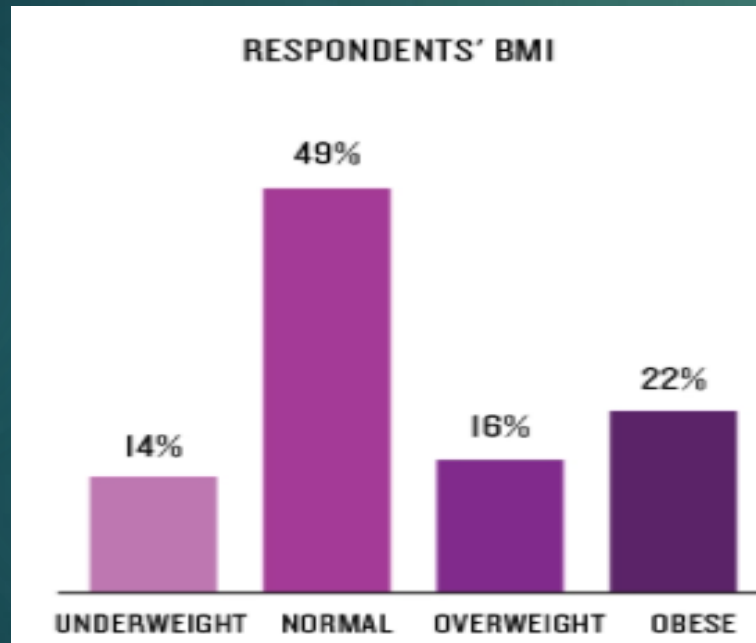
Hong Kong customer's attitude on Health Consciousness

According to survey performed by Nielsen in 2018,

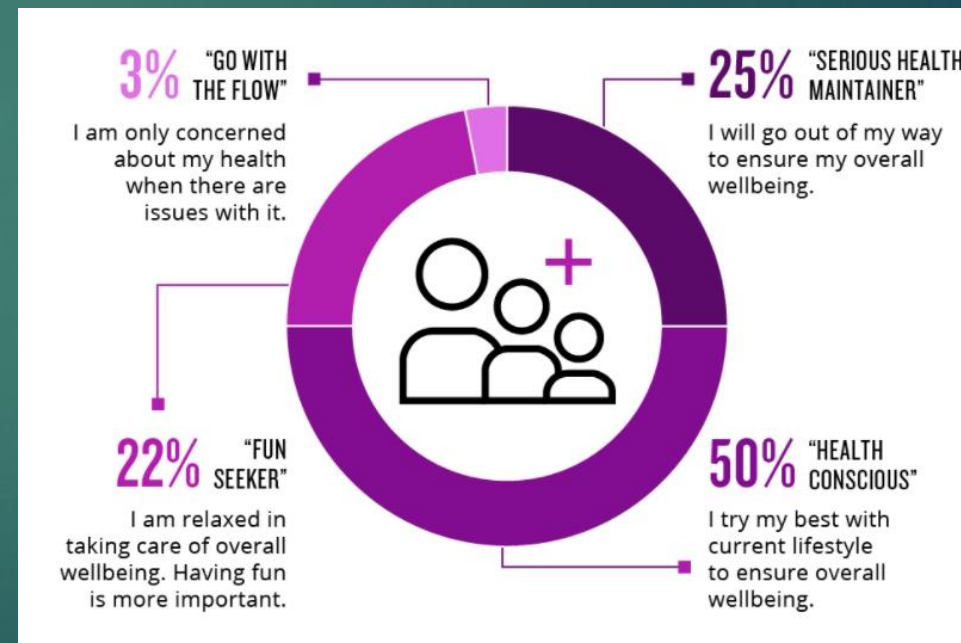
- ▶ 50% consumers with normal BMI and good health
- ▶ More than 50% customers are health consciousness



Positive influence on health products

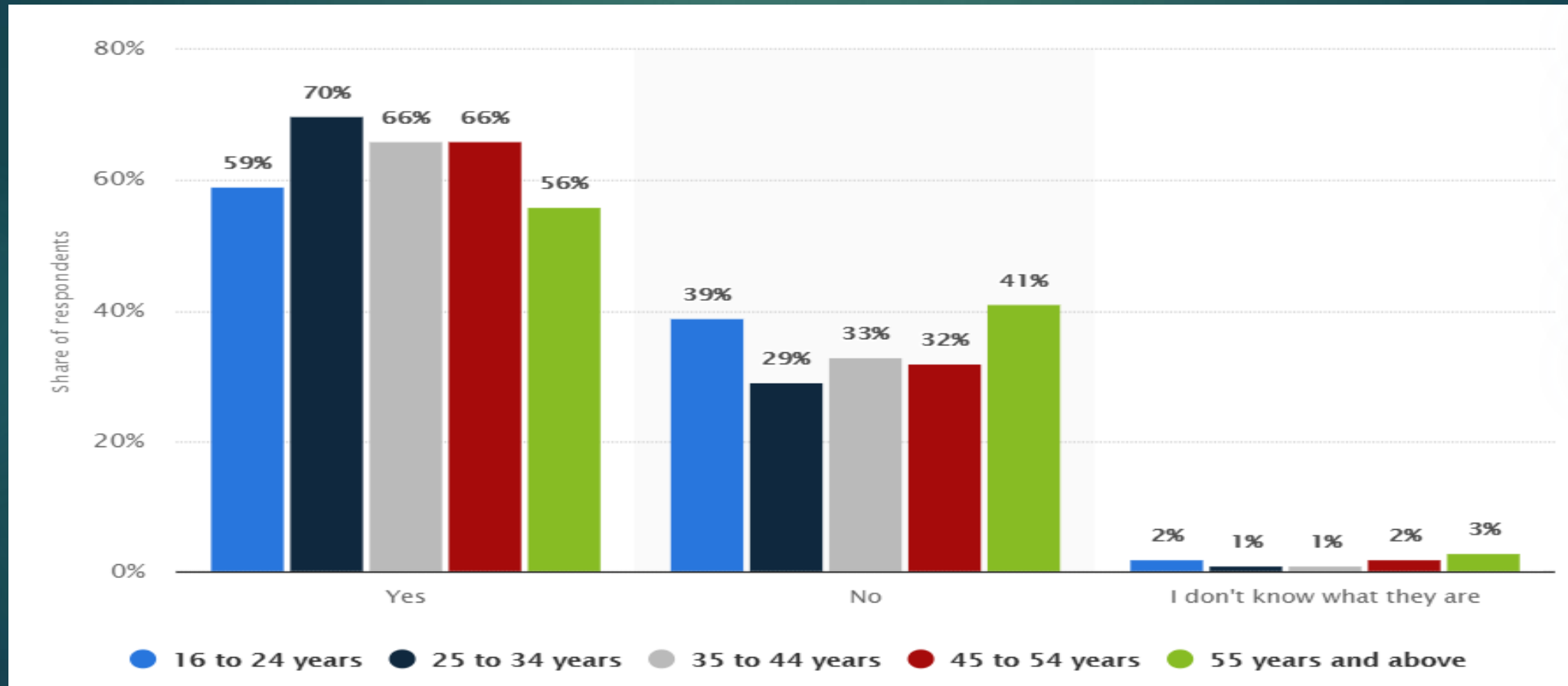


Source: The Nielsen (2018)



Source: The Nielsen (2018)

Percentage of supplements intake of different age group in 2020



Source: Statista (2021)

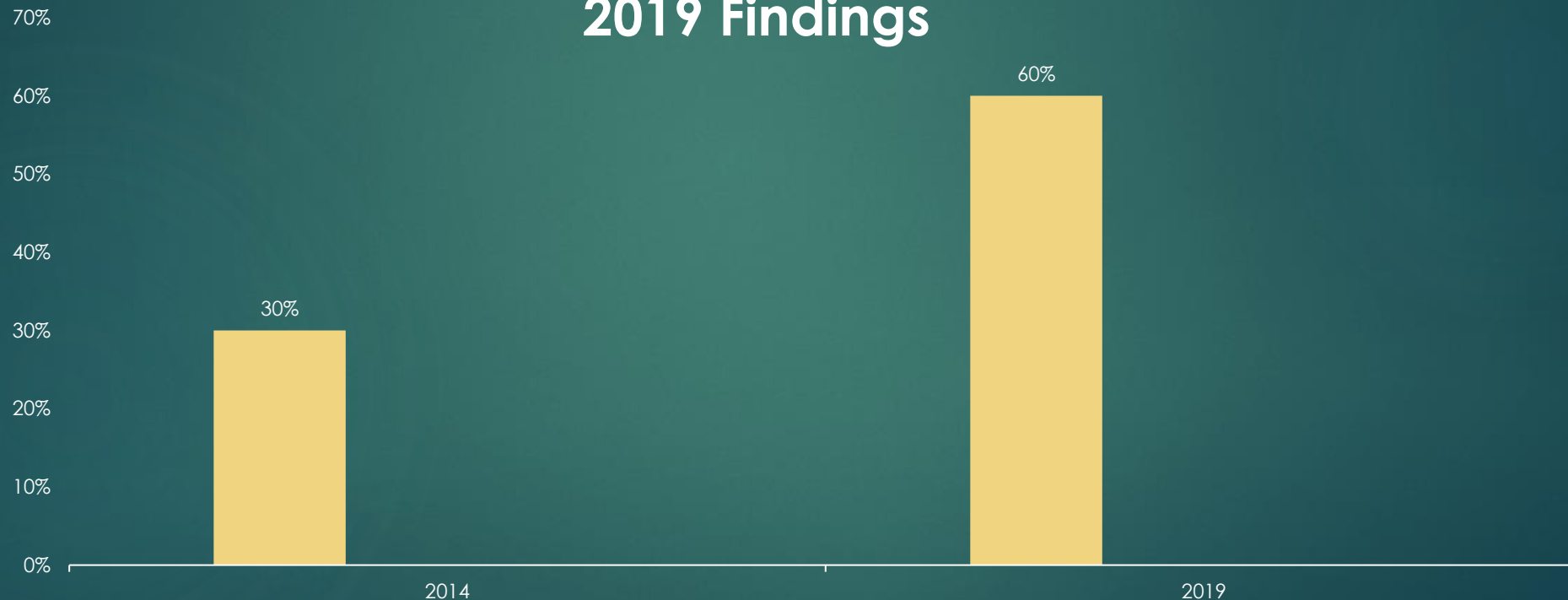
Habit of taking health supplements in Hong Kong

Survey on Health Supplement Market in Hong Kong 2019 Findings:

- 60% of respondents had taken at least one health supplements in the last 6 months
- Around more than 3.5 mio people in Hong Kong experience a habit of taking health supplements

Habit of taking health supplements in Hong Kong

Survey on Health Supplement Market in Hong Kong 2019 Findings



Source: Social Sciences Research Centre, the University of Hong Kong (2019)

Amount spent on health supplement in Hong Kong 2019

Average monthly cost on health supplements

Types of health supplements	Amount in HKD
Green Supplements	\$453
Orally beauty or slimming products	\$427
Proprietary Chinese Medicine	\$338

Source: Social Sciences Research
Centre, the University of
Hong Kong (2019)

Industry Attractiveness of Health Product

- ▶ Porter's 5 Forces Model on health product industry:

Threat of new entrants:

HIGH

- High start up capital and R&D cost



Bargaining power of suppliers:

LOW

- Dominant supplier and common ingredients



Rivalry: **MEDIUM**

- Competitive industry with high opportunities



Bargaining power of buyers:

HIGH

- Various type and brands of health products in market



Threat of substitute:

HIGH

- Similar products and not completely medicinal



Cardiovascular
products
comparison

A Glance of Herbs' Competitors

- History



Herbs	Meiriki	Vita Green
1998: 3 staff	1997: 2 staff	1993: 2 staff
2016: 100 staff 140,000 members	2013: 15 staff	2018: 300,000 members
		2021: 550 staff
Slogan		
To bring every families with health, beauty, happiness and care.	Focuses on what is needed by the people and dedicated to improving public health.	To bring health, youth and joy to all.

A Glance of Herbs' Competitors

- Positioning

Ingredients

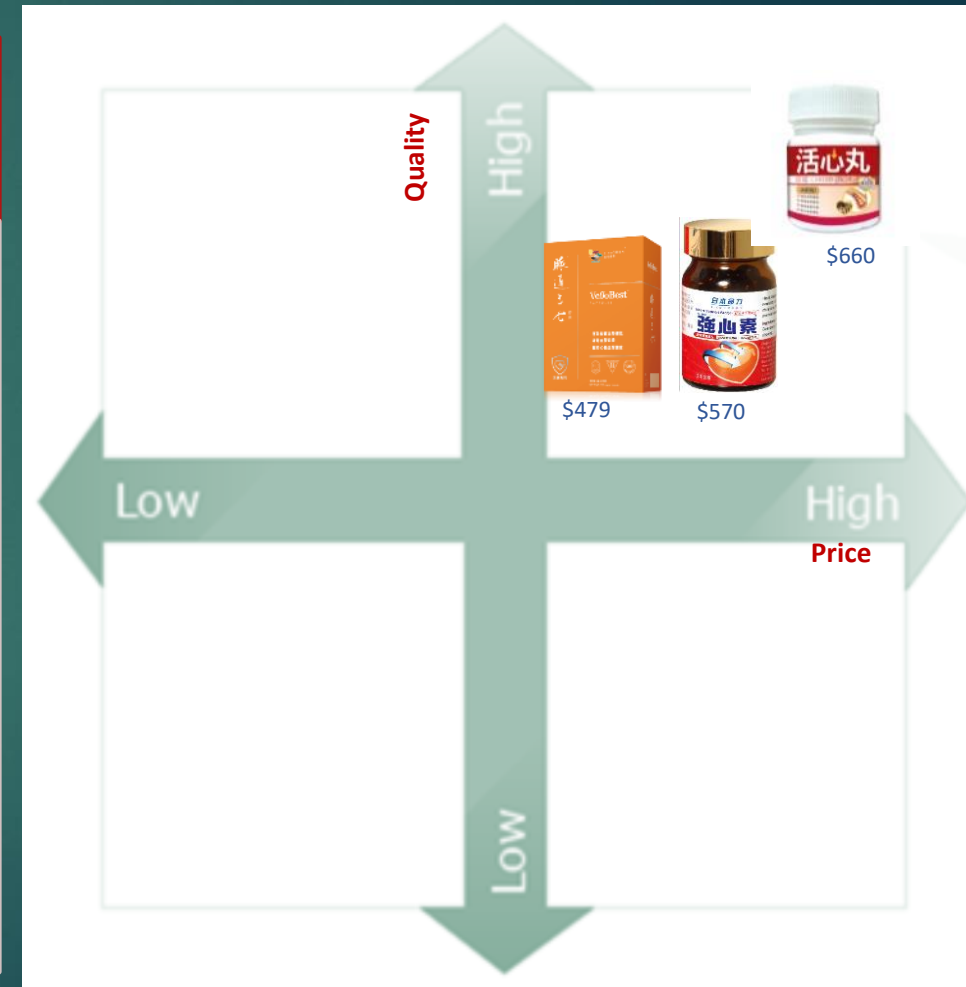
- Cardio Pro
 - Red rice yeast, Notoginseng, Nattokinase (Herbs, 2021)
- Heart Support Factor:
 - Red rice yeast, Nattokinase, Co enzyme-Q10, Deep sea fish oil (Meiriki, 2021)
- VessoBest
 - Notoginseng, Salvia miltiorrhiza, Crataegi pinnatifida (Vitagreen, 2021)

Product Disclaimer

- *This product is not registered under the Pharmacy and Poisons Ordinance or the Chinese Medicine Ordinance. Any claim made for it has not been subject to evaluation for such registration. This product is not intended to diagnose, treat or prevent any disease*

Authoritative Validation

- Cardio Pro
 - HK Health Care Federation finds Cardio Pro reduces 89% of vascular waste through an 8-week study (Herbs, 2021)

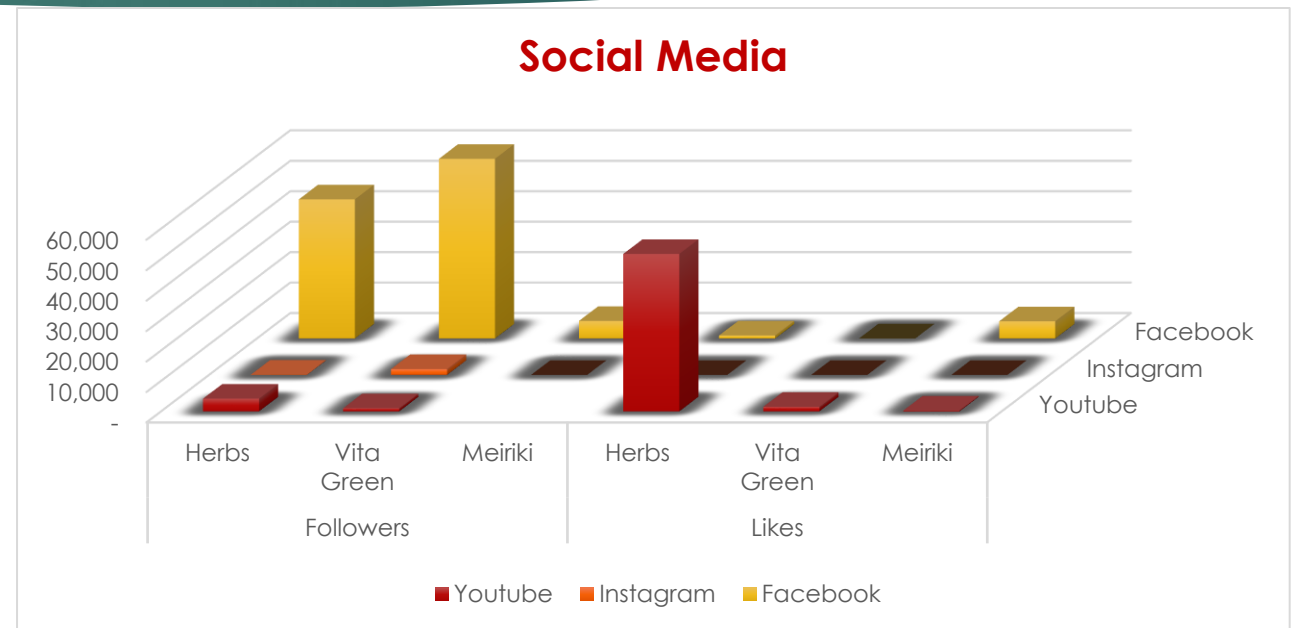


A Glance of Herbs' Competitors

- Social Media Utilization 1

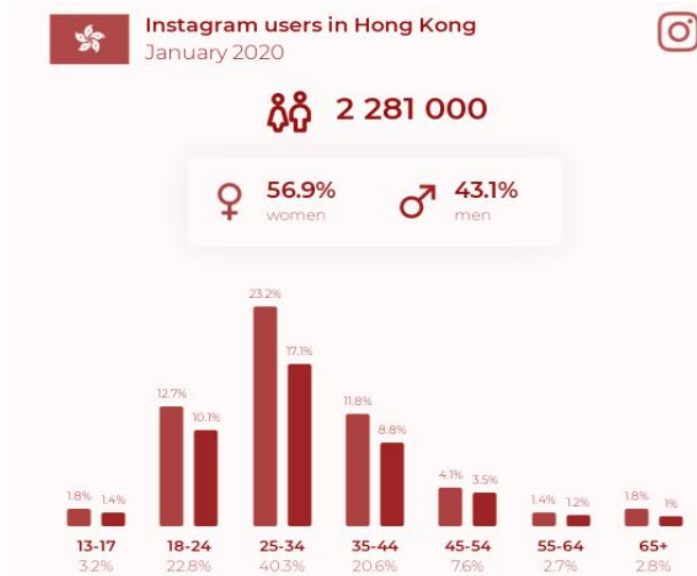
Observation

- ▶ Facebook is still the key platform for the 3 competitors
- ▶ Instagram is not heavily used by neither 3
- ▶ YouTube is mainly used for posts of new products or seasonal promotions
- ▶ None of the competitors are taking good advantage of the social media platforms



Latest Posts				
	Herbs	Vita Green	Meiriki	Reference
Youtube	2020-09-22	2021-04-16	2021-03-24	(YouTube, 2021)
Instagram		2021-03-30		(Instagram, 2021)
Facebook	2020-09-21	2021-05-21	2021-04-22	(Facebook, 2021)

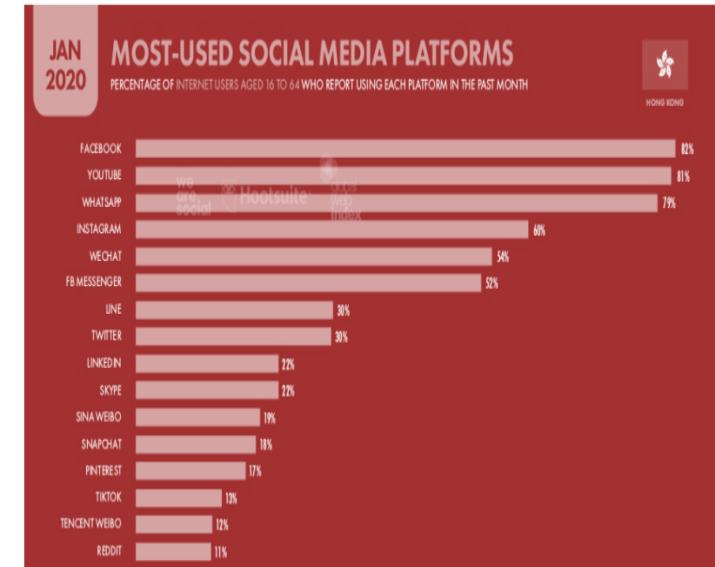
A Glance of Herbs' Competitors - Social Media Utilization 2



Source: Jan's Tech Blog (2021)

General Social Media Utilization in HK

- ▶ Facebook is the major social platform for all ages
- ▶ Instagram is more among the youngsters



Source: Jan's Tech Blog (2021)

A Glance of Herbs' Competitors - Segment & Target Customers



Herbs, Meiriki & Vita Green's Target Customers Today

- ▶ Aged Adults
- ▶ People concerned with cardiovascular issues

A Glance of Herbs' Competitors

- Digital Platform Utilization 1



Other Digital Platforms Utilized

- ▶ Herbs web site is pretty primitive and hard to navigate
- ▶ Other than Meiriki, the other 2 won't get a direct or top hit on heart related health product search at all
- ▶ Not much attention to potential GBA consumers, letting alone the whole mainland market

	Home Page	Search Engine	Weibo	WeChat
Herbs	!	×	×	×
Meiriki	✓	✓	✓	×
Vita Green	✓	×	×	×

A Glance of Herbs' Competitors

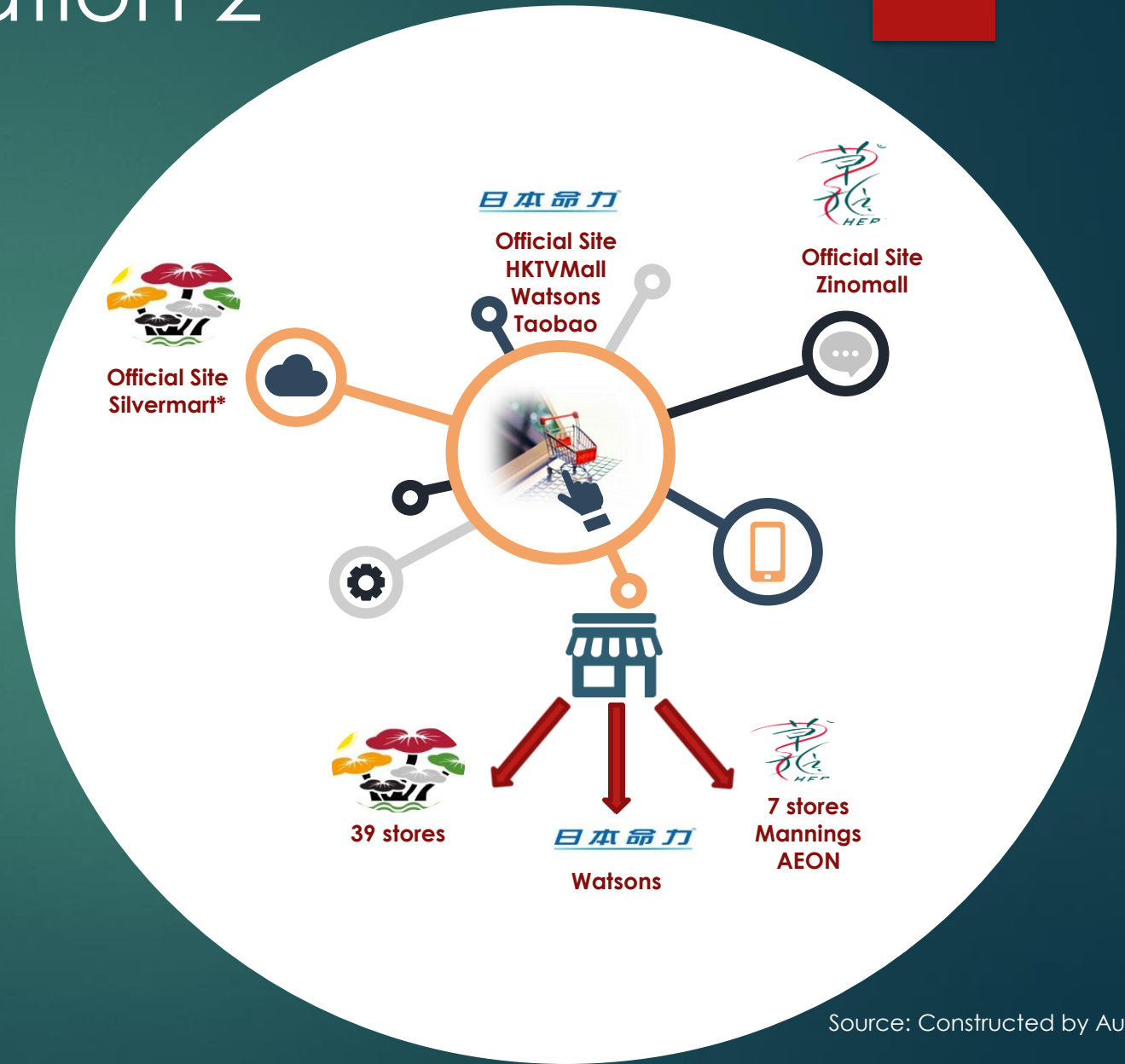
- Digital Platform Utilization 2

Online

- ▶ eCommerce is heavily engaged by all 3
- ▶ Digital and Social integration is not by design

Offline

- ▶ Very different strategies



Traditional promotion approach

A Glance of Herbs' Competitors

- Traditional Promotion 1



Bus



am730
Skypost



TVB



TVB



Cable/TVB



Roger Kwok



日本命力



Patrick Dunn



Agnes Wu

- ▶ Traditional ways of advertisement are still being eagerly adopted by all 3 competitors
- ▶ Logically to match its segment and target of the much senior populations who are not digitally savvy

Source: Constructed by Author

A Glance of Herbs' Competitors

- Traditional Promotion 2

Brand Equity

- ▶ All boasted about its brand recognition and award by HKBDC



Source: Constructed by Author

CSR

Herbs

- ▶ Thinker Than Water Care Compatriots
- ▶ Children Sponsorship in Africa

Meiriki

- ▶ Community Development
- ▶ Environmental Protection
- ▶ Staff Caring

Vita Green

- ▶ Environmental Protection
- ▶ Community Service



The background image shows a person's hand holding a smartphone. Overlaid on the image are several circular icons connected by lines, representing a network or digital ecosystem. The icons include a group of people, a share symbol, an envelope, a laptop, a smartphone, a globe, a Wi-Fi symbol, a gear, and a signal tower. The overall theme is technology and digital marketing.

Technological marketing
campaign on Cardio Pro

Consumers decision-making style on Herbs' products

The reason why customers may consider Herbs products:

- ▶ Increase in health conscious
- ▶ Having a particular health issue
- ▶ Reduce existing health risk
- ▶ Receive health alert from peer group

➔ Focus on the effectiveness of the product to enhance the personal health status



Consumers decision-making style on Herbs' product

By reference to Rezaei (2015), Herbs' consumers are classified as **perfectionistic or high-quality conscious** with different sensitivity level to the following marketing practice:

Marketing practice	Sensitivity level
Product	High
Advertising	High
Retailing	High
Price	Low

Characteristics of the product - Cardio Pro

- ▶ Improve blood viscosity
- ▶ Keep blood flow unblocked
- ▶ Optimize blood vessel elasticity
- ▶ Maintain cardiovascular health

➡ To prevent cardiovascular disease



Enhancing technology-oriented methods in the promotion of Cardio Pro

Aim

- To extend advertising and retailing channels to reach younger generations with mid to high risk in cardiovascular disease

Objective

- To increase brand awareness of Cardio Pro in the age group between 30 – 55

Use of technology in Herbs' marketing

Founder of Herbs - Gammy Kwok

'Our colleagues in the marketing department learn how to operate the new platform everyday to reach more young people.'

'The online platform.... can be used as reference and analysis so as to allocate resources for the promotion strategy.'

Source: STHeadline (2020)



Segmentation on Cardio Pro potential customers

Report of Population Health Survey 2014/2015

Snapshot of Population's Risk of Cardiovascular Disease (CVD) (for persons aged 30 to 74)

Indicator	Female	Male	Overall
CVD risk $\dagger \geq 20\%$ over the next 10 years predicted by the Framingham risk model [*]	5.1%	29.1%	16.4%

Notes: [†] CVD events include coronary heart diseases (CHD), such as angina and myocardial infarction, stroke, peripheral artery disease and heart failure.

^{*} All respondents aged 30 - 74 who had participated in the health examination.

Source: Centre for Health Protection (2017)

Targeting Cardio Pro potential customers

Report of Population Health Survey 2014/2015

Table 10.1b: Framingham 10-year cardiovascular disease risk level among persons aged 30 to 74 by age group and gender

Age group / Risk level	Female		Male		Total	
	No. of		No. of		No. of	
	persons	%	persons	%	persons	%
	('000)		('000)		('000)	
30 - 74						
Low risk	1 885.1	80.0%	1 020.3	48.8%	2 905.4	65.4%
Medium risk	351.0	14.9%	460.8	22.1%	811.8	18.3%
High risk	120.9	5.1%	607.8	29.1%	728.7	16.4%
Total	2 357.0	100.0%	2 088.9	100.0%	4 445.9	100.0%

Base: All respondents aged 30 - 74 who had participated in the health examination.

Notes: Definition of cardiovascular disease risk levels over the next 10 years based on the Framingham risk model for CVD risks-

Low risk: CVD risk < 10% over the next 10 years;

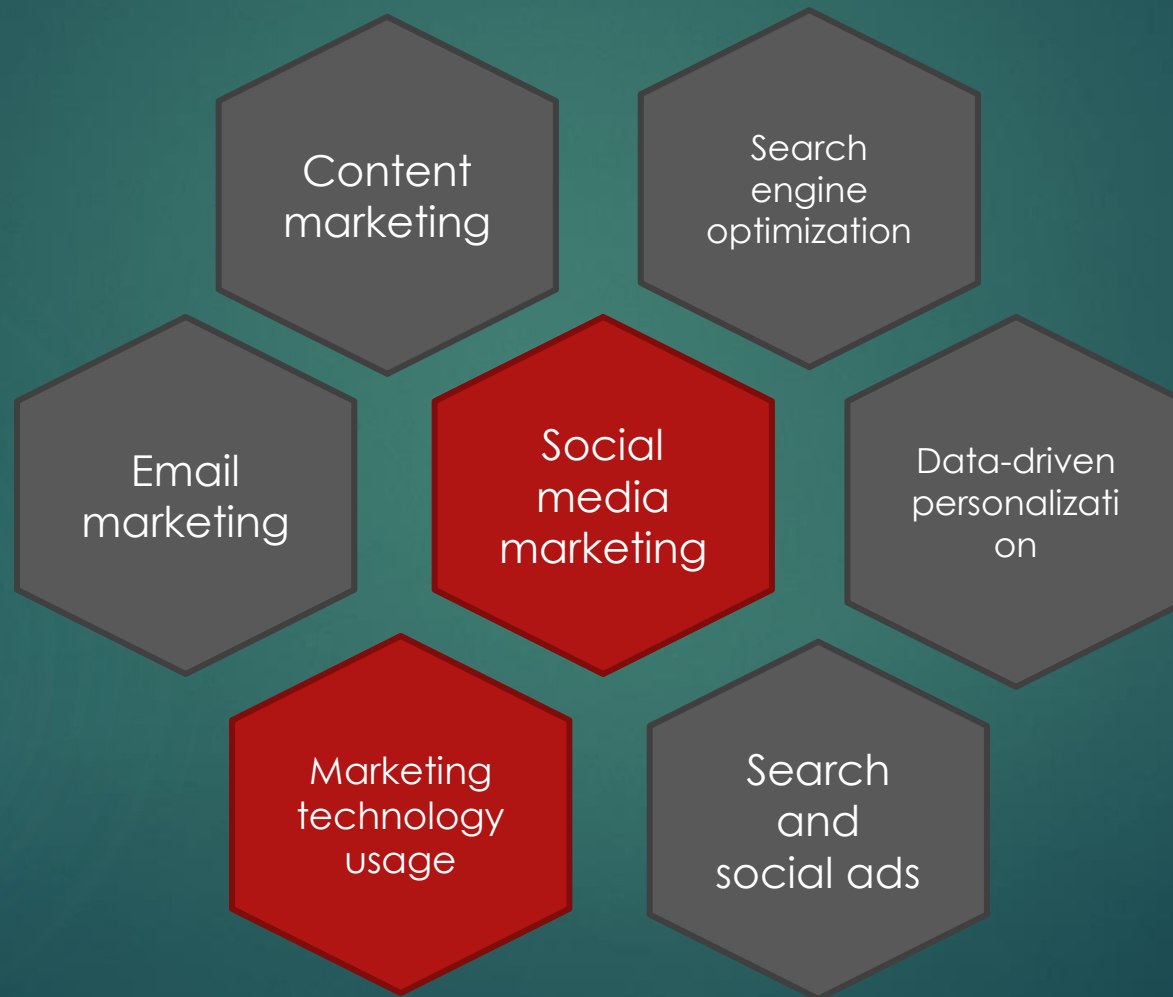
Medium risk: CVD risk $\geq$ 10% and < 20% over the next 10 years; and

High risk: CVD risk $\geq$ 20% over the next 10 years.

Figures may not add up to the total due to rounding.

Source: Centre for Health Protection (2017)

Types of effective digital marketing tactics



Source: Ascend2 (2018)

Social Media Campaign

- Herbbie

Description:
Enhanced
Digital
Experience

Content:
MultiChannel
App

Platform:
Google Play
Apple Store

Reference:
Mockup
App

Google Play & App Store

▶ Google Play

Number of Apps: 2.8 mio apps

Revenue in first half of 2018: USD11.8 b



▶ App Store

Number of Apps: 2.2 mio apps

Revenue in first half of 2018: USD22.6 b



Development of Herbbie APP

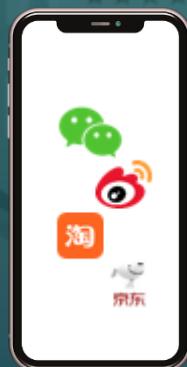
1



2



3



Social Media Campaign

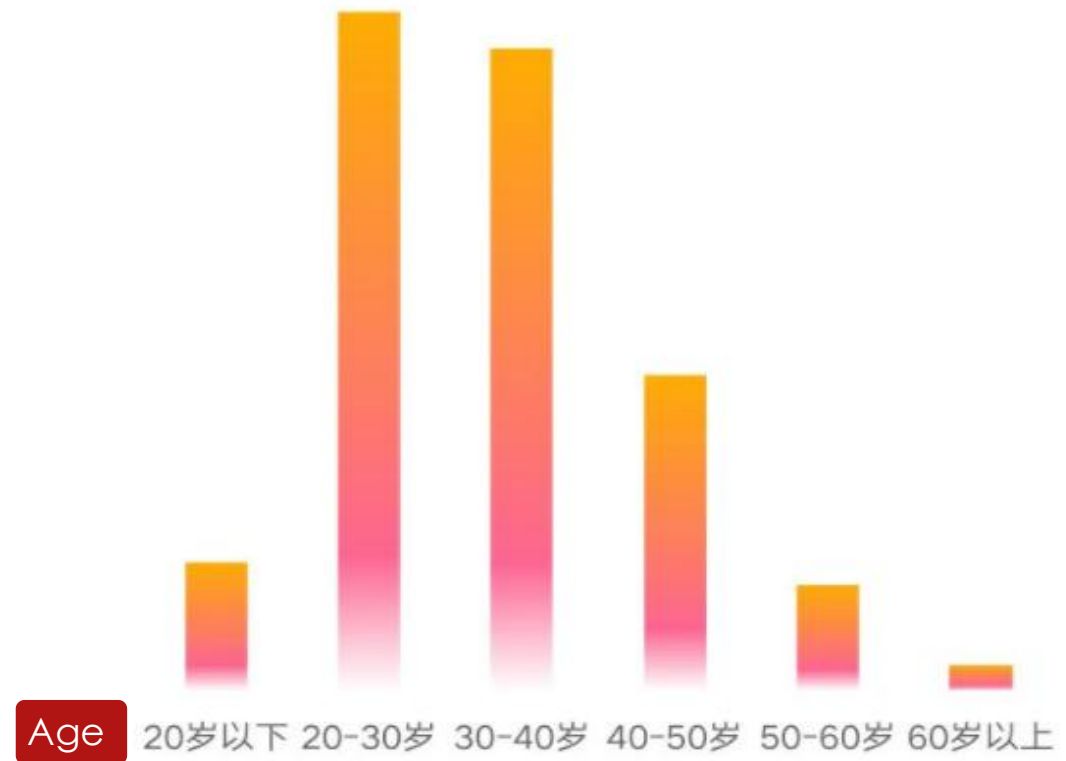
1. Live streaming

- ▶ An alternative platform to communicate with consumers and a tool for big data collection
- ▶ Identifying consumers preference by tracing digital footprint from Facebook 'likes' to structure marketing communication strategies (Arrigo, Liberati and Mariani, 2021)
- ▶ Development of social networking services has also provided direct interacting features with consumers – **Live Streaming**

Live streaming attractiveness to targeted customers

- ▶ Most influential between consumers aged of 20 – 40
- ▶ Aged between 40 – 50 viewers ranked 3rd among the groups
- ▶ The emerging promotion method is well accepted by the targeted age group

Age structure of live streaming users

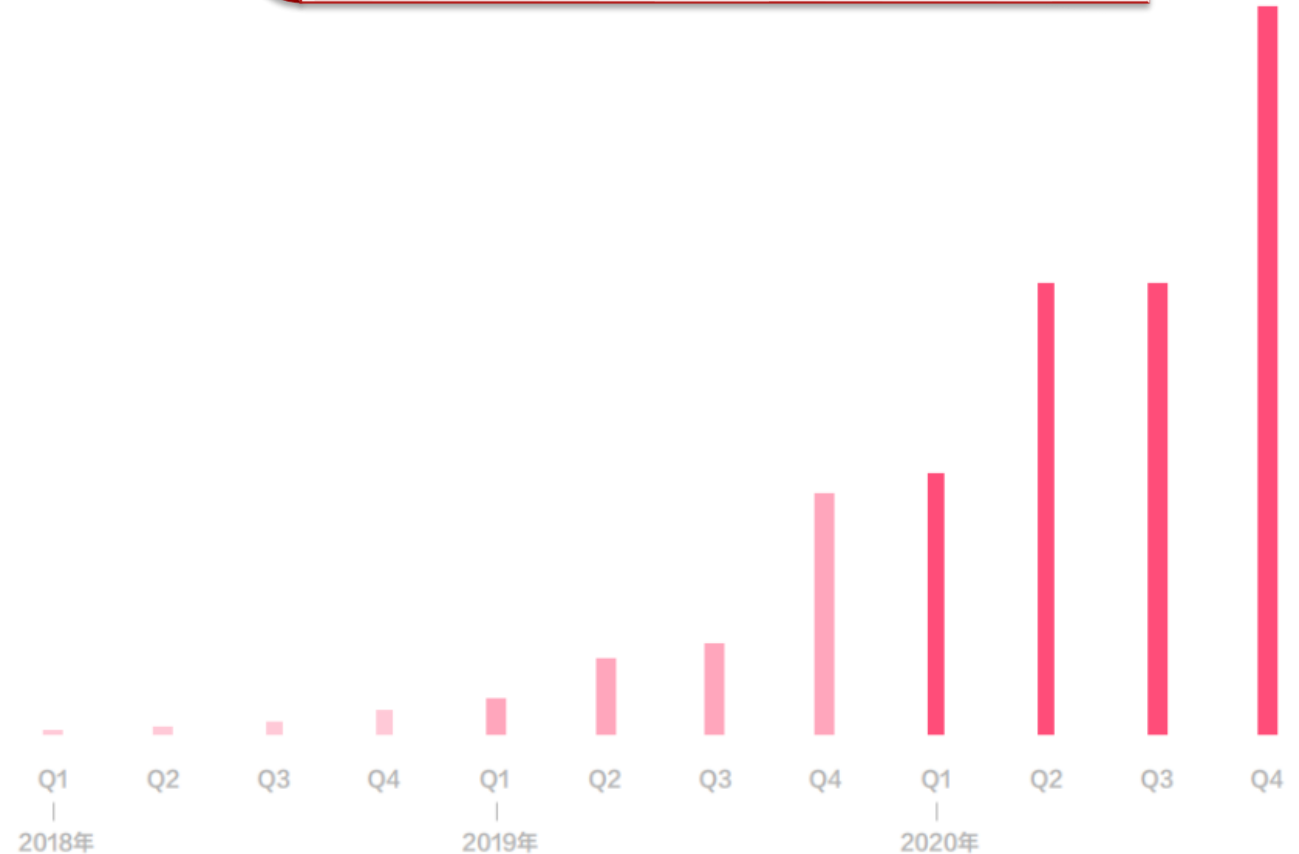


Source: Taobangdan & Taobao Live Streaming (2020)

Building brand awareness through live streaming

- ▶ A relatively cheaper platform
- ▶ Develop consumers' trust and engagement (Wongkitrungrueng and Assarut, 2018)
- ▶ Encourage impulsive purchase
- ▶ Adjust promotion strategies according to viewers' direct response

New brands' transaction volume during Taobao live streaming



Source: Taobangdan, Taobao Live Streaming & Taobao Live Streaming On Map (2021)

Social Media Campaign

2. Personal selling

Description:
Personal
Selling

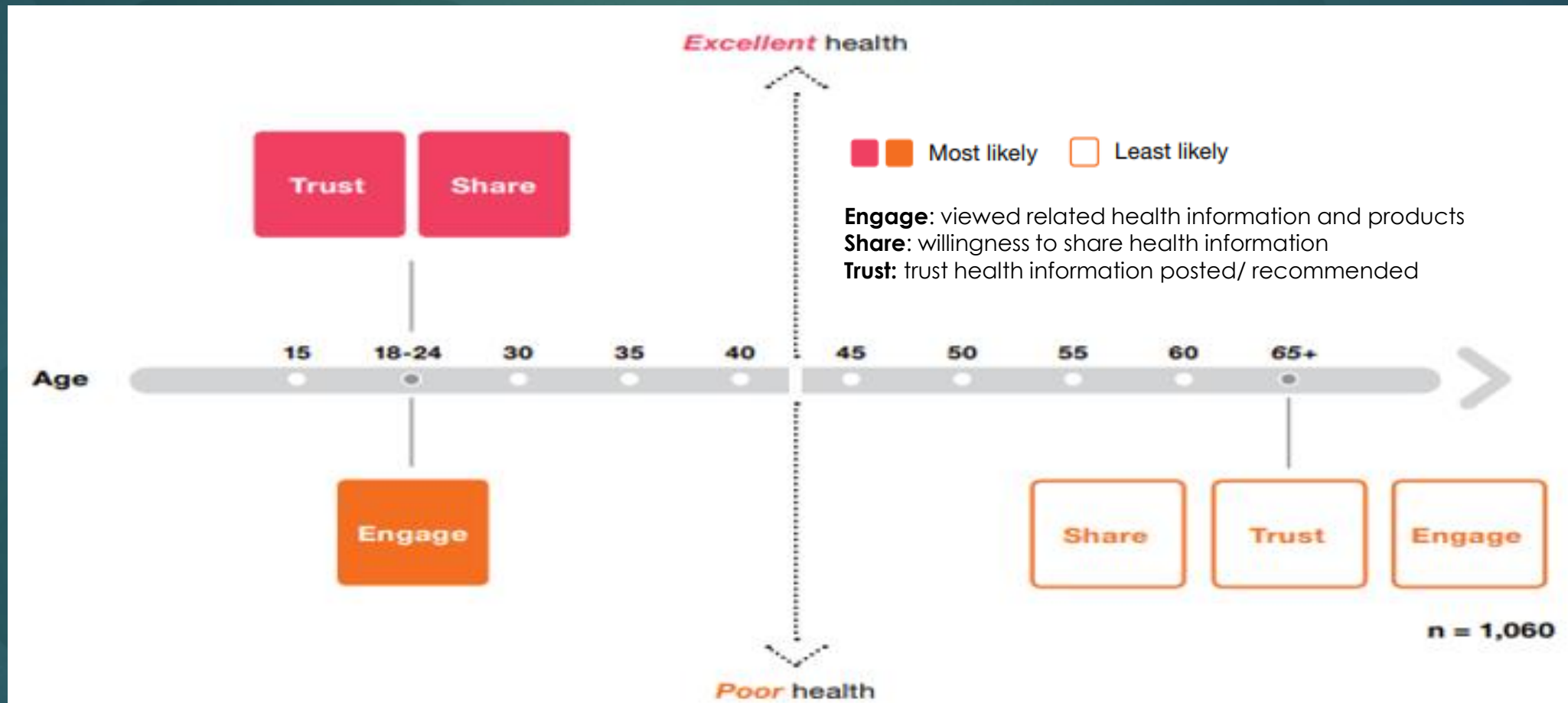
Content:
Registered
Medical
Personnel

Platform:
Facebook
Instagram
Physical

Reference:

- 19.2% of HKers undecided on health product (HKU, 2014).
- Health product consumption population with education above Tertiary is only 29.5% (Census and Statistics Department, 2006).

Customer preference on social media

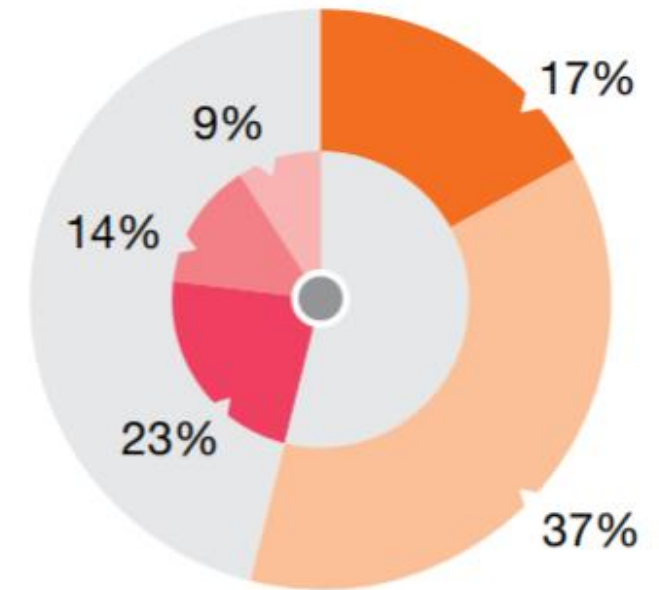


Source: PWC Health Research Institute(2012)

Customer feeling on online communication

Feel comfortable communicate with social media for health improvement

Immediate response and easy to access for the product information



n = 1,060

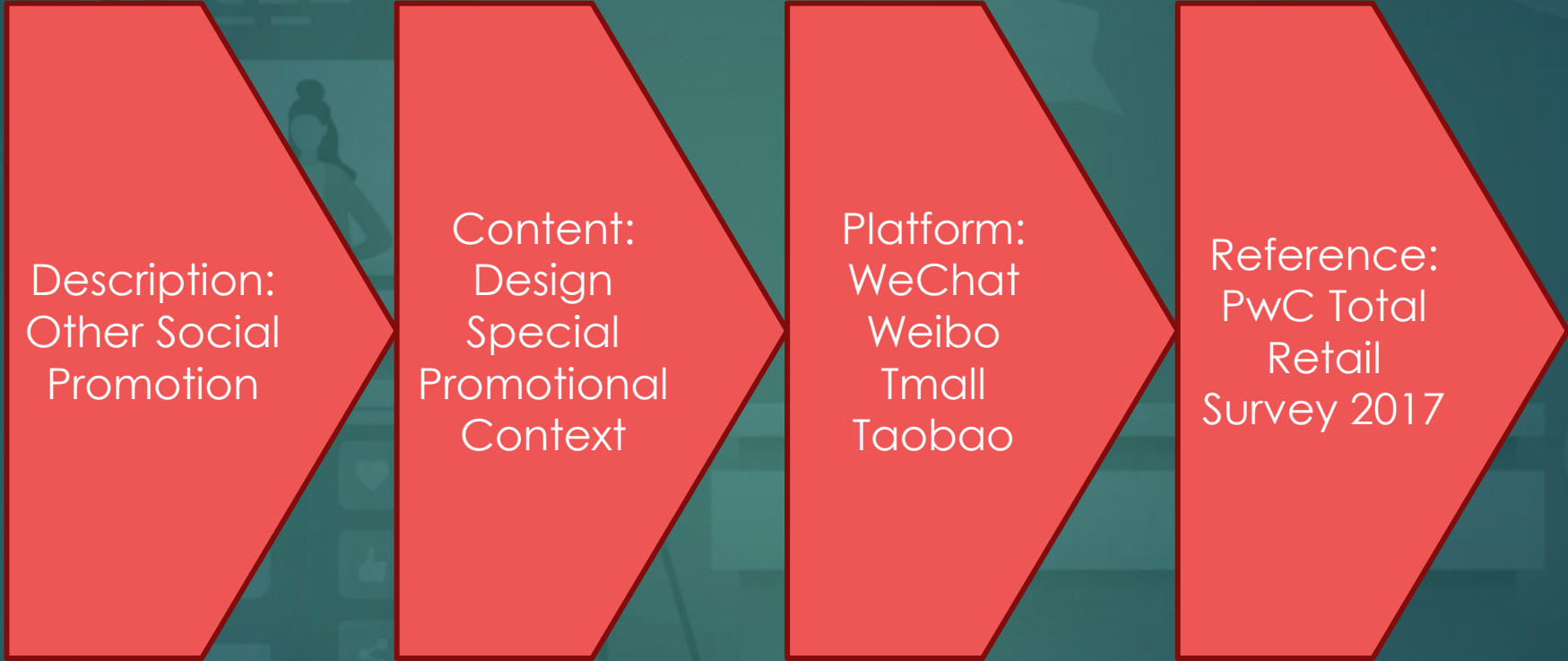
54% comfortable or very comfortable

- Very comfortable
- Comfortable
- I don't care
- Uncomfortable
- Very uncomfortable

Source: PWC Health Research Institute(2012)

Social Media Campaign

3. Other digital platform



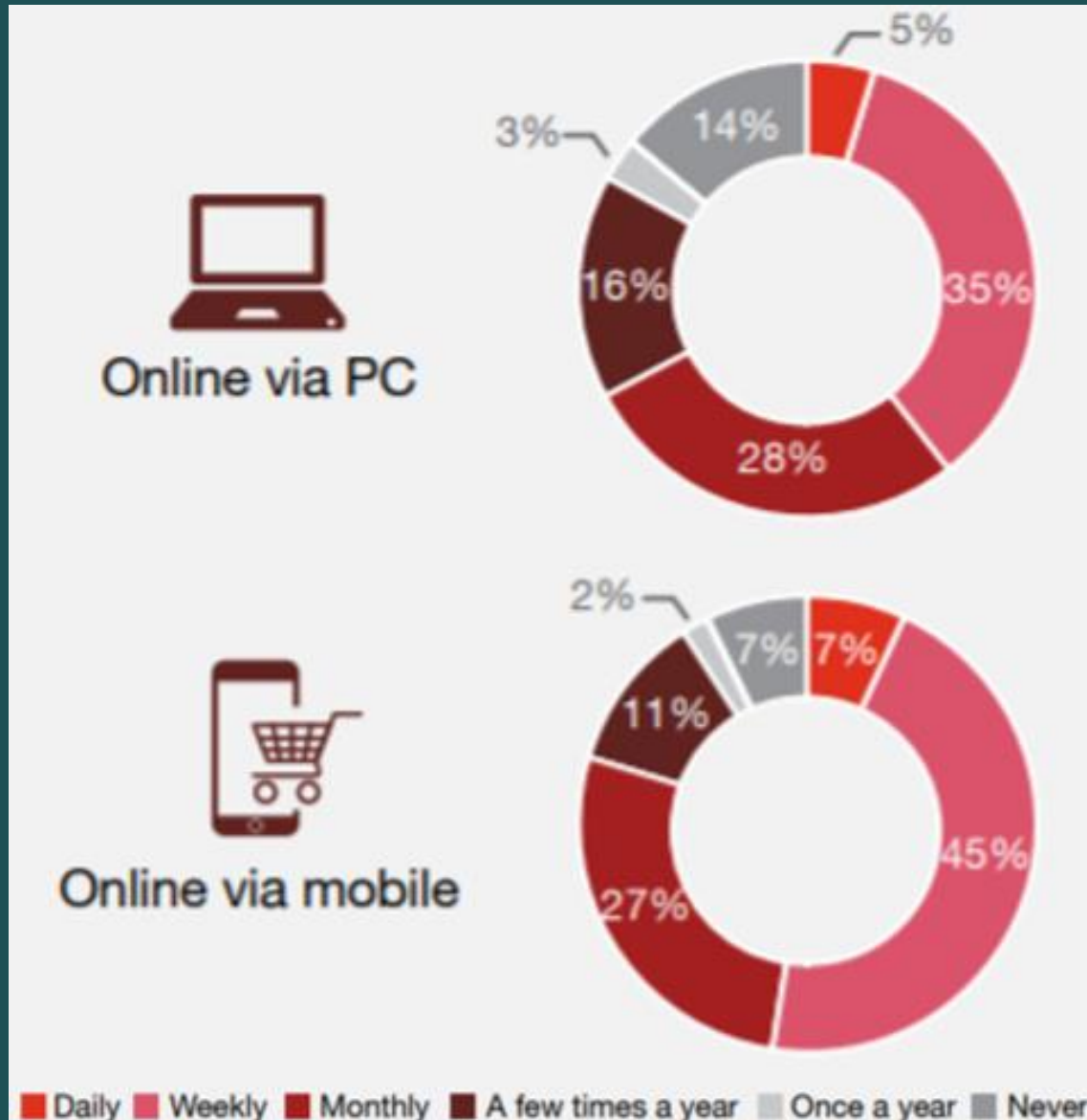
Description:
Other Social
Promotion

Content:
Design
Special
Promotional
Context

Platform:
WeChat
Weibo
Tmall
Taobao

Reference:
PwC Total
Retail
Survey 2017

Social media shopping behavior



Source: PwC (2017)

- PwC Total Retail Survey 2017:
 - More frequent online shopping behavior
 - 31% Chinese consumers click on related advertisement
 - 41% Chinese customer rely on social platforms for promotional offers

Social Media Campaign

4. Enhance Digital Experience

Description:
Enhanced
Social
Media
Platform
Promotion

Content:
Build and
Target Young
Adults with
Health
Consciousness

Platform:
Instagram
YouTube

Reference:
Instagram
users in
HK (Jan's
Tech Blog,
2021).

Why advertising in YouTube



70%

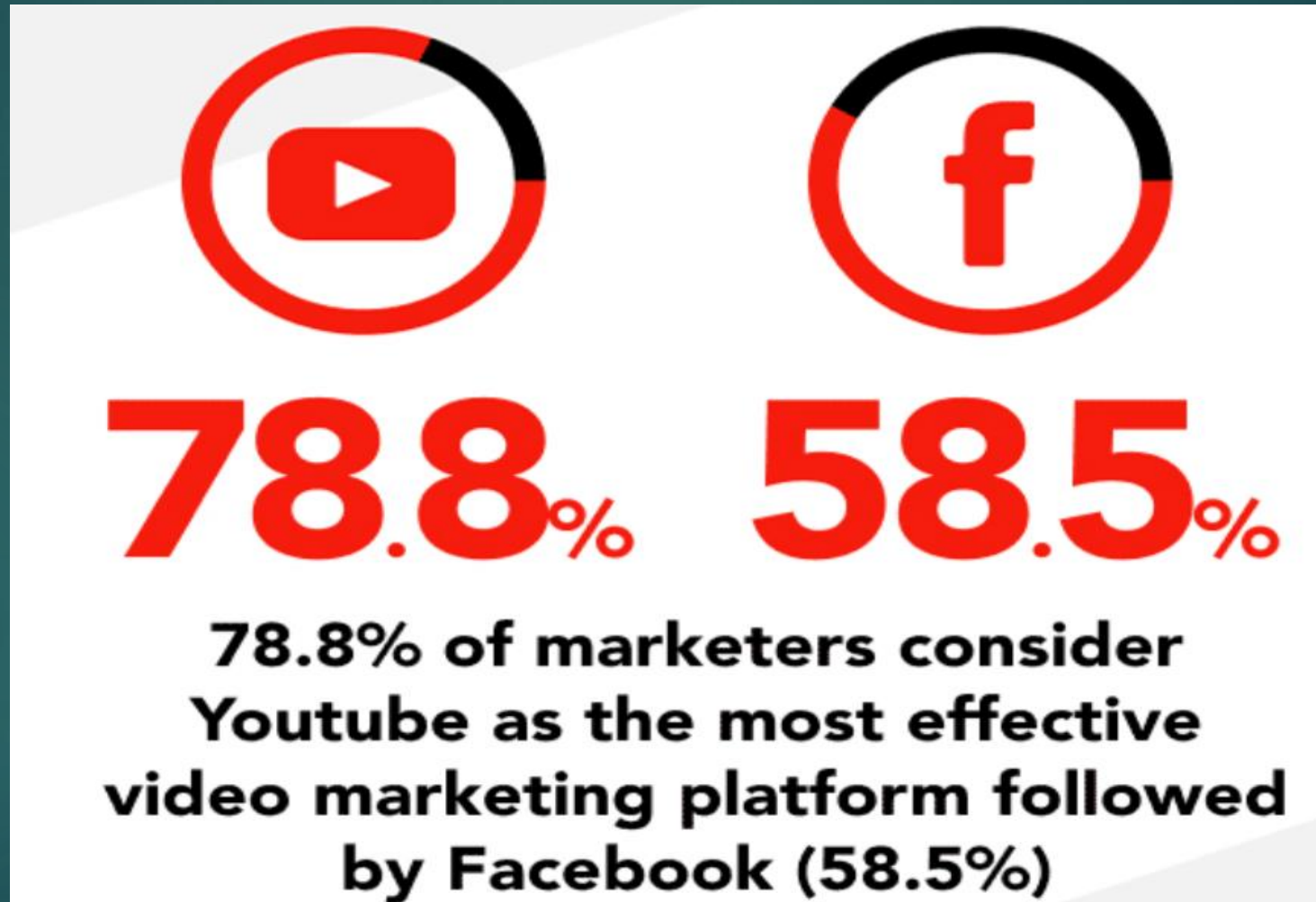
**of Youtube
short ads drive a
significant lift in
brand awareness**



90%

**of Youtube ads
drive a lift in
ad recall**

Why advertising in YouTube



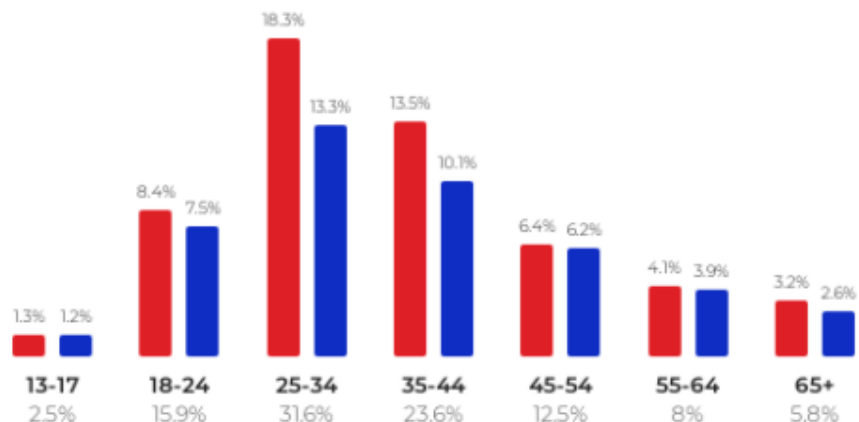
Source: Go Globe Website Design
Company Hong Kong (2019)

Facebook users in Hong Kong

Facebook users in Hong Kong
September 2018

5 342 000

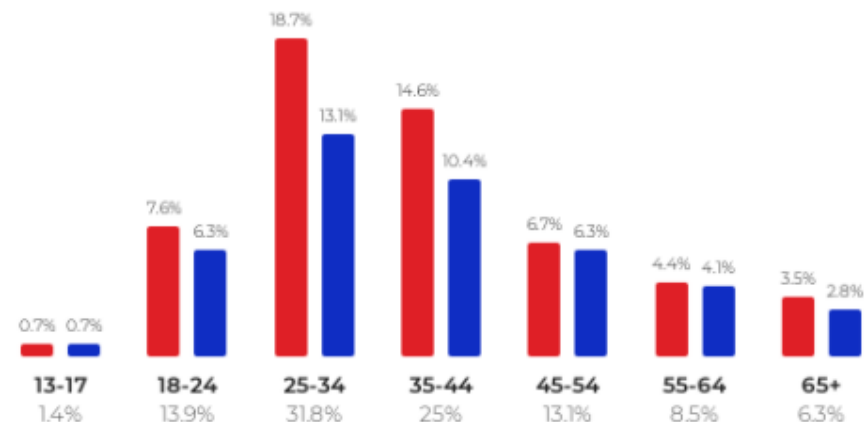
55.2% women
44.8% men



Facebook users in Hong Kong
April 2019

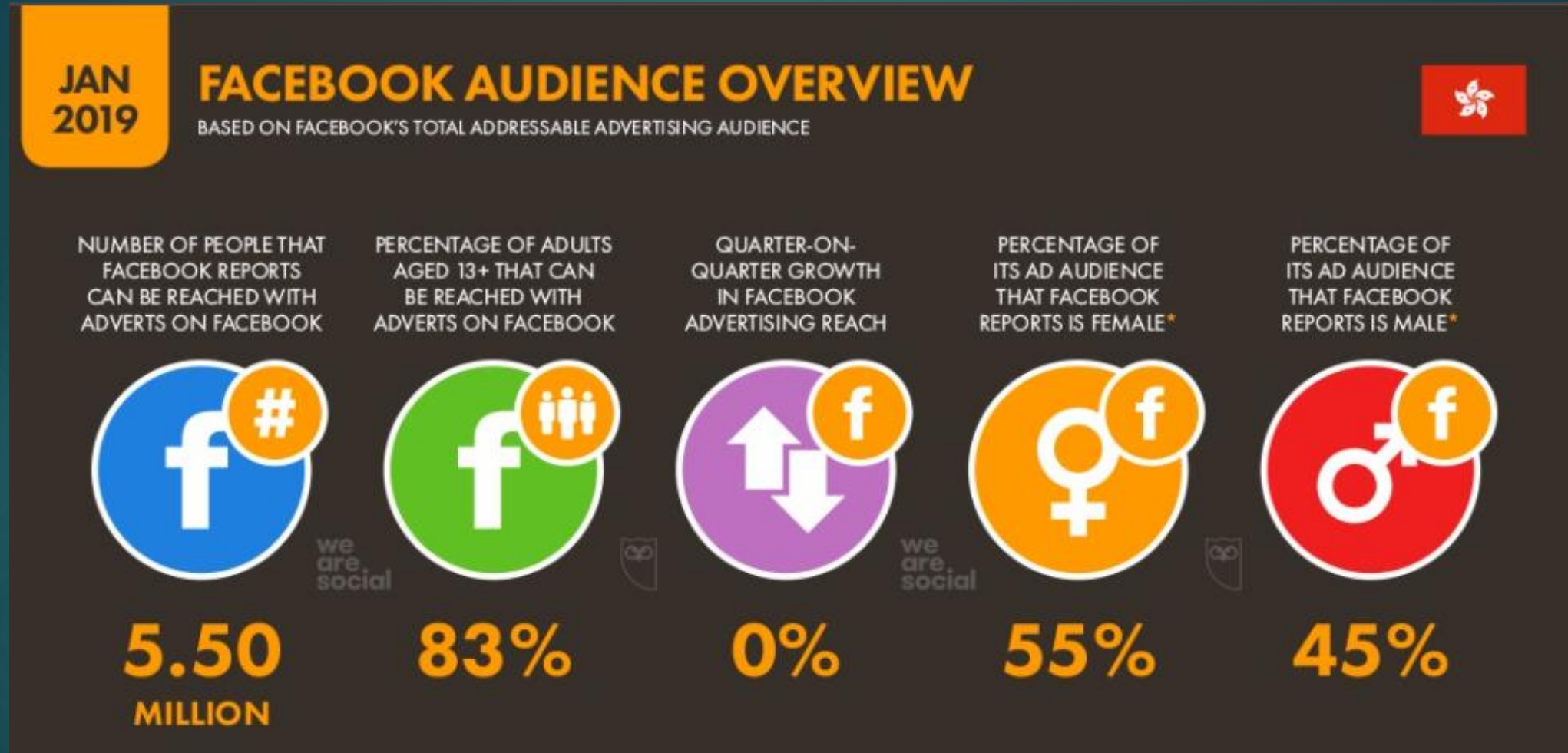
4 595 000

56.2% women
43.8% men



Source: Pokrop (2019)

Facebook audience overview



Source: Kepios Analysis (2019)

Implementation on Cardio Pro promotion





Monitor & Measurement

Implementation on Cardio Pro promotion

Monitor and measure the effectiveness by:

Number of viewers

Number of likes

Comments from viewers

Satisfaction level of viewers

Sales volume from direct interacting sales channels

Monitoring & Measurement

Project	Content	Target	Time Frame				Metrics
			Q1	Q2	Q3	Q4	
Enhanced Digital Experience	MultiChannel App Herbbie	All Customers					Increase CTR by 50% and Potential Conversion Rate
Personal Selling Live Streaming	Registered Nutritionist or Medical Doctor Consultation	Undecided Customers					Convince and Increase Undecided Sales by 50%
Other Social Promotion	WeChat Weibo Tmall Taobao	New Segment & Target Customers					Expand to New Market and Generate New Sales by 10-15% Q/Q
Enhanced Social Media Promotion	Instagram YouTube	Younger & Health-Conscious Customers					Increase 30-55 Old Adult Brand Awareness and Audience Rate by 25%
	Referrals Testimonials	All Customers					Bring Up Post Reach & SSoV by 30%
	Conversion Metrics						Lift Conversion & CTR Rates by 30%

A teal, abstract, brush-stroke-like graphic element on the left side of the image, resembling a stylized tree or a splash of paint.

Q&A

Reference

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