



LEVEL 7 ASSESSMENT SPECIFICATION

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Assignment Title:	Assignment 2	Word count (or equivalent):	15 minutes presentation
Submission deadline:	Submit PPT: 8 Jun 2019 Presentation: 9 Jun 2019	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.		

Assignment 2

Hoyu Co.,Ltd

Marketing Management
University of Wales Trinity Saint David
June 2019

Module Code: SBMA7138

Team Number: 3

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Agenda

1. Brief overview
2. Analysis of the competition
3. Traditional Advert
4. Strategy development
5. Conclusion & Recommendation
6. Reference

1

Brief overview

Brief overview

Company background

Hoyu Co.,Ltd.(ホーユー株式会社)

Largest hair color industry in Japan with major brands

- Bigen
- Cielo
- Beauteen
- Beautylabo

hoyu COLOR YOUR HEART

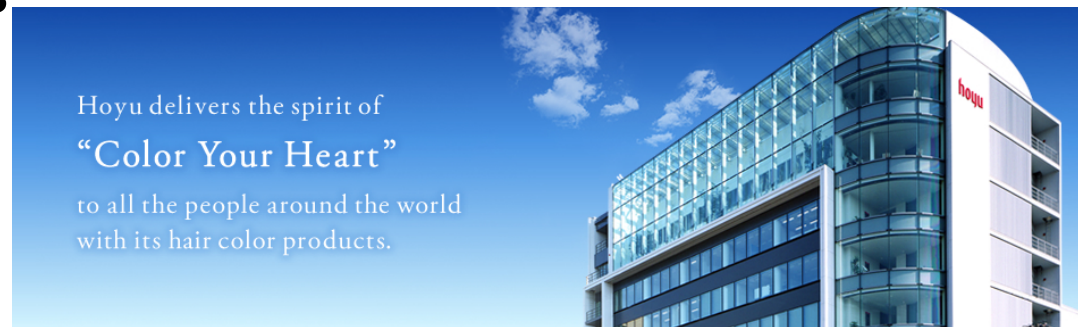


Brief overview

Company background

Hoyu Co.,Ltd.(ホーユー株式会社)

- Mainly manufacturer of **toiletries** and **pharmaceutical**
- Sells **hair coloring products**
- Founded in **1905** as a supplier of medical product and eventually settled for hair dyes
- **Largest market share** in Asian countries and leading provider in more than **70 countries**
- OEM production
- **“Color your heart”**



Men's Bigen One Touch Col



Beautylabo Milky Hair Colc



CIELO Designing Color



Promaster Applie

Brief overview

Global market size and growth rate forecast:

GLOBAL HAIR COLOR MARKET: KEY DRIVERS AND FIGURES

KEY MARKET FIGURES

TOTAL GRAY COVERAGE

The global hair color market by total gray coverage was valued at **\$8.65 billion** in 2016.

PERMANENT HAIR COLOR

The global permanent hair color market is growing at a **CAGR of 7.71%**.

TDS/TD FORMULATION

Global TDS/TD formulation hair color market contributed the highest revenue of **44.31%** in 2016.

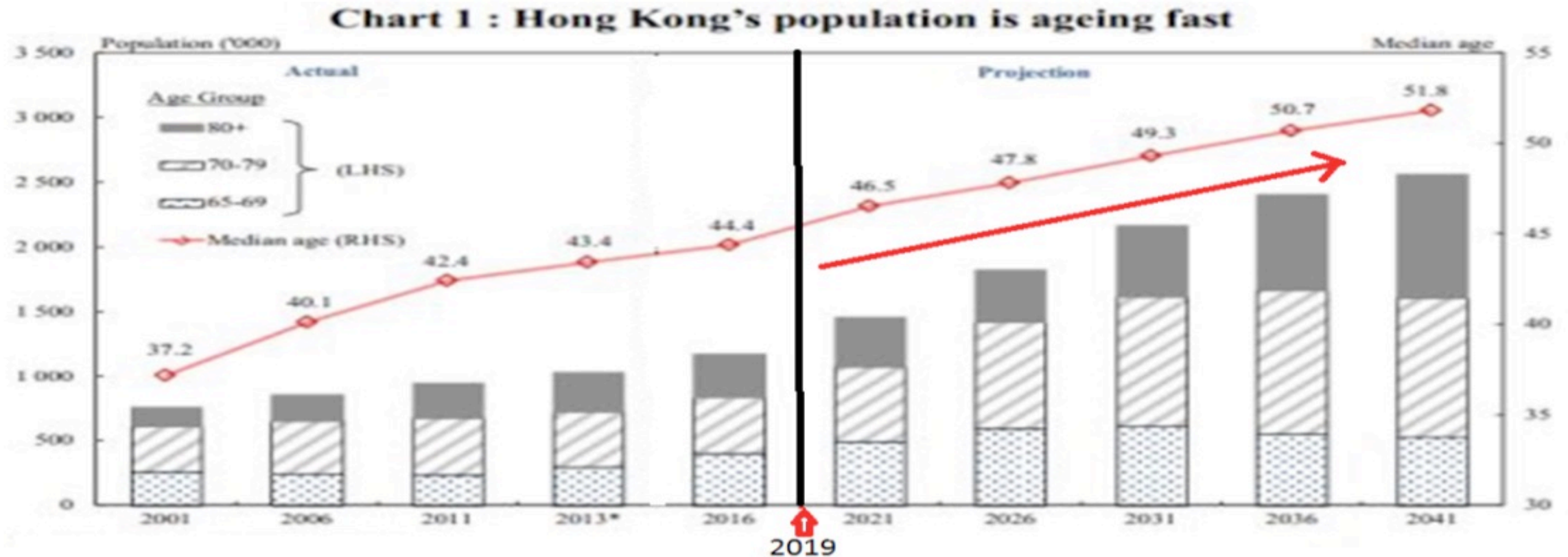
GLOBAL MARKET GROWTH



(Businesswire.com, 2017)

Brief overview

HK population aging fast to enlarge hair dye market size



(Graphic:Ctgoodjobs,2015)

Brief overview

Firms current position in social media

Bigen has a Facebook, simple webpage and TV advertisement currently

Facebook



Webpage

Webpage: <https://www.mensbigen-hk.com>



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TV commercial

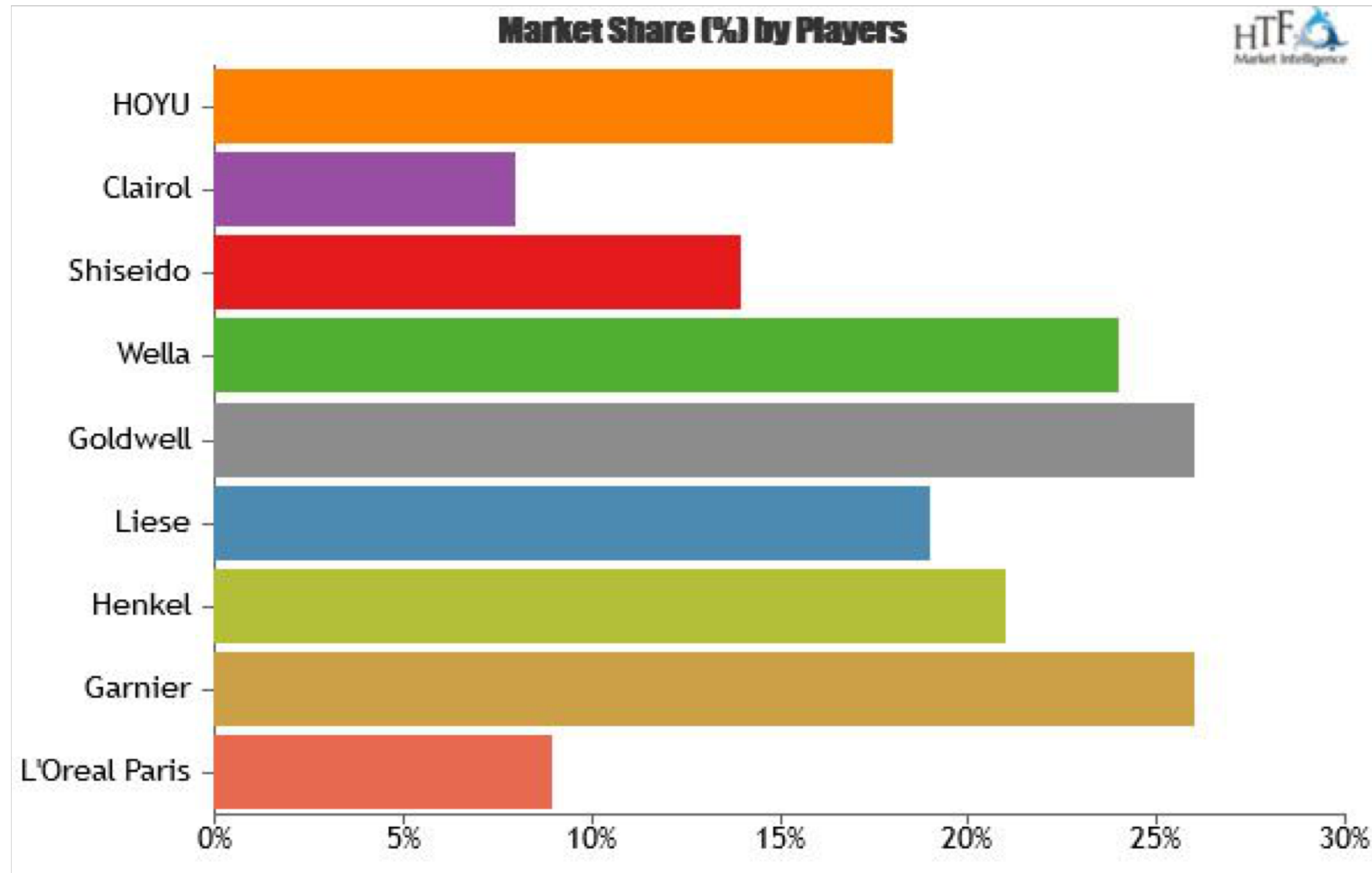


2

Analysis of the competition

Analysis of the competition

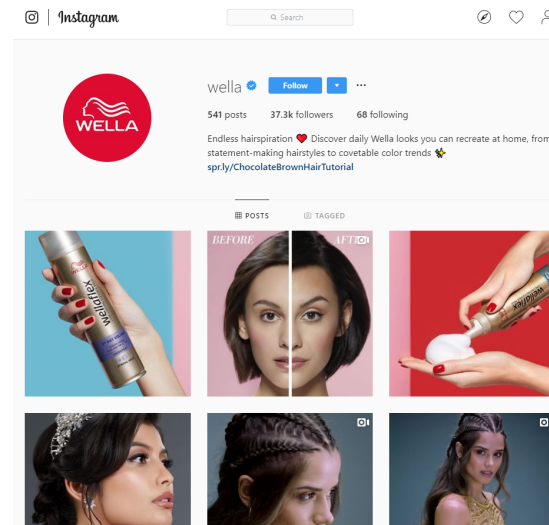
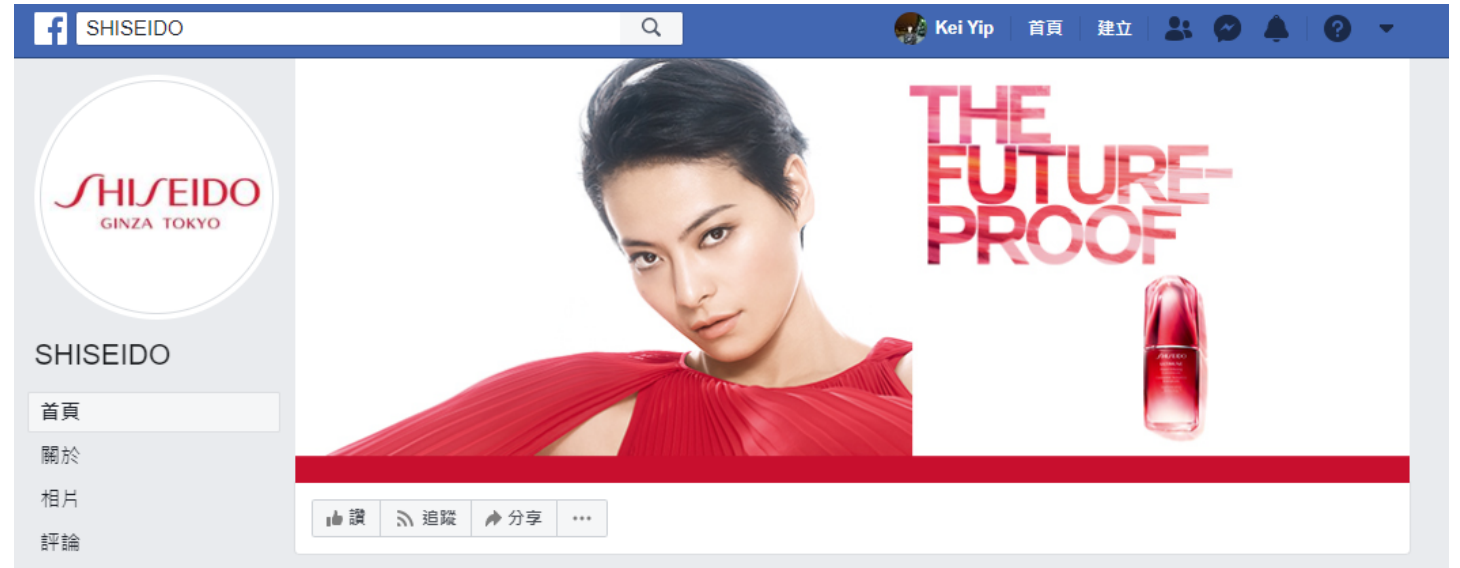
Analysis global top hair coloring players market share



(Graphic:Newsfinancialanalyst,2019)

Analysis of the competition

Competitors use the social media channels



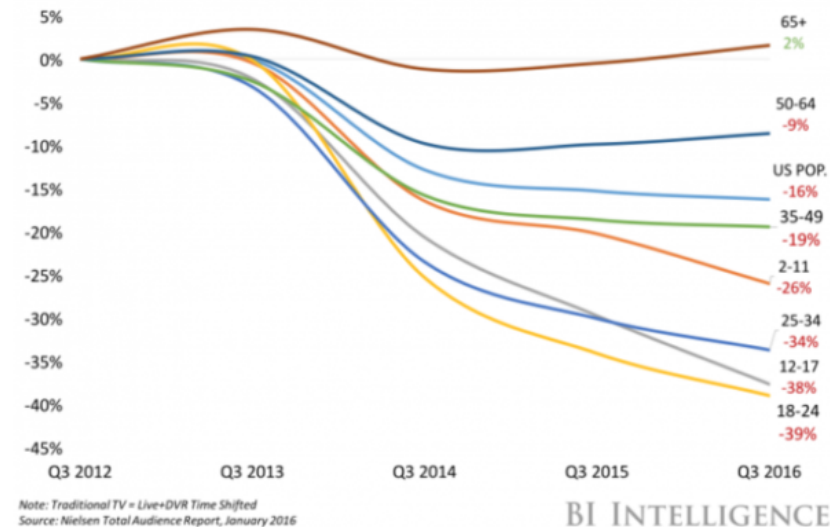
Analysis of the competition

Analysis the trend for Internet advertising

Trend

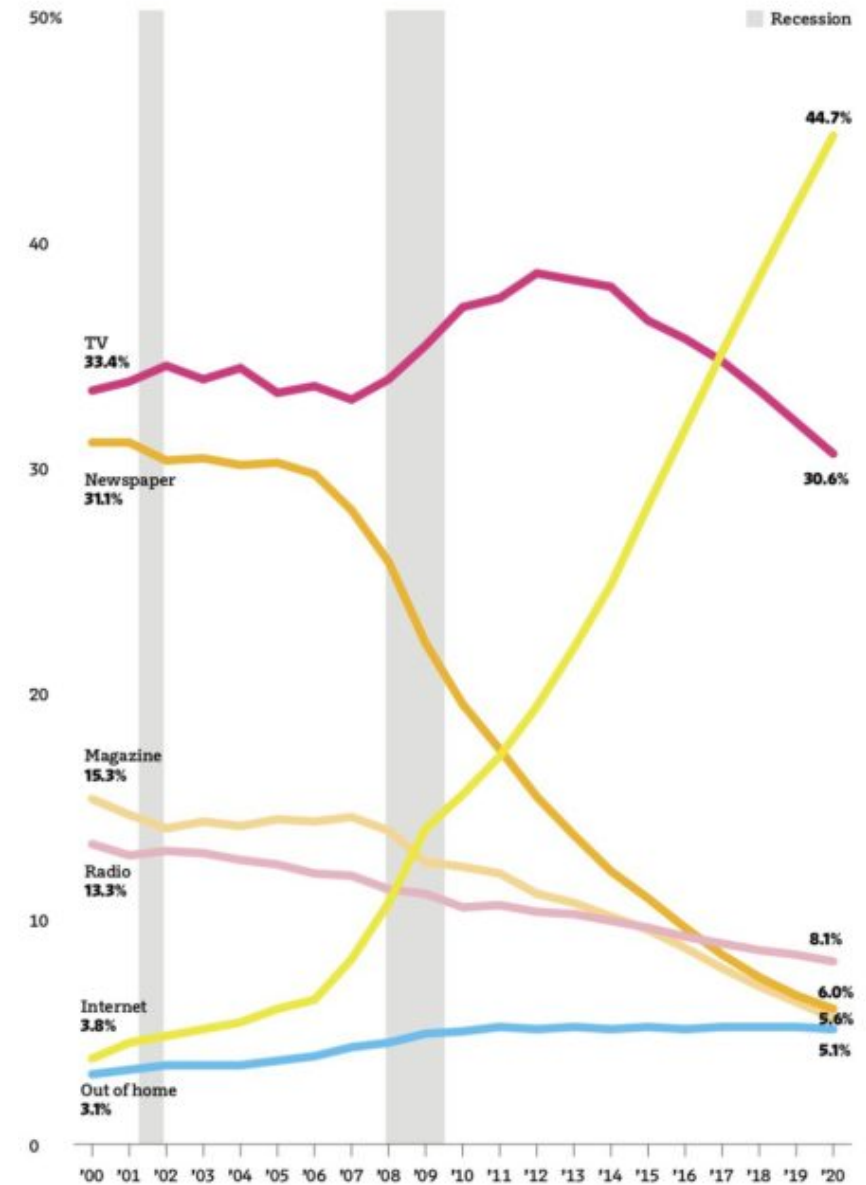
- People time spent on watch TV is dropping significantly
- Internet advertising keeps growing

Time Spent Watching Traditional TV, By Age Group
Percent change from Q3 2012 to Q3 2016



Share of U.S. ad spending by medium, 2000-2020

From Zenith. The media agency says the internet in 2017 passed TV to become the biggest U.S. ad medium.



Analysis of the competition

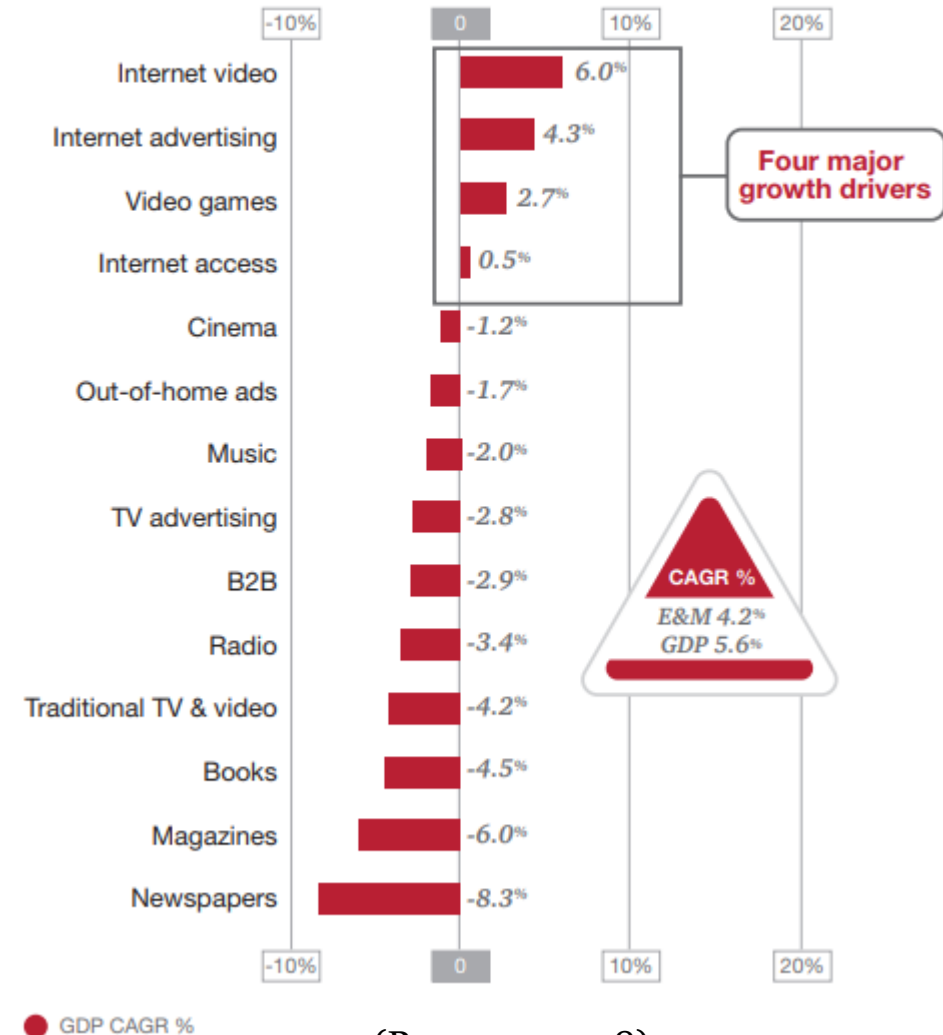
Analysis the trend for Internet advertising

Top four major growth drivers

- Internet video
- Internet advertising
- Video Games
- Internet access

Exhibit 6: Internet video, Internet ads, gaming, and access are the engines powering global E&M growth

CAGR minus GDP growth by segment, 2016–21



(Pwc.com, 2018)

Analysis of the competition

Analysis the trend for Internet advertising

Figure 2: Social networks are most influential when finding inspiration



37%

Social networks are rank first and it is the most influential online media used by shoppers around the world when finding inspiration for their purchases

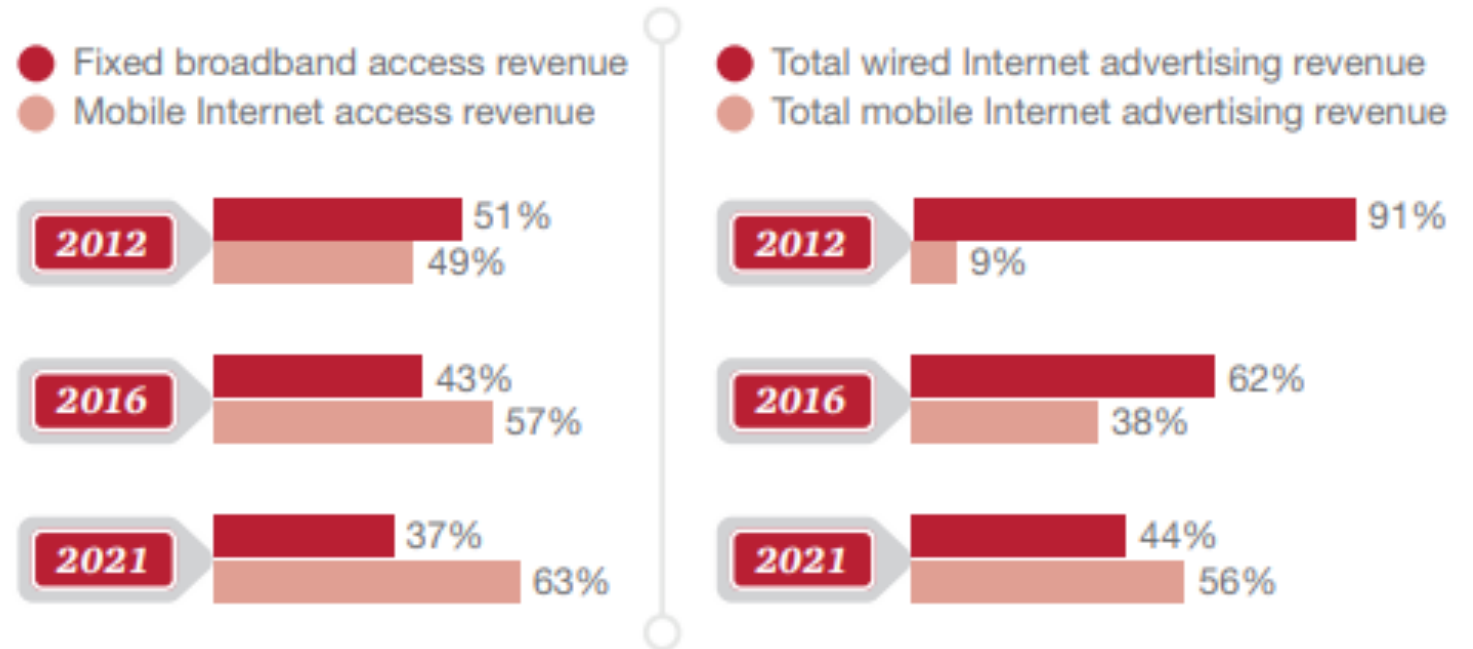
Analysis of the competition

Analysis the trend for Internet advertising

56%

The total mobile internet advertising revenue will be growth from 9% in the year 2012 to 56% in the year 2021. It can explain by people start to switch access the internet from PC/Laptop to mobile device.

Exhibit 20: Total Internet access revenue and Internet advertising revenue by make-up (%), 2012 vs. 2016 vs. 2021



Source: Global entertainment and media outlook 2017–2021, PwC, Ovum

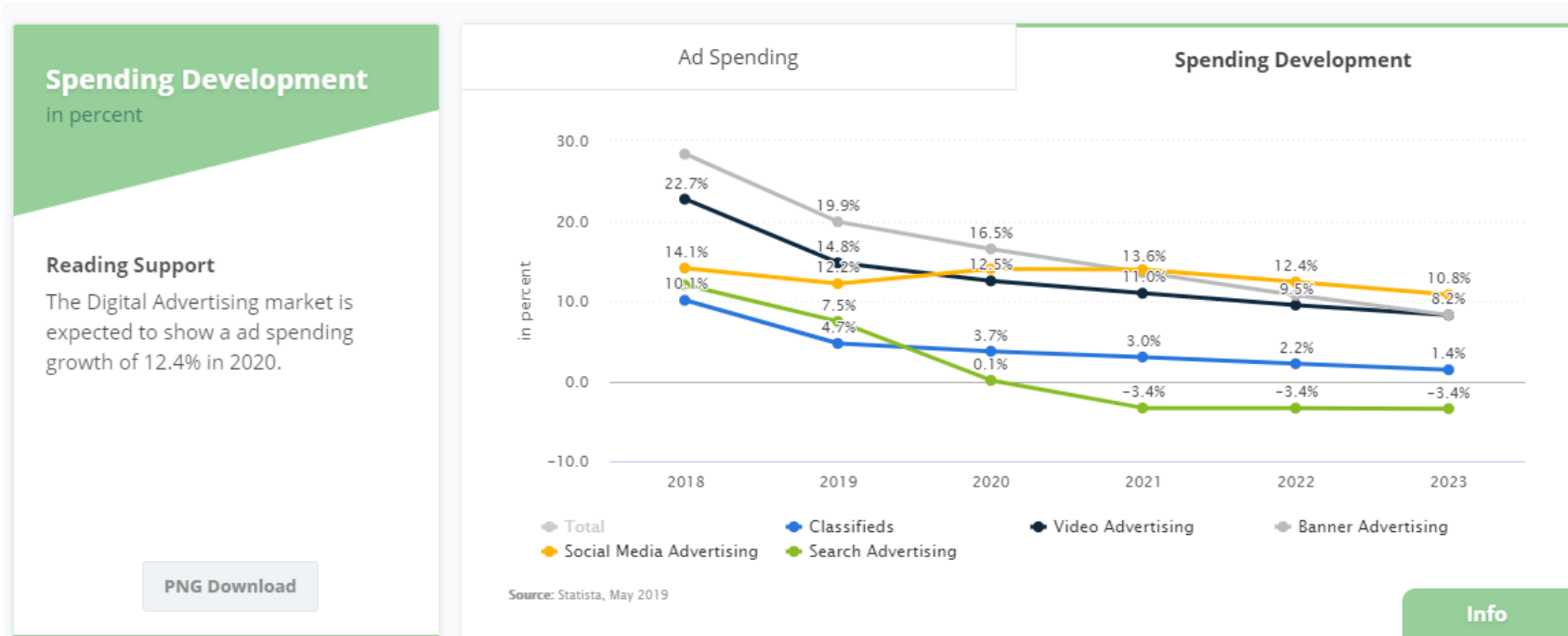
(Pwc.com, 2018)

Analysis of the competition

Hong Kong Digital Advertising Market

Trend

- Social media advertising will be top spending in HK for coming years in term of digital advertising



(Statista, 2019)

Analysis of the competition

Engagement rate - How much time do you spend on social media?

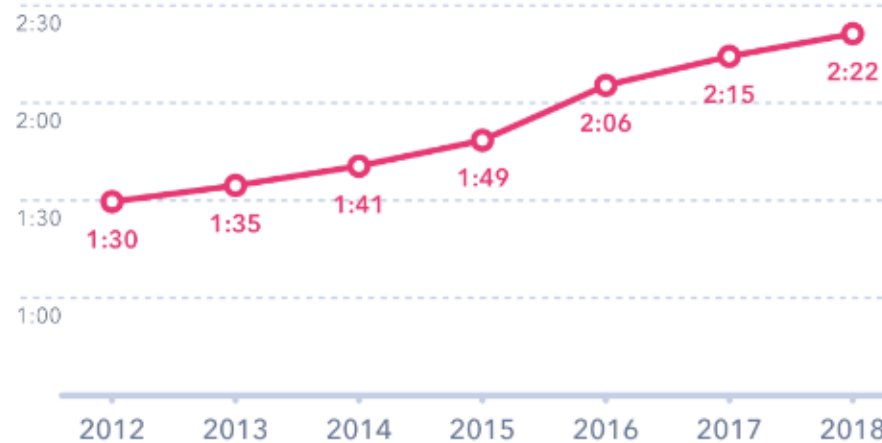
Daily time spent on social media

- Social media plays a significant role in our daily lives
- Potentially, Social Media have a better engagement rate

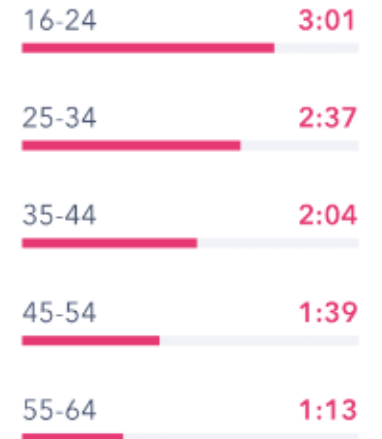
DAILY TIME SPENT ON SOCIAL MEDIA

Average h:mm spent engaging with/connected to social networks/services during a typical day

OVER TIME



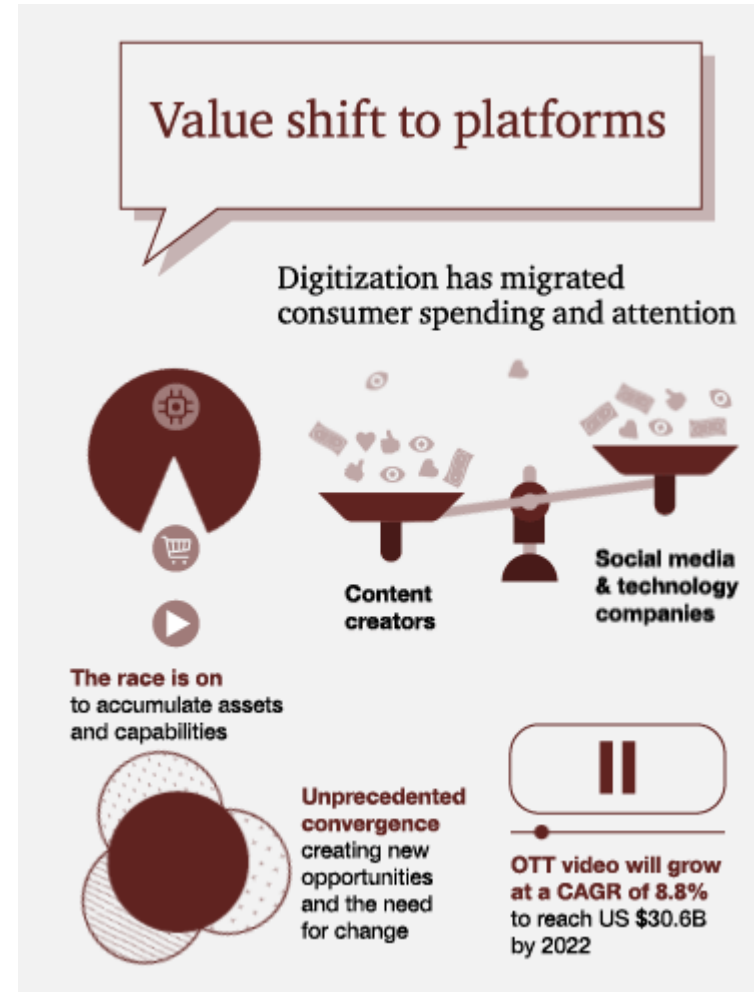
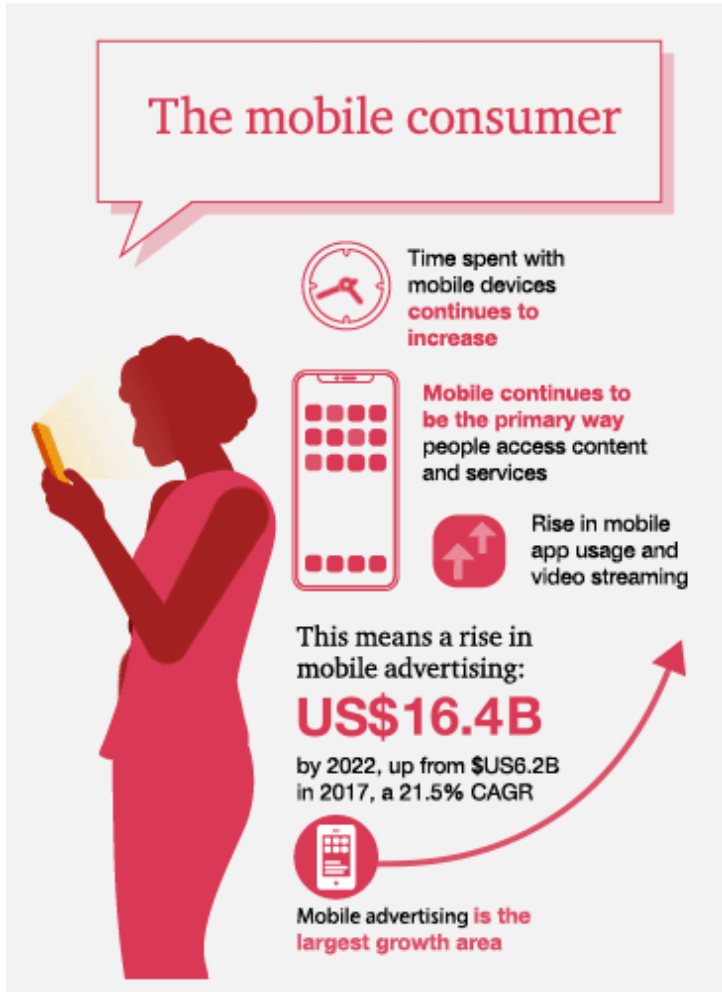
BY AGE



(Salim, 2019)

Analysis of the competition

Growth drivers



“

Base on the analysis, time spent with mobile devices continues to increase and the mobile continues to be the primary way people access content and services.

Beign should put more content into their existing social media and discover a new platform for improving their marketing share.

(PwC.com, 2017)

3

Traditional Advert

Traditional Advertisement

TV commercial



(Bigen, 1986) Bigen Hong Kong had mainly used traditional TV commercial Adv since 1986.

Traditional Advertisement

TV commercial Competitor - Salon de pro



Traditional Advertisement

Fight back



(Ulifestyle, 2017)

4

**Strategy
development**

Strategy development

Set goals and reach target customers



```
graph TD; A[Set goals and reach target customers] --> B[Use targeted media combinations, app and advertising]; B --> C[Educate the customers, build and deepen the product image]; C --> D[Establish a public relations image]; D --> E[Achieve company goal and increase revenue];
```

Use targeted media combinations, app and advertising

Educate the customers, build and deepen the product image

Establish a public relations image

Achieve company goal and increase revenue

Strategy development

Goals



10%

Increase the revenue by 10% in the first year after the promotion campaign of Bigen



40%

Increase the revenue by 40% in the third year after the promotion campaign of Bigen



20%

Increase the customer's recall rate by 20% after the promotion campaign of Bigen

Strategy development

Target Customers

- Segmentation : Age, Gender Neutral
- Targeting : Over 35 years old grey hair people who wants to look younger.
- Positioning : Quality and easy to use hair dyeing



Strategy development

Estimate target customers market size: Hong Kong grey hair group size in 2018

Why age 35?

- Medical study show, age 35+, hair starts turning grey(Robert H.S,2017), They will start to use hair dye product



Age group	End-2018 [#]			
	Male ('000)	Female ('000)	Both sexes ('000)	Both Sexes (% of total population)
0 - 4	144.3	133.9	278.2	3.7
5 - 9	155.9	146.1	302.0	4.0
10 - 14	146.0	139.3	285.3	3.8
15 - 19	148.8	141.1	289.9	3.9
20 - 24	206.8	211.1	417.9	5.6
25 - 29	226.2	266.6	492.8	6.6
30 - 34	227.8	331.1	558.9	7.5
35 - 39	238.2	370.1	608.3	8.1
40 - 44	228.5	338.0	566.5	7.6
45 - 49	241.1	338.2	579.3	7.7
50 - 54	261.2	328.0	589.2	7.9
55 - 59	307.5	337.2	644.7	8.6
60 - 64	279.7	288.5	568.2	7.6
65 - 69	214.3	221.5	435.8	5.8
70 - 74	145.4	148.6	294.0	3.9
75 - 79	94.3	94.6	188.9	2.5
80 - 84	78.9	95.8	174.7	2.3
>= 85	75.0	132.9	207.9	2.8
All age groups	3 419.9	4 062.6	7 482.5	100.0

(Censtatd.gov.hk, 2019)

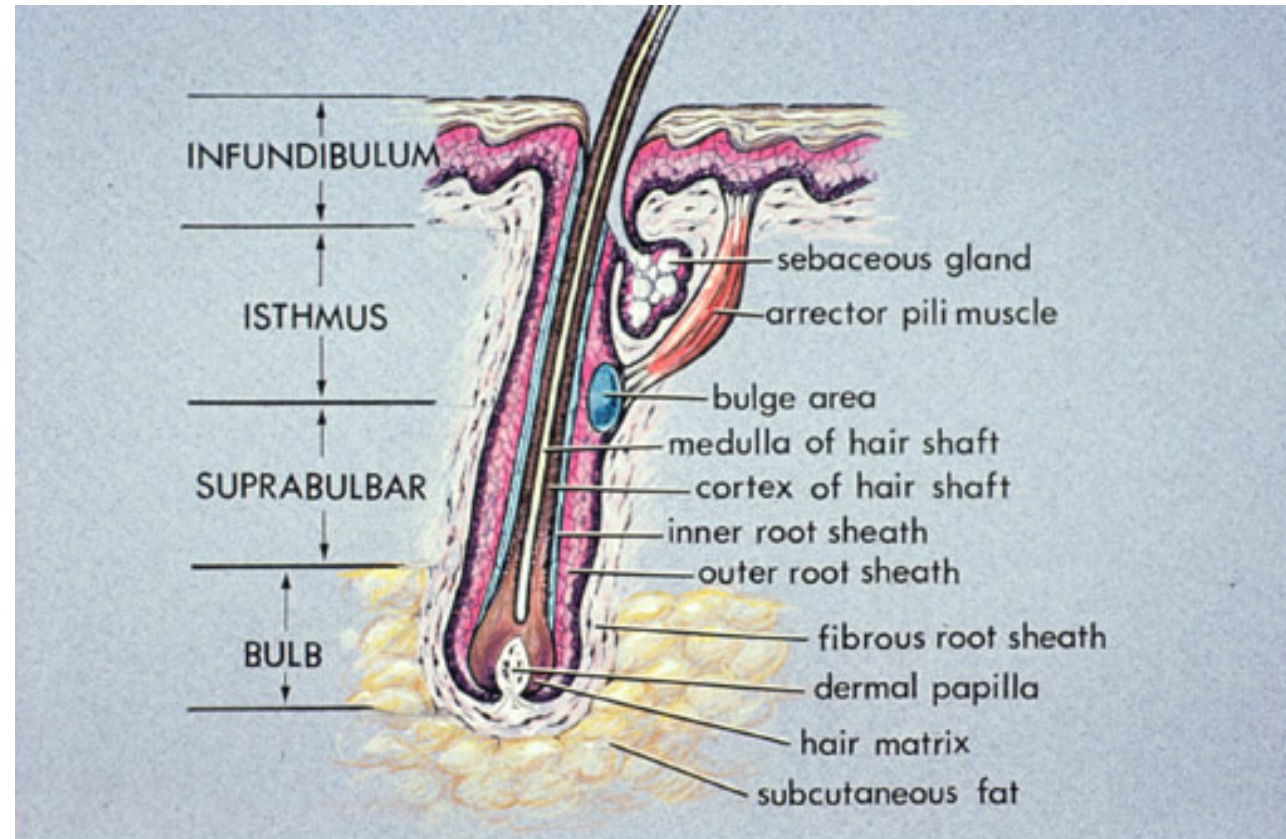
Strategy development

Educating our target customer

“

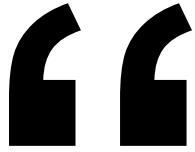
Hair greying appears to be a consequence of an overall and specific depletion of bulb and outer root sheath melanocytes of human hair (Commo et al., 2004)

Human Hair Follicle



Strategy development

Educating our target customer



The '50' rule of thumb

‘at age 50 years, 50% of the population has at least 50% grey hair’. Is it true?

Answer: The worldwide survey stated the global range was 6-23% population (Panhard et al., 2012)

By educating our target customers, we build a professional brand image



Strategy development

Target media

Why Facebook?

Facebook's Hong Kong users in April 2019 by napolencat (2019)

- **4 595 000** Facebook users who are about **61.2%** of HK population.
- **Gender: Women 56.2%/Men 43.8%**
- **Features: Advertising** (easy to use & quality hair dye) , **sharing photo and video etc.**(Facebook, 2019)



Facebook users in Hong Kong
April 2019



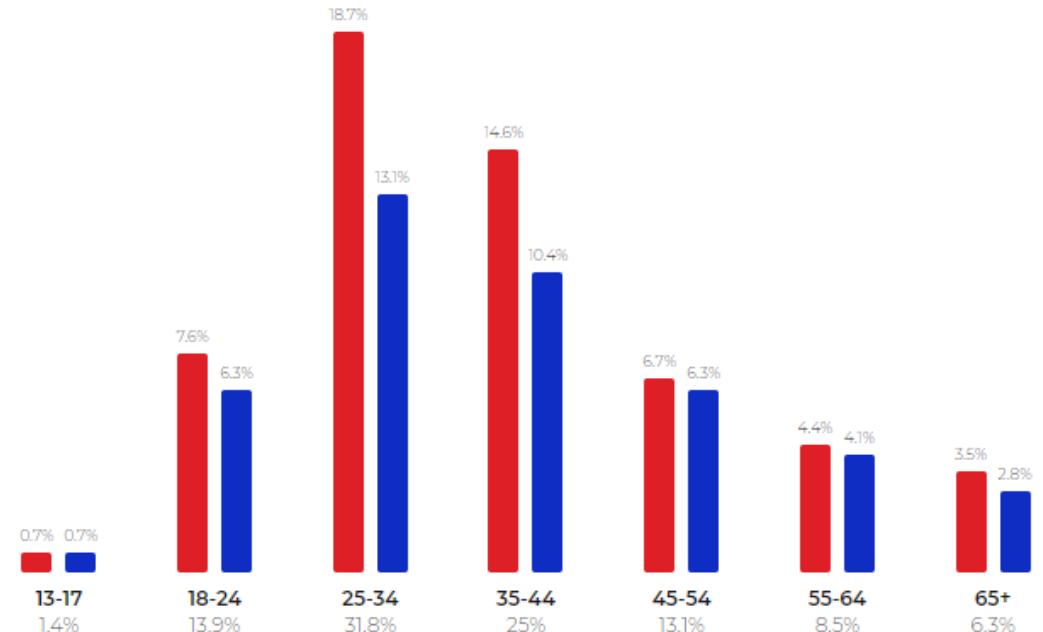
 **4 595 000**



56.2%
women



43.8%
men



NapoleonCat.

Source: NapoleonCat.com

(Napoleoncat, 2019a)

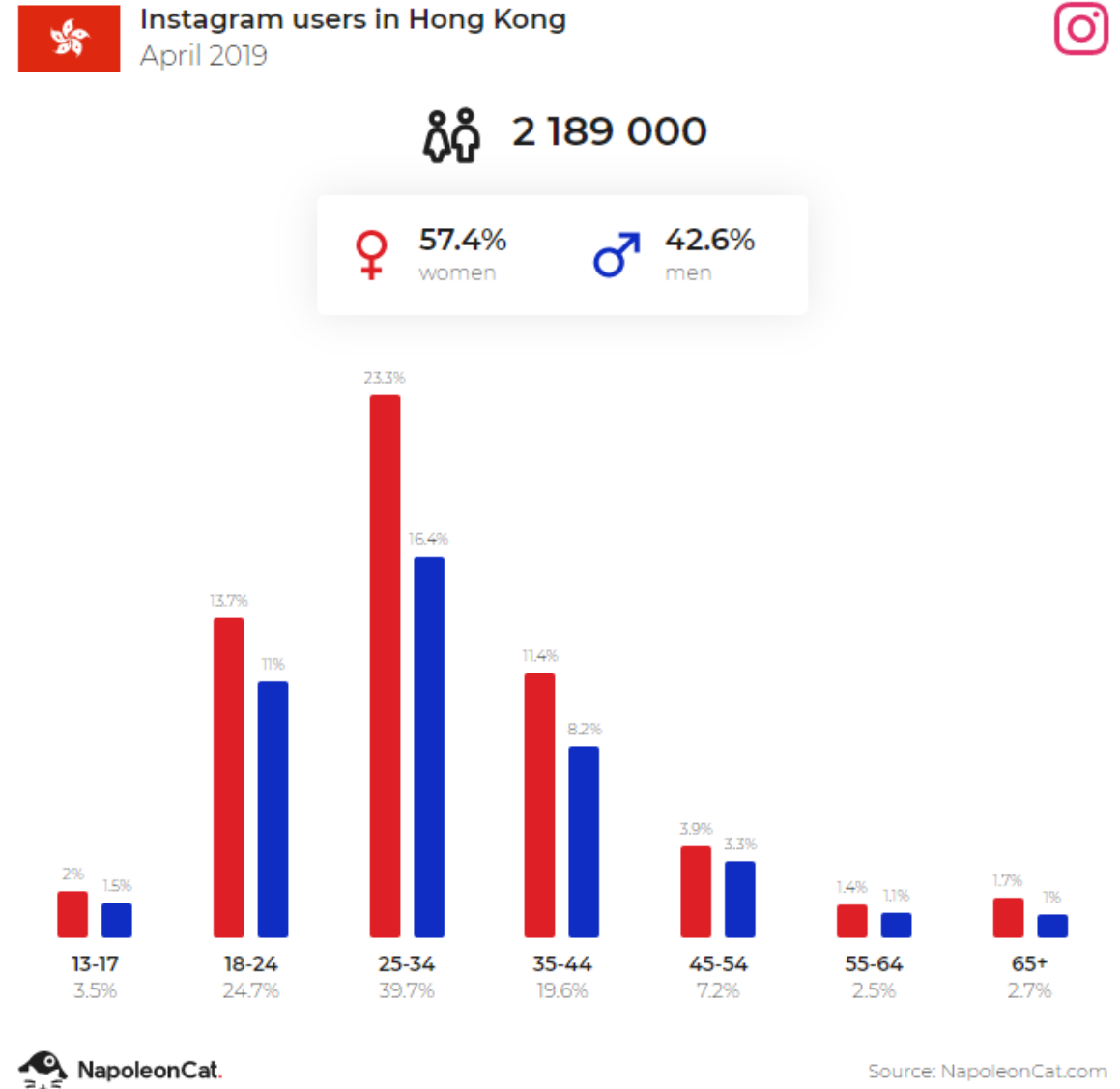
Strategy development

Target media

Why Instagram?

Instagram's Hong Kong users in April 2019 by napolencat (2019)

- **2 189 000** Instagram users who are about **29.2%** of HK population.
- **Gender: Women 57.4% / Men 42.6%**
- **Features: Advertising**(easy to use & quality hair dye), **upload video, tap location on photo to share etc.** (Instagram, 2019)



Strategy development

Social media combinations with mobile app

Create a company mobile phone app in Hong Kong

Feature:

- Membership
- Internet order
- Promotion campaign
- Provide member benefit
- Company news - easy to use and quality hair dye
- Direct link to “Company Webpage”, “Facebook”, “Youtube”, “Instagram etc.



Strategy development

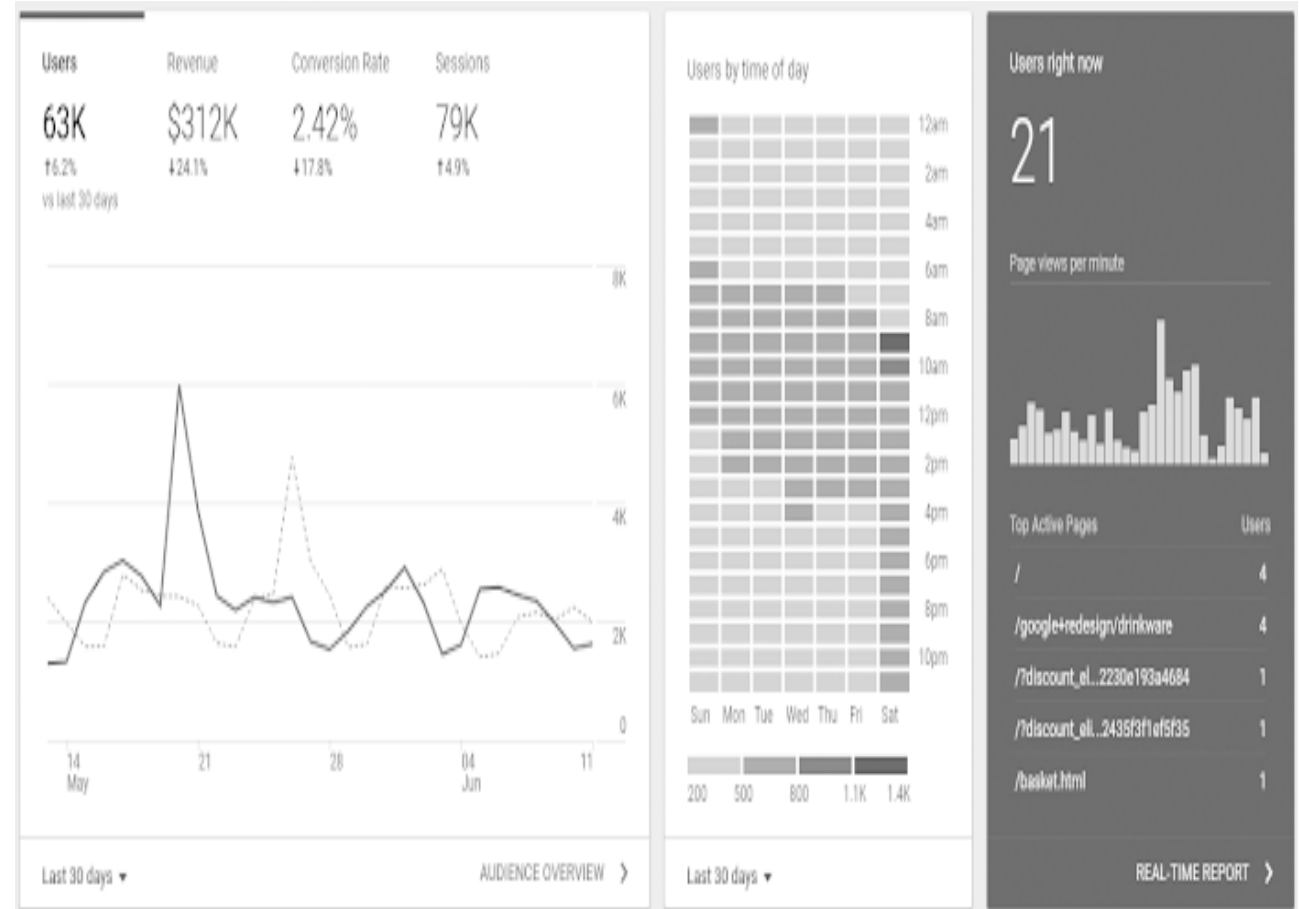
Monitoring and measuring:



Google Analytics

Tools

- Google Analytics by Google(2019)
 - Measure your advertising's ROI (return on investment) by sum of all social media actions which create value.
 - Report the data of number users, sessions, bounce rate and sessions duration.



(Google, 2019)

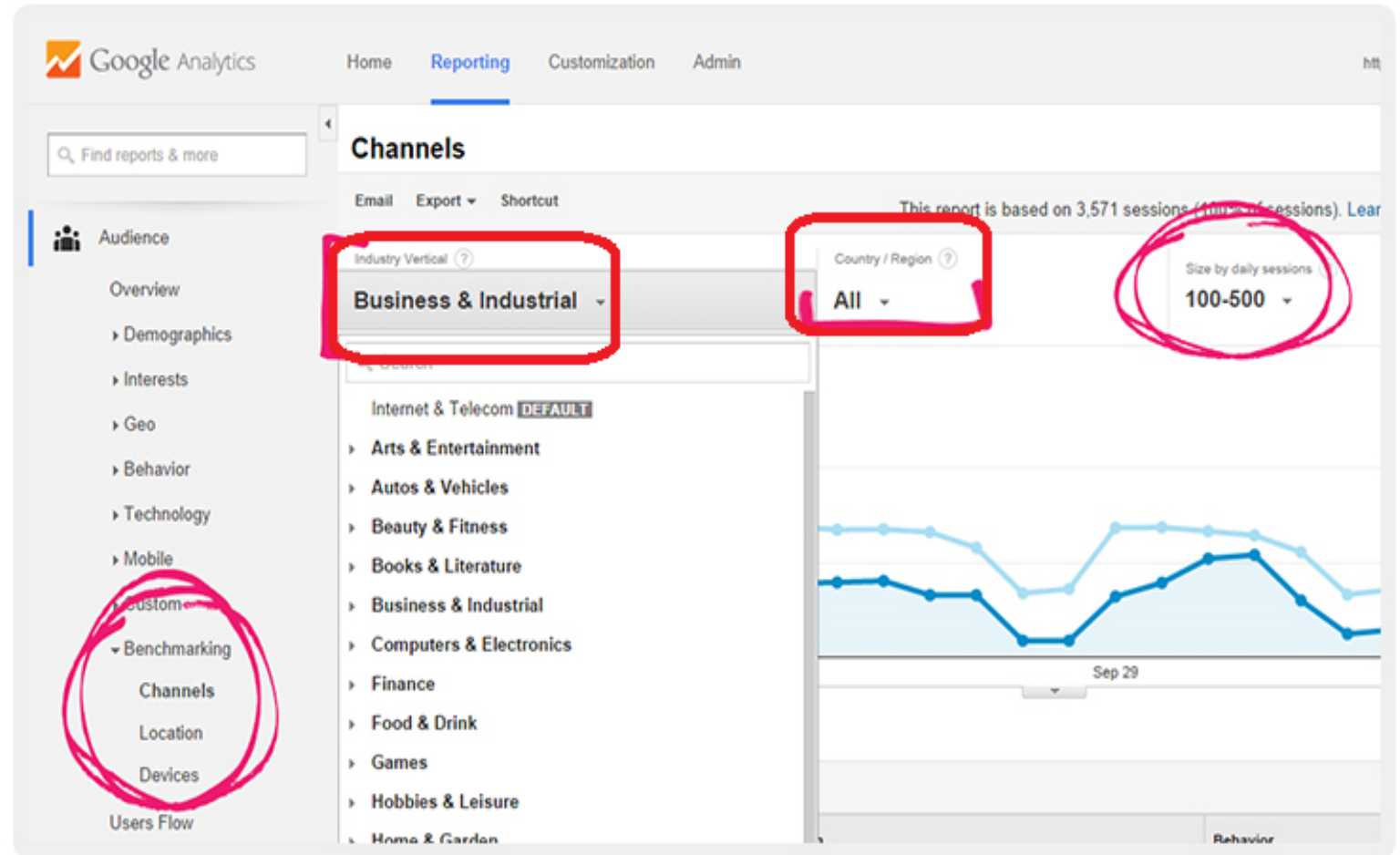
Strategy development

Monitoring and measuring: Benchmarking reports

Google Analytics Benchmarking Reports by whereowere (2014).

Channels reporting:

- Industrial (i.e.: Hair care)
- Country/Region (i.e.: H K)
- Channels (i.e.: All social media, email etc.)
- Useful for tabs on competitors



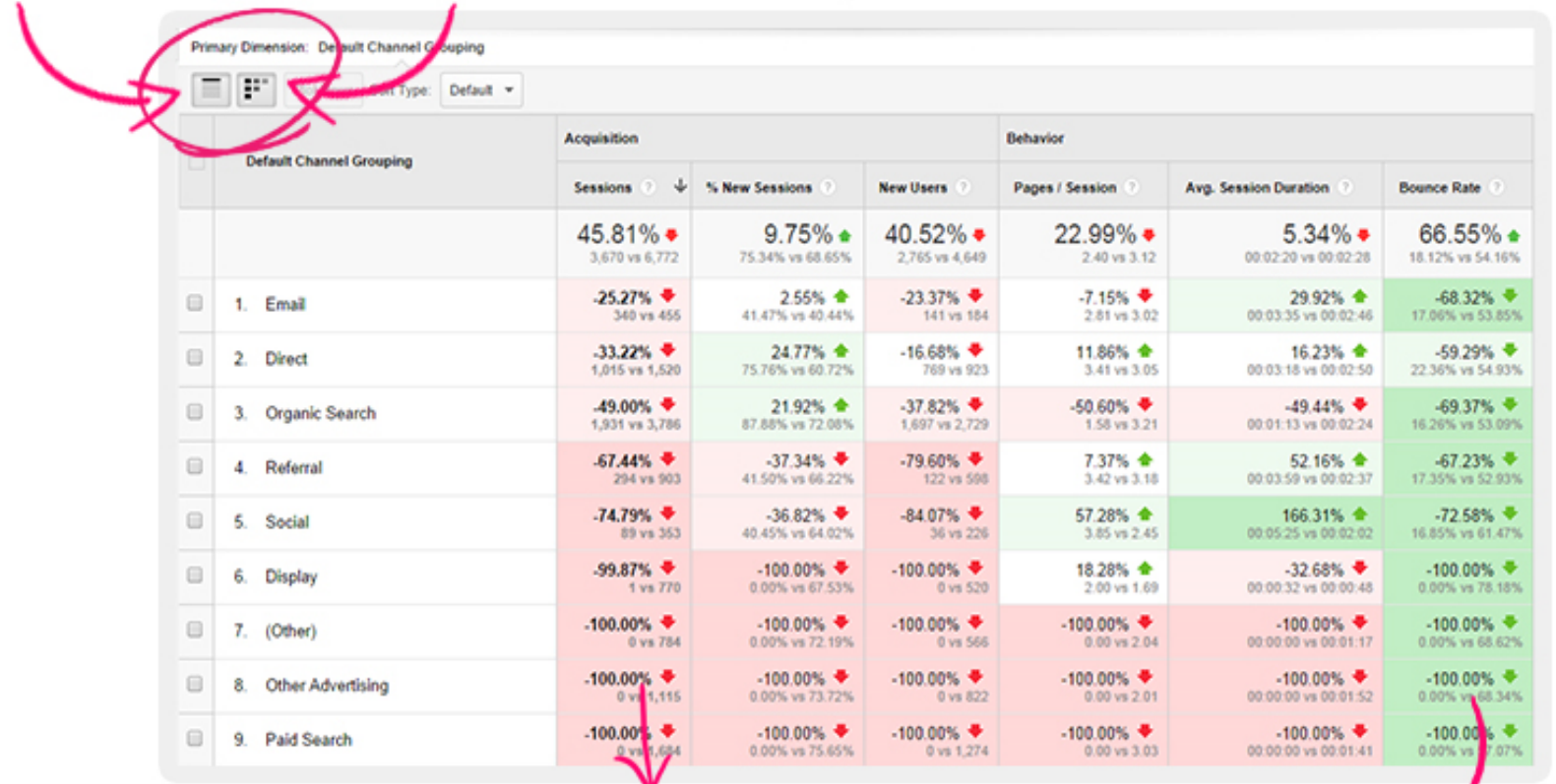
(Whereowere, 2014)

Strategy development

Benchmarking reports

Useful for keeping track
for the marketing efforts

Turn on/off metric values. Turn on/off colored heat map.

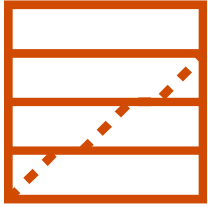


Primary Dimension: Default Channel Grouping		Acquisition			Behavior		
Default Channel Grouping		Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
		45.81% 3,670 vs 6,772	9.75% 75.34% vs 68.65%	40.52% 2,765 vs 4,649	22.99% 2.40 vs 3.12	5.34% 00:02:20 vs 00:02:28	66.55% 18.12% vs 54.16%
1. Email		-25.27% 340 vs 455	2.55% 41.47% vs 40.44%	-23.37% 141 vs 184	-7.15% 2.81 vs 3.02	29.92% 00:03:35 vs 00:02:46	-68.32% 17.06% vs 53.85%
2. Direct		-33.22% 1,015 vs 1,520	24.77% 75.76% vs 60.72%	-16.68% 769 vs 923	11.86% 3.41 vs 3.05	16.23% 00:03:18 vs 00:02:50	-59.29% 22.36% vs 54.93%
3. Organic Search		-49.00% 1,931 vs 3,786	21.92% 87.88% vs 72.08%	-37.82% 1,697 vs 2,729	-50.60% 1.58 vs 3.21	-49.44% 00:01:13 vs 00:02:24	-69.37% 16.26% vs 53.09%
4. Referral		-67.44% 294 vs 903	-37.34% 41.50% vs 66.22%	-79.60% 122 vs 598	7.37% 3.42 vs 3.18	52.16% 00:03:59 vs 00:02:37	-67.23% 17.35% vs 52.93%
5. Social		-74.79% 89 vs 363	-36.82% 40.45% vs 64.02%	-84.07% 36 vs 226	57.28% 3.85 vs 2.45	166.31% 00:05:25 vs 00:02:02	-72.58% 16.85% vs 61.47%
6. Display		-99.87% 1 vs 770	-100.00% 0.00% vs 67.53%	-100.00% 0 vs 520	18.28% 2.00 vs 1.69	-32.68% 00:00:32 vs 00:00:48	-100.00% 0.00% vs 78.18%
7. (Other)		-100.00% 0 vs 784	-100.00% 0.00% vs 72.19%	-100.00% 0 vs 566	-100.00% 0.00 vs 2.04	-100.00% 00:00:00 vs 00:01:17	-100.00% 0.00% vs 68.62%
8. Other Advertising		-100.00% 0 vs 1,115	-100.00% 0.00% vs 73.72%	-100.00% 0 vs 822	-100.00% 0.00 vs 2.01	-100.00% 00:00:00 vs 00:01:52	-100.00% 0.00% vs 68.34%
9. Paid Search		-100.00% 0 vs 1,684	-100.00% 0.00% vs 75.65%	-100.00% 0 vs 1,274	-100.00% 0.00 vs 3.03	-100.00% 00:00:00 vs 00:01:41	-100.00% 0.00% vs 77.07%

Negative numbers indicate the value is underperforming.
Positive numbers indicate the value is outperforming the industry average.

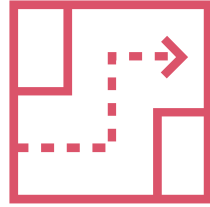
Strategy development

Benchmarking reports dive into the details - key metrics (google,2019)



Web traffic

- Number of people who go to your website daily



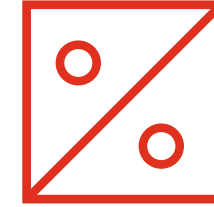
Length of visit

- Judge the effectiveness by the number of people how long a person visits your site



Page views

- Establish how many people download or stream your content



Clicks

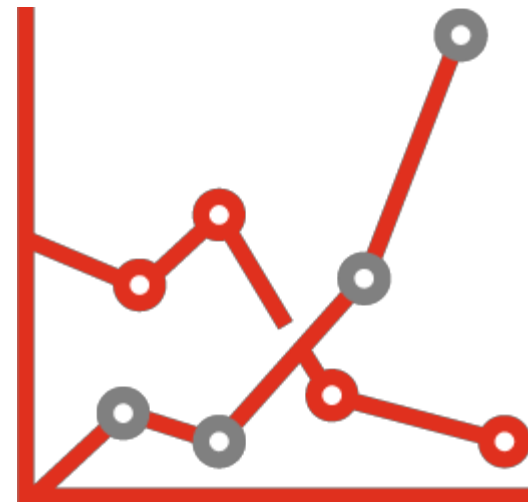
- Gather the number of clicks from the user who want to know more details from the content

Strategy development

Monitoring and measuring

- **Evaluation**

- Evaluate the outcome from time to time of campaign started. (Outperform/Underperform in each channel)
- Evaluate the total amount of revenue collected from time to time after the campaign. (Profit, Loss or breakeven)



Conclusion

and

Recommendation

Conclusion and Recommendation

- Internet market changes fast
- Tradition market was taken by internet market
- Internet analytics helps to compare and measure the outcome
- Find the next popular marketing and plan the ongoing market

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Thank you