Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Module: Marketing Management

Module code: HKBM 7012

Lecturer: Dr. Arion Wong

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Assignment 2 – Group Presentation

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Let's Start with a Mini Survey

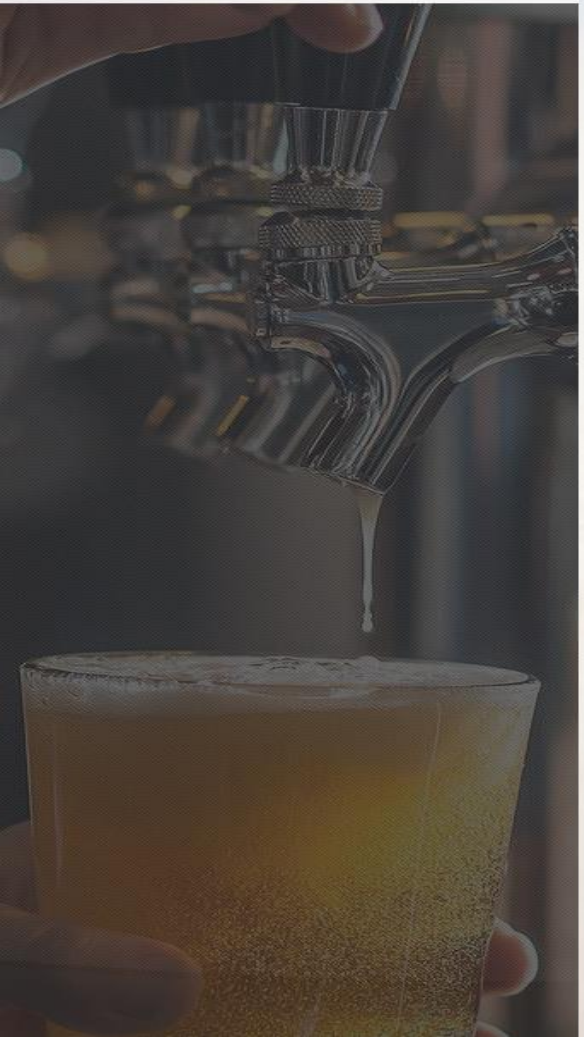
https://ahaslides.com/8XMWO

LUMA

San Miq LIGHT

Unleashing the Potential: Social Media Marketing Journey in Hong Kong

Agenda



- Company Background
- Market Overview
- San Mig Light
- San Mig Light - Traditional Advertisement
- Competitors' Analysis and Effectiveness
- Marketing Plan: Social Media Marketing Campaign
  - Plan and Setting
  - Preparation
  - Execution
  - Evaluation

Company Background

San Miguel Brewery Hong Kong

San Miguel Brewery Hong Kong

- Started exporting to Hong Kong in 1914
- 1948: Established its first brewery in Sham Tseng
- 1996: Inaugurated a new brewery in Yeun Long
- Stands as the sole internation beer company with a large -scale brewery in Hong Kong
- Operates 20 brands currently

(San Miguel, 2024)

(Mill Milk, 2023)

Market Overview

Local Beer Industry

Assessing the Impact of COVID-19 on the Local Beer Industry and Its Connection to Open Innovation

- Price (58.025%)
- Primary taste (12.452%)
- Alcohol content (9.706%)
- Mouthfeel (6.445%)
- Aftertaste (6.355%)
- Aroma (5.189%)
- Color (1.827%)

Hong Kong consumers choose bear brands :

Quality Characteristics, especially Taste

(One, et al. 2022)

5 Sets of Beer Operations

1) Steeping, germination, and moisture removal from the cereal grains

2) Milling, mashing, and draining

3) The boiling, clarification, and cooling of sweetened wort

4) Fermentation

5) Yeast removal, stabilization, and packaging

(Iorizzo, et al. 2021)

Health-Promoting Peptides in Fermented Beverages (Beer)

★ Germination process of malt grains produces enzymes

★ Beer contains more than 800 compounds

★ Volatile and non-volatile components

★★Beneficial Effects for the Consumer★★

(Apud, 2024)

San Mig Light

San Mig Light - Features

2010
Launched in Hong Kong

♥ light
♥ reduced-calorie
♥ lager
♥ smooth and crispy taste
♥ less filling and light on the stomach
♥ Alcohol Content: 3.6% ABV*
*May vary

#Number1LightBeer
#low calories #light #tipsy #SanMigLightHK

-young

(San Miguel Brewery Hong Kong LTD,2024)

Taste is Important
(One et al. 2022)

Low-Alcoholic is benefit
(Apud, 2024)

San Mig Light - Highlight

(San Miguel, 2024)
(Galang & Delios, 2009)

Problems in Social Media

- ! Low Interaction
- ! Low Brand's Exposure
- ! Lack of Attractive Content
- ! Less Investment
- ! Slow/Failure Response

(InfluencerMarketingHub, 2024)

San Mig Light

Traditional Advertisement

Traditional Advertisement

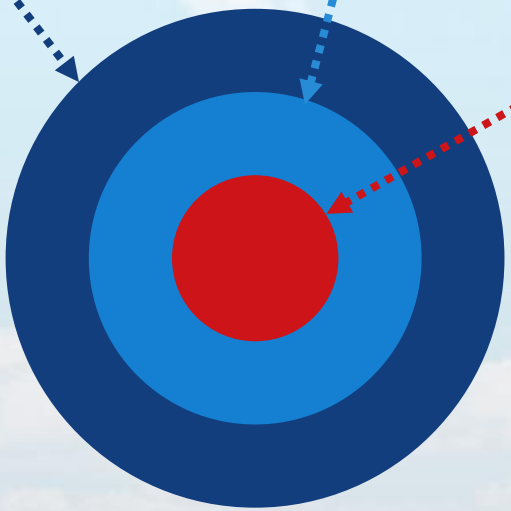
SML Traditional Advertisement

- Print Advertisement
- Billboard
- TVC

(Jetso, 2024)

STP Marketing - San Mig Light

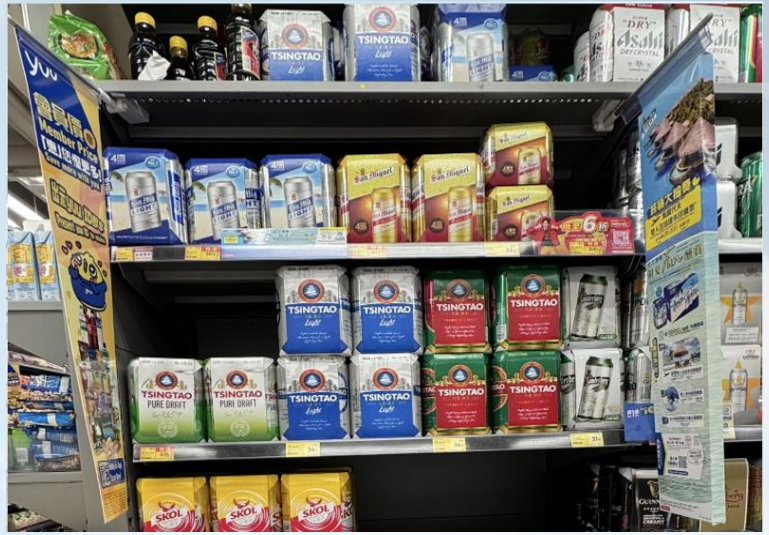
	Segmentation	Target	Positioning
Definitions (Antara, Lestari, 2022)	**Divide the market into distinct groups, i.e. segments**	**Determine which segment(s) to focus on**	**Create the product positioning and marketing mix which will appeal to the targeted group**
Demographic	**Age**	**18-35 Young**	**Premium, Elegant, Light and refresh beer for social gathering and health-conscious**



(Ken Research, 2023)
(MarketLine, 2024)
(MarketResearch.com, 2023)

Traditional Ad - Print Advertisement

2024
San Mig Light Print Ad
In Supermarket & Convenience Store



Traditional Ad - Billboard in Transportation

2023-2024

San Miguel Light Billboard in Bus and Train

Traditional Ad - TV Commercial (2022 - 2024)

2022

2023

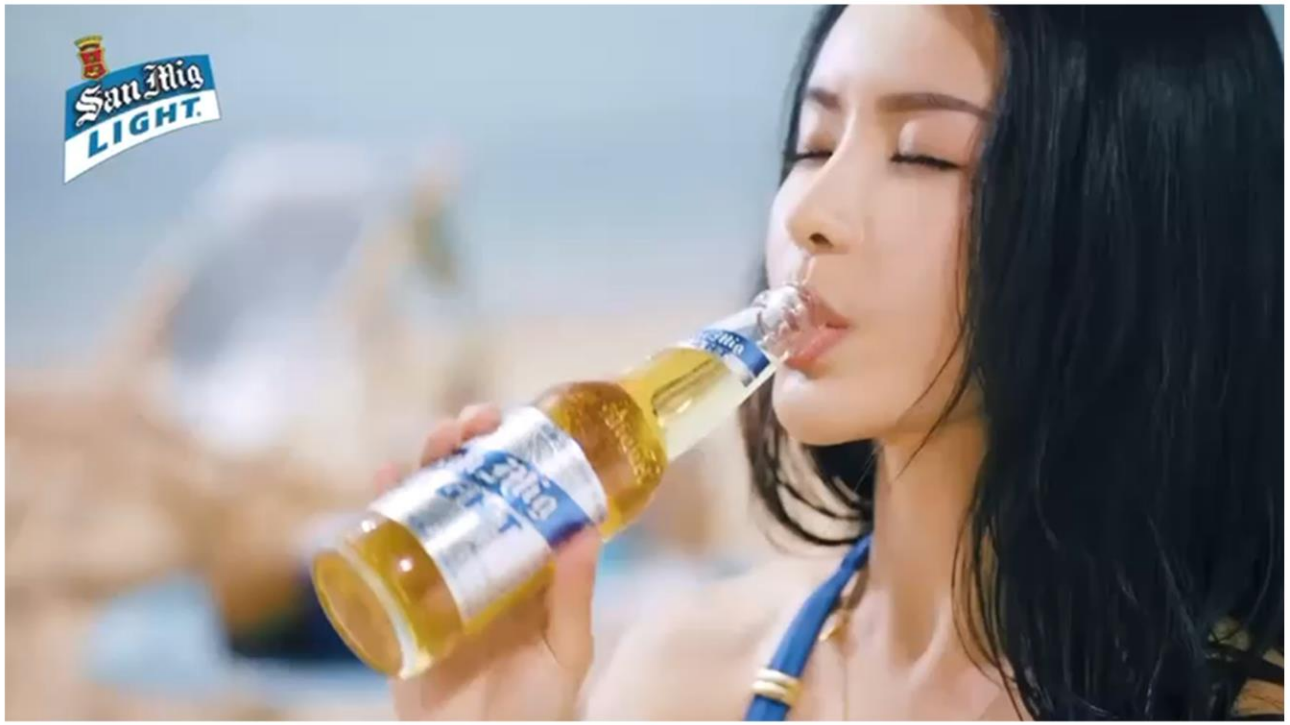
2024

Special Advertisement Selection - TV Commercial

Brand Ambassador

Vivian Lai (Famous KOL)

2022-2024



TVC Blast Period

2022-2024

Channel

TVC

SML chooses one Celebrity for Brand TVC in every year (Instagram, 2023)

TV Commercial - Content and Purpose

2022-2024

Content

SML features silver and blue label with light and refreshing character

Colors

Light Blue to match SML package

Slogans

Feel light, feel good

Purpose:

Associate the brand with experience of good time with friend

SML TV Commercial - Limitations & Challenges

- Hight Cost
- Limited Targeting
- Negative Feeling to client concentrate on TV show
- Hard to make SML stand out among other TVC
- Advertisement cannot reach to other country customers

Traditional Advertisement - Limitations and Challenges

Traditional advertisement to TVC, print advertisement and billboards face CHALLENGES which impact brand effectiveness and return on investment

High Costs

- Traditional advertising can be expensive to produce and distribute (Harvard business review, 2022)

Limited Targeting

- Advertisements reach audience, potentially wasting resources on individuals not interested in the product (MarketingProfs, 2024)

Intrusive Nature

- Advertisement can create negative associations with the brand and lead to consumer frustration by client cannot concentrate ton TV show (Springer, 2013)

Traditional Advertisement – Limitations and Challenges

Environment Impact

- Print advertisements contribute paper waste, while billboard consume energy (Movia Media, 2024)

Market Saturation

- Hard to stand out the brand among other TVC (Advertising week, 2023)

Geographical Limitation

- Traditional advertisements are location-specific, limiting the spread out (Bain, 2016)

Businesses must carefully consider these limitations and integrate digital strategies for a more comprehensive and effective marketing approach (Harvard business review, 2022)

Traditional TVC - Digital Shift

Social Media Marketing is the reply to Traditional TVC Limitations and Challenges

Why Social Media Marketing?

Social Media Statistics for Hong Kong – January 2024

Total Population

7.79 Million

Total Numbers of Internal Users

7.17 Million

Internet Users vs. Total Population

95.6%

% of Internet Users Accessing via Mobile Phones

93.9% (6.73 Million)

Source: Meltwater, 2024

Why Social Media Marketing?

Social Media Statistics for Hong Kong – January 2024

Daily Time Spent Using the Internet Across All Devices	Time Spent Using the Internet on Mobile Phones	Time Spent Using the Internet on Computers & Tablets	Mobile Phones' Share of Total Daily Internet Time
6hrs 19mins	3hrs 17mins	3hrs 2mins	51.8%

*Internet Users Aged 16 to 64

Source: Meltwater, 2024

Competitors' Analysis and Effectiveness

Competitors – 1664 & Blue Girl – STP Marketing

1664 Blanc (under Carlsberg Group)

- Born in France in 1664 (1664 Blanc, 2024)

Blue Girl and Blue Girl Light

- Born in Bremen of Germany in the 19th century (Blue Girl, 2024)

	Segmentation	Targeting	Positioning
Demographic	AGE	18 to 35 Young	Kronenbourg 1664: Taste with a Twist, Playfully Elegance, Premium lifestyle (Chan, 2023) ✓ San Mig Light Blue Girl: Premium, Superior Quality (Blue Girl, 2024) ✓ San Mig Light ✓ San Mig Light

Competitors – 1664 & Blue Girl – Social Media

One of Main Strategies

- **Celebrity Endorsements with the Power of Social Media → Influencer Marketing**

(Glenister, 2021)

Social Media	Content	Engagement
Instagram	Appealing photos and short	To maintain a dynamic presence
Facebook	Posts about product launches, events, promotions, and collaborations with influencers	Interactive content such as polls and contests to engage followers
YouTube	Longer-form content such as advertisements, event highlights, and storytelling videos	Comments and likes which foster a community feel among viewers

(Bazi, Filieri and Gorton,2023)

Influencer Marketing

- Hybrid of old and new marketing tools, combining the concept of celebrity endorsement with the social media marketing

- Authentic connections and leveraging influencers' reach to enhance brand exposure

(Glenister, 2021)

(Toerek, 2019)

Competitor – 1664 Blanc (under Carlsberg Group)

2022

2023

Celebrity Endorsement For Brand Awareness

Past

TV Commercials, Print Advertising

↓

Nowadays

+

Influencer Marketing in Social Media

Competitor – Blue Girl and Blue Girl Light

Celebrity Endorsement For Brand Awareness

Past

TV Commercials, Print Advertising

↓

Nowadays

+

Influencer Marketing in Social Media

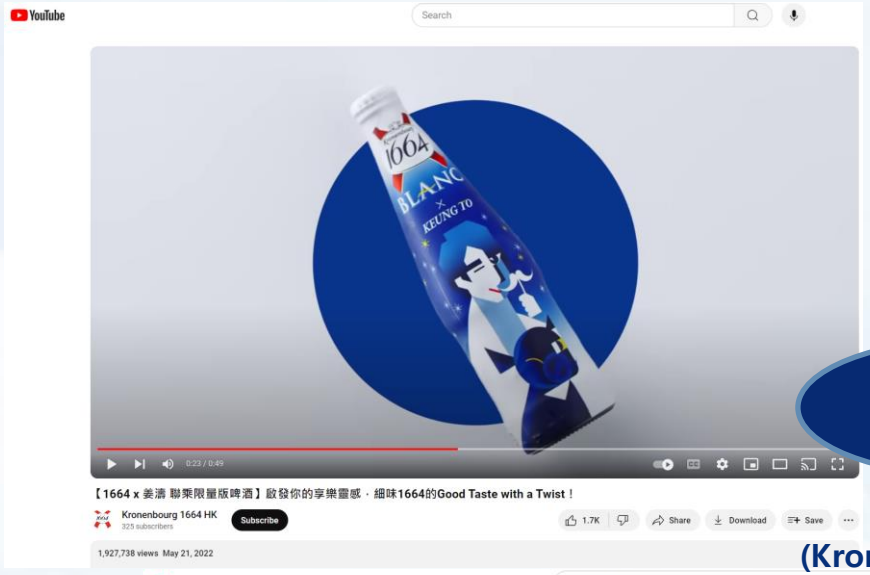
2022

2023

In the Past……

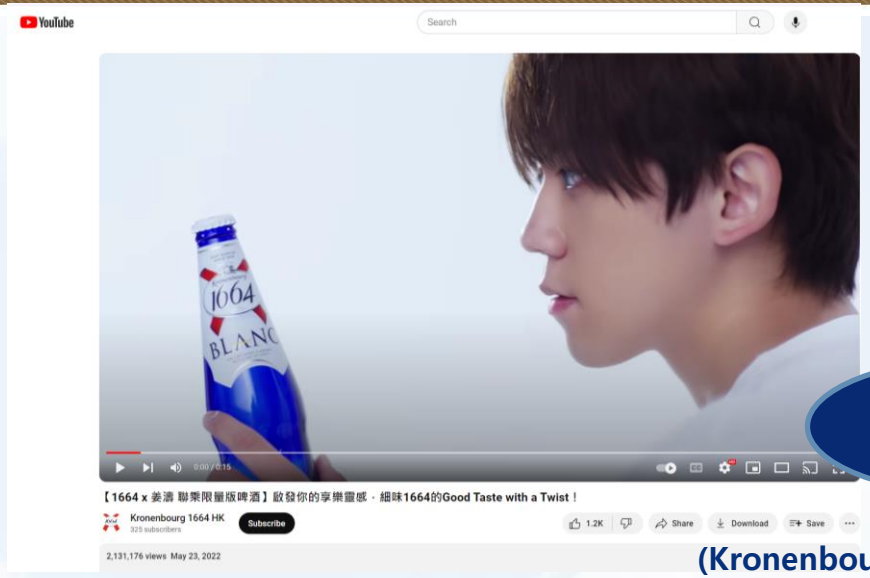
TV Commercials were only shown in TV

YouTube – TV Commercials / Short Videos



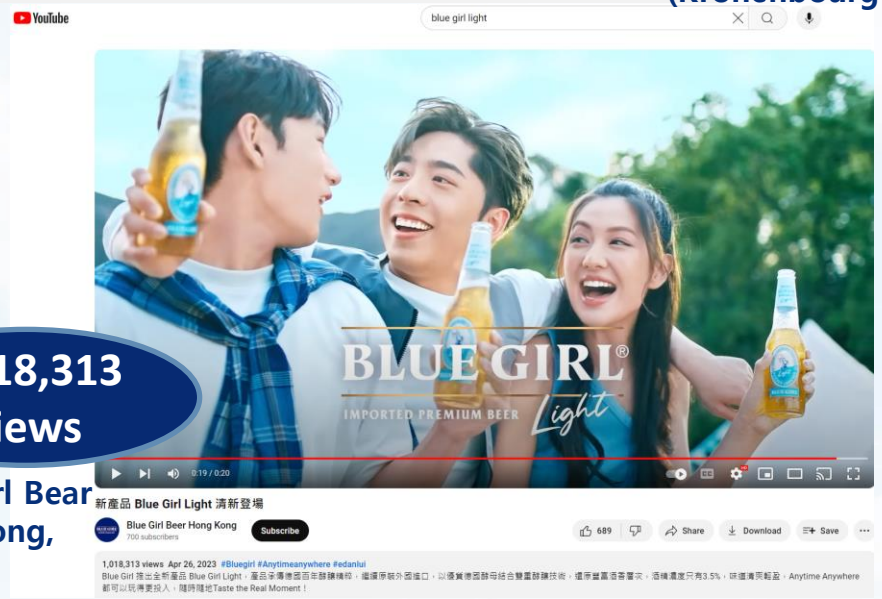
1,927,738 views

(Kronenbourg 1664 HK,2022)



2,131,176 views

(Kronenbourg 1664 HK, 2022)



1,018,313 views

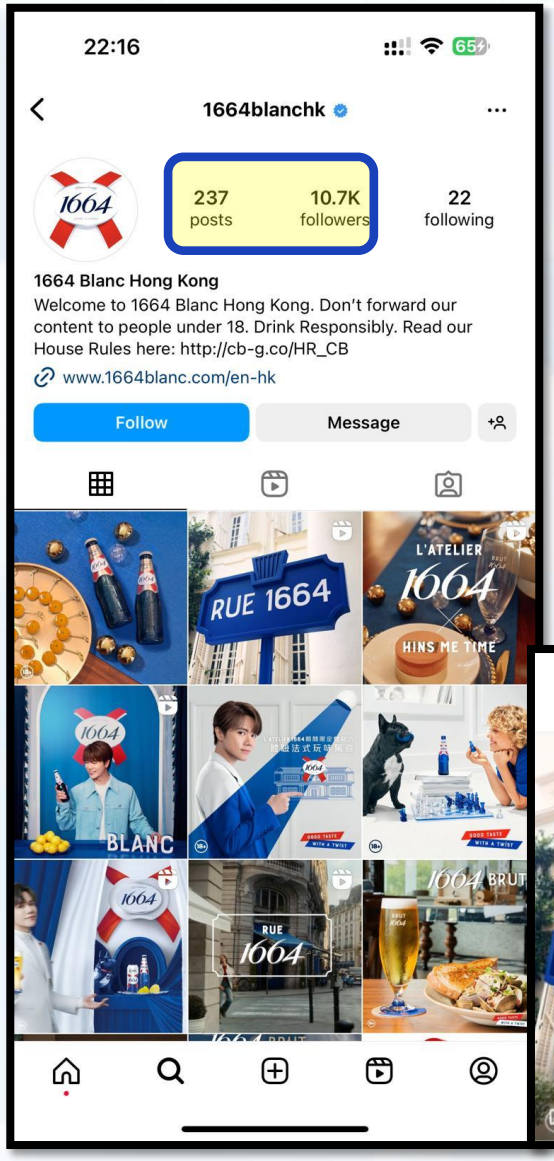
(Blue Girl Bear Hong Kong, 2023)

1,080,657 views

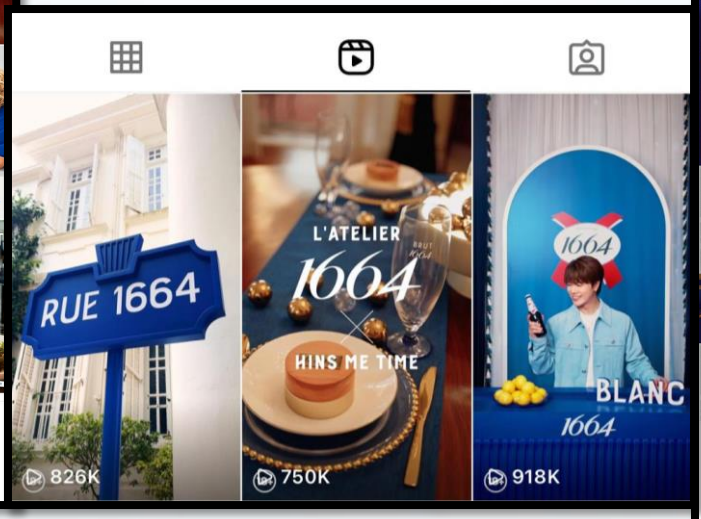
(Blue Girl Bear Hong Kong, 2022)

*All No. of Views as of 8 June 2024

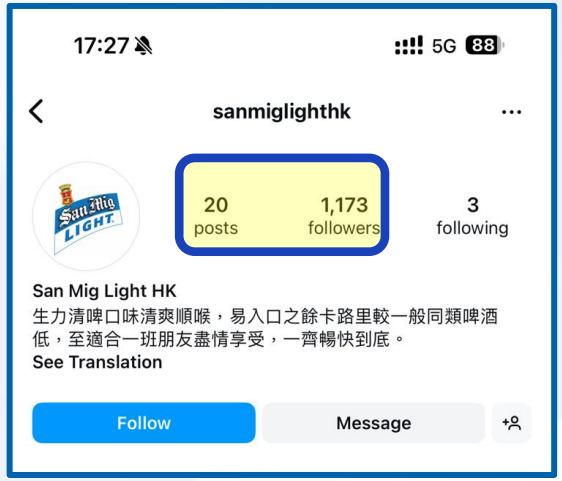
Instagram – Posts and Reels



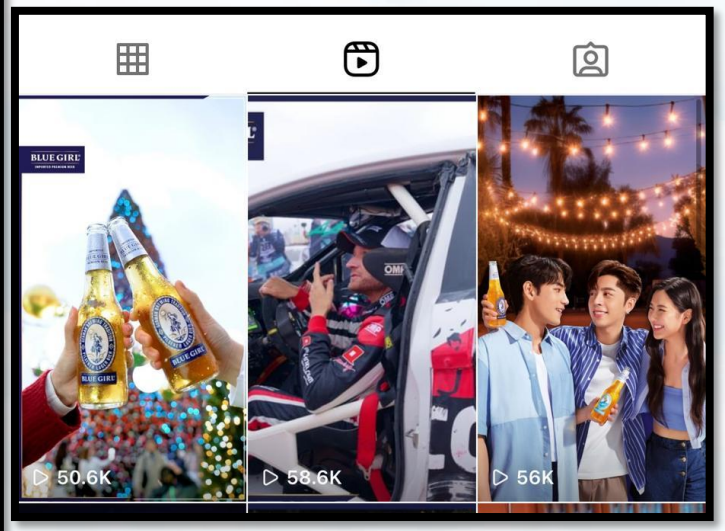
(1664blanchk, 2024)



(bluegirlbeer, 2024)



(sanmiglighthk, 2024)



*All No. of Followers as of 8 June 2024

Events/Activities with Celebrity Endorsement

Promotions via Social Media

Kronenbourg 1664
May 8

1664與 張敬軒 Hins Cheung 攜手推出的L'Atelier 1664 期間限定體驗坊即將舉行！

今次L'Atelier 1664更準備了一系列精彩活動，敬請期待軒仔親身與大家遊覽每個角落。

參加者記得於登記預約時間出席，體驗與別不同的法式初夏，享受Good Taste with a Twist ！

In collaboration with 張敬軒 Hins Cheung , our L'Atelier 1664 pop-up event is about to begin!

We've prepared for you a series of exciting activities at this special episode of L'Atelier 1664. Join us to explore every corner of Old Alberose with Hins!

Be our guest at your reserved time slot for a Francophile experience like never before to enjoy Good Taste with a Twist !

#1664blanchk #1664brut #1664hk #1664moment #GoodTastewithaTwist #Latelier1664

Kronenbourg 1664
Brewery
Send message

(Kronenbourg 1664 HK, 2024)

(plateateasy, 2024)

Kronenbourg 1664
August 4, 2023

在優雅的藍白樽身，注入法式時尚玩味。
讓身穿「Playfully Elegance」主題服飾的姜濤插畫，為聯乘限量版樽裝1664 Blanc小麥白啤酒帶來味覺以外的享受。輕呷一口，為生活加添一點變奏！

The trademark playfulness of France, bottled in blue-white elegance.
Adorned with Keung To dressed in "Playfully Elegance" fashion, this limited-edition joint series 1664 Blanc bottle brings pleasure to the eyes as well as the tongue, adding a splash of the extraordinary to your life!... See more

877 33 comments 19 shares

(Kronenbourg 1664 HK, 2023)

Blue Girl Beer Hong Kong 藍妹啤酒
May 22 at 12:00 PM

【Blue Girl 請你睇拉闊 留言自拍送你拉闊音樂會門票 2 張】

今次《拉闊音樂會 Sparkle キラキラ EDAN x JACE x JEFFREY x MARF》嘅主題係青春回憶，想同 Edan Lui 呂爵安 、 陳凱詠 Jace 、 Jeffrey Ngai 魏浚笙 、Marf ，一齊重溫青春滋味， 就快啲約埋班 Friendsss盡情暢飲嚴選優質德國酵母結合雙重酵釀技術，口感清爽暢快嘅 Blue Girl 同酒精濃度只有3.5%、口感輕盈無負擔嘅 Blue Girl Light， 兼留言自拍贏拉闊音樂會門票 2 張，親身到場支持你最喜愛嘅歌手!

參加方法：... See more

1.6K 95 comments 38 shares

(Blue Girl Beer Hong Kong, 2024)

Blue Girl Beer Hong Kong 藍妹啤酒
August 24, 2023

【留言贏走 Blue Girl x Edan Lui 限定別注版禮盒 】

大家準備好未？ 再過幾日就係期待已久嘅 Edan Lui 呂爵安 首個 Solo 演唱會啦 咁開心，樓係要同朋友盡情暢飲嚴選優質德國酵母結合雙重酵釀技術，口感清爽暢快嘅 Blue Girl支持支持，齊齊 Taste the Real Moment啦 而家你只需要留言 Tag 1位朋友，再分享你對Edan嘅打氣說話，就有機會贏走 Blue Girl x Edan Lui 限定別注版禮盒，每個樽身都由人手以西洋書法寫上Edan嘅名字，極具珍藏價值，仲唔立即行動！

參加方法：
1. ... See more

1.4K 86 comments 43 shares

(Blue Girl Beer Hong Kong, 2023)

Via Other KOLs in Social Media – Promote the Promotion

(do_do_cheng, 2022)

SHARE

SHARE

Do Do Cheng

- Renowned HK radio and television host and actress
- Actively present in social media in recent years
- Not Celebrity Endorsement or Brand Ambassador of 1664 Blanc
- But used her own Instagram account to promote 1664 Blanc as Keung To's fans
- Shared by other Keung To's fans in X and Facebook

Search Engine Marketing – Blue Girl

New iMedia
March 4, 2022 ·

【客戶成功案例】有效的SEM廣告助藍妹啤酒超額完成AD目標！

我哋嘅客戶藍妹啤酒（Blue Girl Beer）係十九世紀源於德國嘅啤酒品牌，至今一直為香港最其中一個最優秀嘅領先啤酒品牌。今次我哋為藍妹啤酒進行咗搜尋引擎推廣（SEM）活動，目標推廣藍妹啤酒嘅新會員計劃「Club BG」。

我哋為客戶度身定造咗創意嘅關鍵字同文案，包括配合藍妹現有嘅廣告同本港現時人氣話題，例如係同193、林明禎、Error自肥企画、考有FEEL相關嘅關鍵字等。我哋更憑豐富經驗成功解決廣告政策限制&利用數據最大化廣告成效，完成廣告目標後嘅CPA更低於目標KPI足足50%！

立即點擊以下網址睇我哋完整嘅成功案例分享啦：https://www.newimedia.com/zh-hant/blue-girl/

想係疫境中成為下一個成功嘅案例？聯絡我哋專業團隊幫你發掘更多商機啦！

m.me/NewiMedia
https://www.newimedia.com/zh-hant/quote/

#newimedia #digitalad #digitalmarketing #marketing #marketer #marketingagency #hkmarketing #googlead #smallbusinesstips #digitalmarketingstrategy #市場營銷 #數碼營銷 #SEM

(New iMedia, 2023)

Search Engine Marketing

- To increase website visibility on search engine results pages through paid advertising
- To maximize advertising **Effectiveness** by using data

(Kansara, Panchal & Shah, 2021)

Effectiveness – Impact on Sales Performance

FINANCE 730 財金消息 樓市資訊 影片 營商創智 名家專欄 名家講座 帳戶

姜濤代言啤酒狂吸女性客 單月銷量升三成

作者： Finance730編輯

2022 - 06 - 20 #MIRROR, #啤酒, #姜濤

0 0

(FINANCE730, 2022)

明報財經

主頁 報章內容 財經 地產 專家觀點 個人理財

報章內容

嘉士伯上季銷售跌一成 靠姜濤「翻身」

標籤：馮耀明 姜濤 嘉士伯 1664

文章日期：2022年6月20日

Like 22 | Share

圖1之1 - 馮耀明表示，1664銷量過往一直保持雙位數增長，但今次聯業計劃帶動5月單月銷量按年升逾三成，相信全部產品將於6月份售罄。（楊柏賢攝）

(MingPao, 2022)

1664 Blanc

- Sales Growth by 30%
- Female's Market Expansion

Effectiveness – Impact on Sales Performance

on.cc 東網

黃雨警告第三度生效　天文台料猛烈陣風吹襲本港　蔡卓妍憶童年難忘事

港澳版 > 產經

百威亞太：首季銷量受累高基數　未正面回應會否加價

百威亞太(01876股價)首席執行官兼聯席主席楊克稱，由於去年初內地疫後復常，在高基數之下導致今年首季集團的啤酒銷量按年倒退中單數，又預期第二季相關的高基數情況會持續，因其業務受天氣影響，尤其在廣東和福建。

他無正面回應集團未來會否加價，僅稱6個月前他們已向高端及超高端產品加價。被問到近年內地消費降級對啤酒定位的影響，他強調高端啤酒是「負擔得起的輕奢」，又指他們不會內地民眾的啤酒消費行為定義為降級，而是精明消費。

香港市場方面，他指旗下的藍妹啤酒是連續17年區內銷量最好的品牌，將繼續贊助本地歌手舉行演唱會，從而提升香港定位和形象。

至於印度市場，他指其高端及超高端產品佔了當地市佔率6%至7%，相關產品銷情按年錄雙位數升幅，並且屬百威啤酒全球第四大市場。他們亦持續與印度政府溝通，冀在稅項方面取得一定優惠。

百威亞太截至3月底止首季，股東應佔溢利為2.87億元美元(下同)，按年下跌3.36%，每股盈利2.18仙。第一季，總銷量減少4.8%，主要由於中國及韓國市場行業表現溫和。在中國和印度的持續高端化以及亞太地區東部收入管理措施的推動下，季內收入下降0.4%。

(On.cc, 2024)

Blue Girl
– Market No. 1

Effectiveness

Measurements	Indicators	Results
Engagement Metrics	Likes, Comments, Shares	**High engagement on posts**, with a focus on visually appealing content and interactive posts. Posts featuring events and influencer collaborations tend to receive more interactions.
	Video Views	**High view counts** on YouTube and Instagram Reels, indicating strong interest in video content.
Follower Growth	Growth Rate	**Steady increase in followers** across platforms, indicating successful outreach and brand interest.
	Influencer Impact	**Notable spikes in follower count** following influencer collaborations and event sponsorships.
Influencer Impact	Reach and Engagement	Influencer campaigns generate **high reach and significant engagement, driving brand visibility and consumer interest**.
	Audience Resonance	Partnerships with well-known local influencers **create strong brand associations** and **positive sentiment**.
Sentiment Analysis	Public Perception	Generally **positive sentiment** with frequent mentions of the product's quality, taste, and stylish branding.
	Feedback	Constructive feedback and active community management help **maintain a positive brand image**.
Event Participation	Social Media Buzz	**High levels of social media activity** during events, with **extensive sharing** of event content.
	Brand Alignment	Events align well with the brand's upscale and stylish image, **reinforcing its market position**.

(Lou, Taylor & Zhou, 2023)

Effectiveness - Marketing Awards

Jebsen Group
17,222 位關注者
1 年

Congratulations to the Blue Girl marketing team for winning the Best Use of SEM Strategy Bronze Award at the MARKies Awards Hong Kong 2022 by **MARKETING-INTERACTIVE**!

This award recognises Blue Girl's effective planning and execution of search engine marketing (SEM) strategies for the Club BG campaign in gaining visibility of the brand and attracting traffic.

MARKies Awards acknowledges the most innovative, creative and effective campaigns or projects in Hong Kong. So proud of our Blue Girl Team!

#JebsenGroup #JebsenBeverage #BlueGirl #MARKiesAward #SuccessBreedsSuccess

(Jebsen Group, 2023)

Jebsen Group
17,228 followers
7mo •

+ Follow

Congratulations to our Blue Girl team who won the Excellence in Retail Marketing Silver Award at the Marketing Excellence Awards 2023 by MARKETING-INTERACTIVE! ...more

(Jebsen Group, 2023)

Carlsberg Group
557,332 位關注者
1 年 · 已編輯

The **#1664Blanc** Hong Kong team won a total of 4 awards for the "1664 Blanc Presents: Keung To with a Twist" campaign at Marketing Excellence Awards 2022!

The awards recognize outstanding work in Hong Kong's marketing industry.

Awards include:
Excellence in Partnership (Gold)
Excellence in Retail Marketing (Gold)
Excellence in Media Strategy (Sliver)
Excellence in Out-Of-Home Marketing (Sliver)

1664 Blanc presented a substantial partnership with top-of-the-town icon - Keung To, and prominent local artist Rex Koo, to design a set of limited-edition bottles and share the Good Taste with a twist in tandem through sight and taste this year.

Congratulations to the 1664 Blanc Hong Kong team! Well done

#CarlsbergHongKong #1664Blanc #MarketingExcellenceAward2022

(Carlsberg Group, 2023)

Effectiveness - Marketing Awards

Jebsen Group
17,222 位關注者
1 年

Congratulations to the Blue Girl marketing team for winning the Best Use of SEM Strategy Bronze Award at the MARKies Awards Hong Kong 2022 by MARKETING-INTERACTIVE!

This award recognises Blue Girl's effective planning and execution of search engine marketing (SEM) strategies for the Club BG campaign in gaining visibility of the brand and attracting traffic.

MARKies Awards acknowledges the most innovative, creative and effective campaigns or projects in Hong Kong. So proud of our Blue Girl Team!

#JebsenGroup #JebsenBeverage #BlueGirl #MARKiesAward
#SuccessBreedsSuccess

Blue Girl - 2022

Best Use of SEM Strategy Bronze Award at MARKies Awards (by Marketing-Interactive)

SEM = Search Engine Marketing

(Jebsen Group, 2023)

Jebsen Group
17,228 followers
7mo •

+ Follow

Congratulations to our Blue Girl team who won the Excellence in Retail Marketing Silver Award at the Marketing Excellence Awards 2023 by MARKETING-INTERACTIVE! ...more

Blue Girl – 2023

Excellence in Retail Marketing Silver Award at Marketing Excellence Awards (by Marketing-Interactive)

(Jebsen Group, 2023)

Carlsberg Group
557,332 位關注者
1 年 · 已編輯

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#CarlsbergHongKong #1664Blanc #MarketingExcellenceAward2022

1664 Blanc – 2022

Excellence in Retail Marketing Gold Award at Marketing Excellence Awards (by Marketing-Interactive)

Excellence in Media Marketing Silver Award at Marketing Excellence Awards (by Marketing-Interactive)

(Carlsberg Group, 2023)

Opportunities for Differentiation

1	Understanding the Target Market	18 to 35 (young)
2	Recognizing the Unique Value Propositions	Brand Recognition, High Quality, Reduced-Calorie
3	Comparing with Competitor	Market Perception: Mass, Not Premium
4	Optimizing Brand Exposure	Engaging Content Across Carious Platforms
5	Leveraging Technology and Innovation	Social Media, Targeted Advertising
6	Enhancing Social Media Marketing Plan	Plan, Strategy and Implementation
7	Building a Strong Brand Identity	Expected Outcome and then Leads to Sales Growth

6 Enhancing Social Media Marketing Plan

Marketing Plan:
Social Media Marketing Campaign
- Plan and Settings

Marketing strategy

- Core Approach: Search Engine Marketing
- Leveraging Social Media and Influencer Marketing
- Objectives:
  - Enhance Brand Visibility
  - Accelerate Revenue Growth
  - Cultivate Customer Loyalty

Define the Target Audience

Target Platforms

Facebook

→ Targets middle to upper-middle class customers

Instagram / YouTube

→ Appeals to individuals who are highly active on social media

WeChat

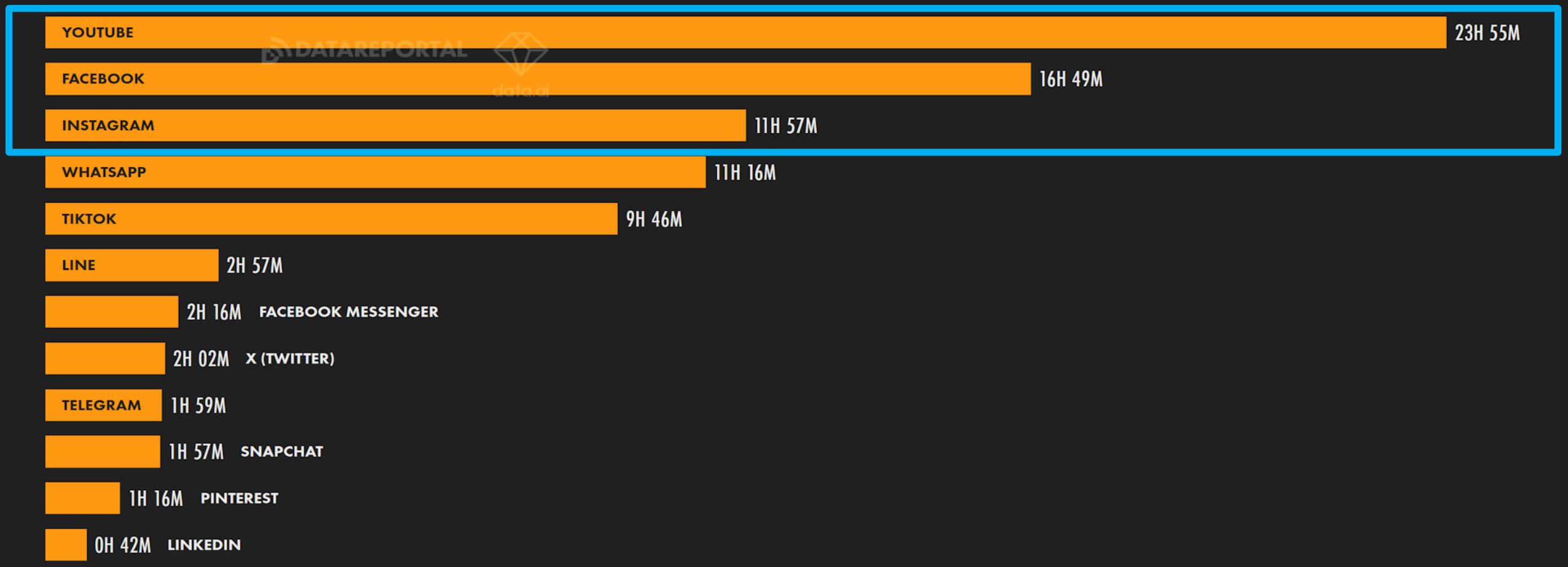
→ Focuses on young professionals primarily from mainland regions

JAN 2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

HONG KONG



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

we are social Meltwater

Source: Meltwater, 2024

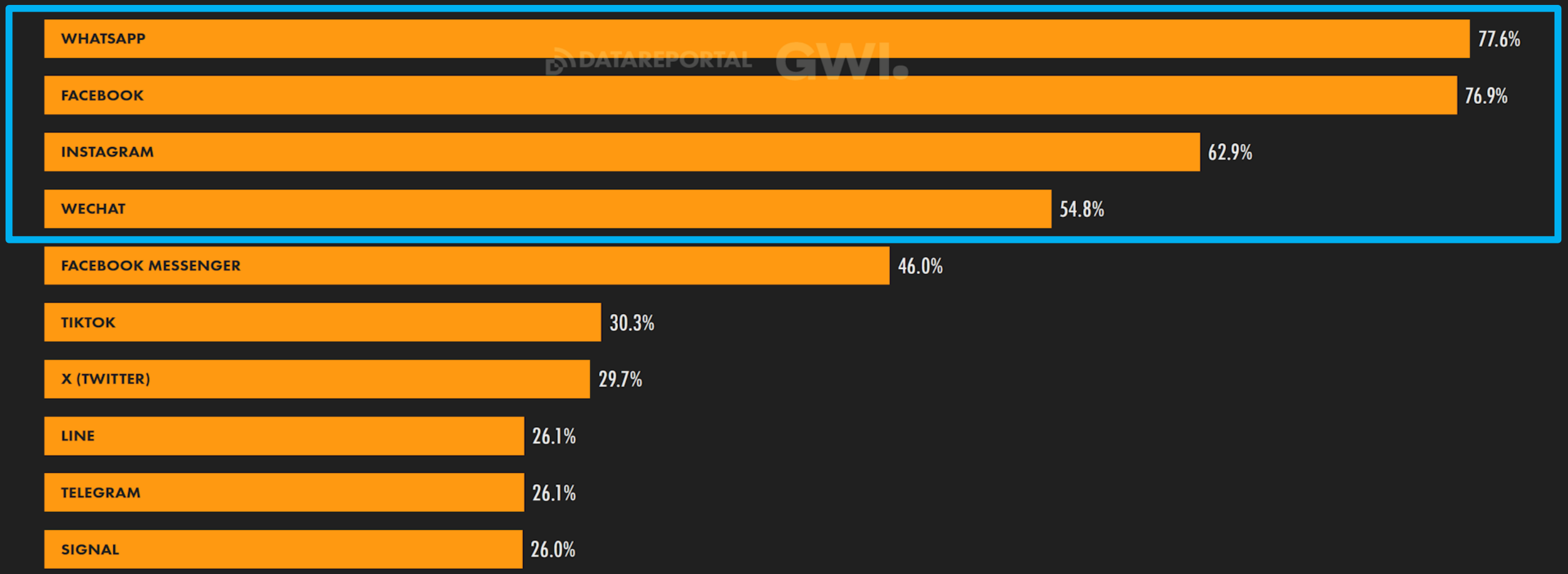
JAN 2024

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

HONG KONG



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we are social Meltwater

Source: Meltwater, 2024

Time Spent in Using the Internal for Online Social Media

每星期為社交網絡活動^而使用互聯網的時間（小時） Time spent in using the Internet for online social activities^ per week (hours)	男 Male		女 Female		合計 Overall	
	人數 No. of persons ('000)	百分比 %	人數 No. of persons ('000)	百分比 %	人數 No. of persons ('000)	百分比 %
< 5	687.9	23.7	795.9	25.3	1 483.7	24.5
5 - < 10	809.0	27.8	847.1	26.9	1 656.1	27.4
30 - < 40			180.3	6.2	194.3	6.2	374.6	6.2
40 - < 50			93.2	3.2	89.0	2.8	182.2	3.0
50 - < 60			22.5	0.8	23.5	0.7	46.0	0.8
≥ 60			14.1	0.5	12.8	0.4	26.9	0.4
總計 Total	2 908.1	100.0	3 145.1	100.0	6 053.3	100.0
平均時間（小時） Average duration (hours)	14.1		13.7		13.9	

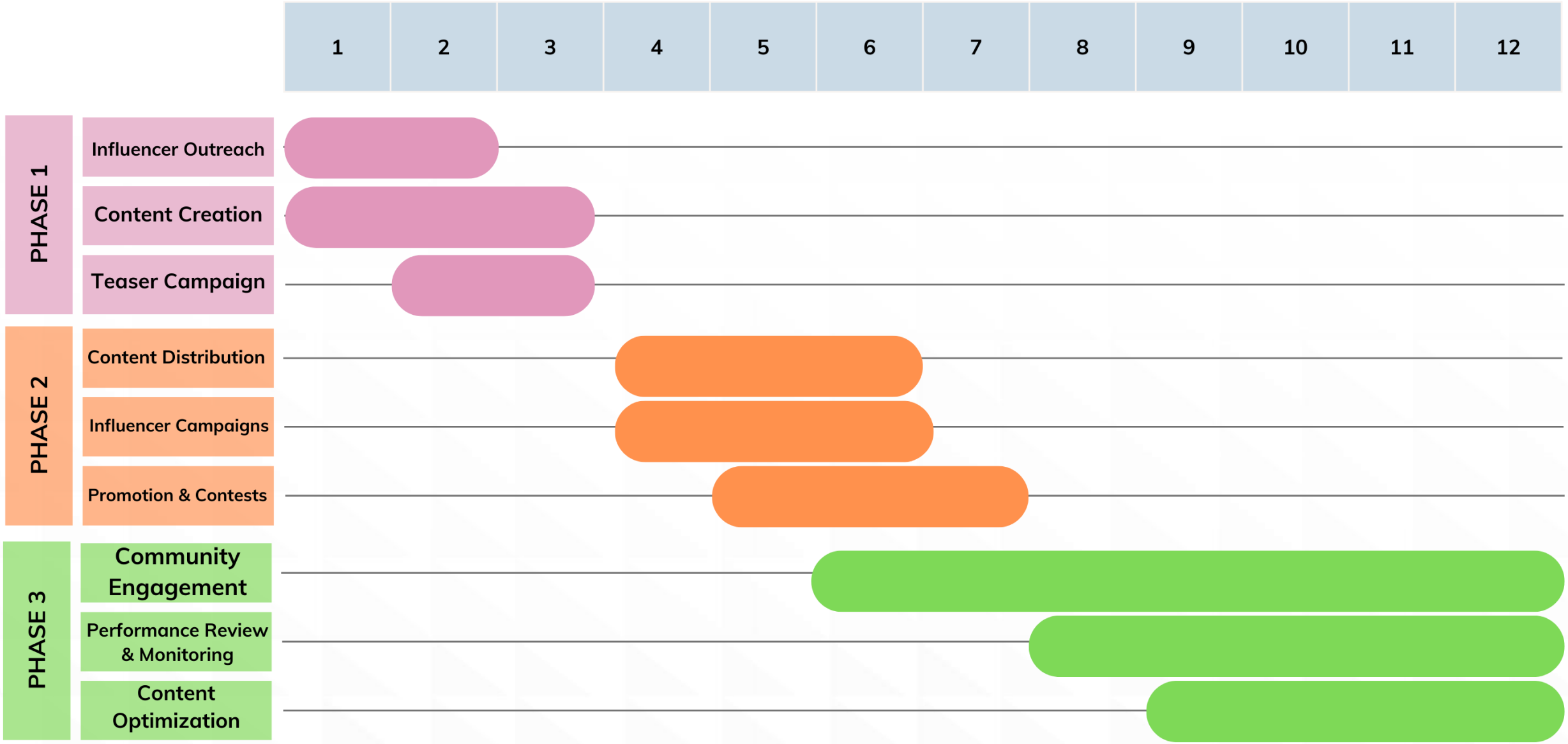
註釋：^ 例如WhatsApp、微信、Signal、LINE、Facebook、Instagram、網誌、網上論壇等。

Note: ^ For example, WhatsApp, WeChat, Signal, LINE, Facebook, Instagram, blogs, online forums, etc.

(Census and Statistics Department, HKSAR, 2023)

Marketing Plan:
Social Media Marketing Campaign
- Preparation

Gantt Chart


1
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12
PHASE 1
Influencer Outreach
Content Creation
Teaser Campaign
PHASE 2
Content Distribution
Influencer Campaigns
Promotion & Contests
PHASE 3
Community Engagement
Performance Review & Monitoring
Content Optimization

Phase 1: Pre-Launch (Preparation Stage)

Influencer Outreach

(1st and 2nd month)

- Recruitment of influencers and influencers for partnerships

Content Creation

(1st to 3rd months)

- Develop high-quality visual and educational content for social media platforms.

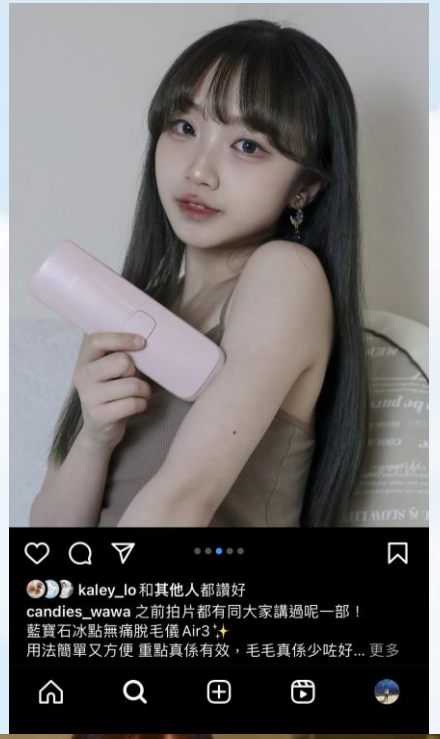
Teaser Campaign

(2nd and 3rd month)

- Launch a teaser campaign to create buzz and anticipation for the upcoming social media campaign
- Paid Advertisement in social media platform

Influencer Outreach

- **Recruitment Criteria**
  - Number of followers:50k to 500k followers
  - Individual influencers to famous youtuber channels
  - 5- 10 influencers
- **Content Format**
  - Advertisements through "POST" and "Story"
  - Advertisements through Multimedia content (e.g., YouTube)
- **Create specialized contents**



Content Creation

Promotion Content

Share longer-form content, engage with followers through comments and messages, and run targeted ads.

Visual nature to showcase high-quality images and videos of the product in social settings.

Ad. Criteria

Lifestyle:
Socially active, enjoys nightlife, and values experiences

Interests:
Music, sports, social events, and dining out

(Chan, et al. 2023)

Setting Social Media Advertisements

Kpop Random Dance > Kpop Random Dance > 1個廣告

宣傳活動已關閉

編輯 審查

廣告受眾控制選項

為這個宣傳活動的廣告設定刊登地區條件。了解詳情

地點：

香港

最低年齡限制：

18

廣告受眾篩選條件

你的目標受眾選擇太過廣泛。

特定 廣泛

年齡：

18 - 25

受眾須符合的條件：

興趣：JYP娛樂、SM娛樂、IU、Dance studio、韓國流行音樂（音樂）、Allkpop、舞蹈（藝術）、YG娛樂、K-pop Star 或 Korean pop idol、主修科目：Dancing、僱主：Dancing、職位：Dancing

編輯 建立新的廣告受眾

若點擊「發佈」按鈕，即表示你同意 Facebook 的使用條款與廣告刊登原則。

關閉 捨棄草稿 發佈

Content Creation – Content Directions

Content Theme

- Local Culture
  - Brand Storytelling (Multimedia format)

    → Word-of-Mouth Marketing and Consumer Engagement

    (Coker, Flight & Baima, 2017)
- Lifestyle, Food & Drink
  - Product Reviews (Customer Education)
  - Taste tests

(Mill MILK, 2024)

Content Creation – Content Directions

Interactive Content

- Questions and Polling
- Prized User-Generated Content (Sharing Content / Hashtag)

Information Distribution

- Upcoming sponsored events and promotions

(Blue Girl Beer Hong Kong 藍妹啤酒, 2024)

Content Creation – Content Directions (Cont.)

(HK Food Media《飲食男女》, 2021)

Marketing Plan:
Social Media Marketing Campaign
- Execution

Phase 2: Campaign Launch

Content Distribution

- Regularly post engaging content on Social Media Platform

Promotions and Contests

- Sharing of brand experiences and User-generated content
- Run exclusive discounts, promotion code, contests, and giveaways to drive engagement and sales

Influencer Campaigns

- Launch influencer campaigns to reach a wider audience and increase brand visibility

What Interactions Could be Made within Campaigns / Promotion Materials ?

1. Company Interact with User → Share and Save

   - 2024 Social Media Algorithm:

     - (NO) More Likes

     - (YES) More Shares and Save

     - With suitable use of good hashtags

       → More users could saw the post through the social media

2. KOL Interact with Users → Promotion Code, Invitation to Buy

   - Fans would like to buy with the use of celebrity effect

   - Use of designed promotion code

   → Company could track the effectiveness

Marketing Plan:
Social Media Marketing Campaign
- Evaluation

Phase 3: Post-Launch (Campaign Evaluation)

Community Engagement

- Engage with followers through comments, messages, and interactive content to build a loyal community.

Performance Monitoring

- Track key performance indicators (KPIs) such as engagement rates, follower growth, and sales.

Content Optimization

- Continuously optimize content based on performance data and feedback from followers.

Check Social Media Advertisement Performance (Posted by Company)

廣告

直欄 | 資料細節 | 分析報告 | 匯出

覆蓋範圍	展示次數	每次成效的成本	品質排名 廣告相關性問...	互動率排名 廣告相關性問...	轉
7,575	9,745	$1.02 每次連結點擊	低於平均 最後 35% 的廣告	高於平均	
2,776	6,830	$360.45 [2] 每次訊息對話開始	低於平均 最後 35% 的廣告	剛好達到平均	
—	—	— 每次連結點擊	—	—	
—	—	— 每次連結點擊	—	—	
—	—	— 每次連結點擊	—	—	
10,241 帳戶管理中心帳戶	16,575 總計	—			

成效總覽

動態類型：全部 | 自訂

連結點擊次數 218 ↓ 54.3% 與前22天相比

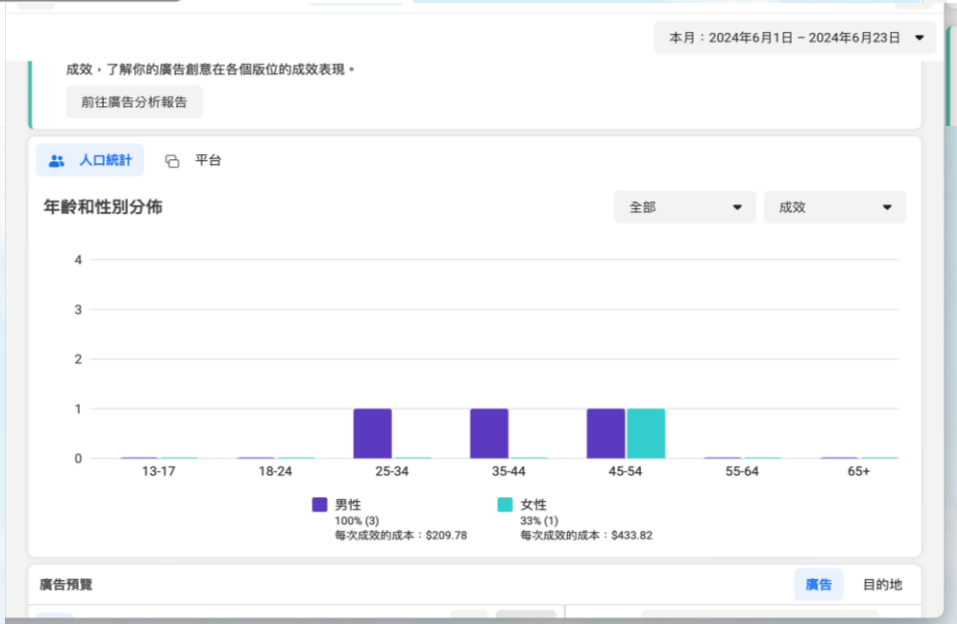
每次連結點擊 $1.02 ↑ 31.9% 與前22天相比

CTR（全部） 3.51% ↓ 29% 與前22天相比

連結點擊次數

80 60 40 20 0

6月1日 6月4日 6月7日 6月10日 6月13日 6月16日 6月19日 6月22日



本月：2024年6月1日 – 2024年6月23日

成效，了解你的廣告創意在各個版位的成效表現。

前往廣告分析報告

人口統計 | 平台

年齡和性別分佈

全部 | 成效

4 3 2 1 0

13-17 18-24 25-34 35-44 45-54 55-64 65+

男性 100% (3) 每次成效的成本：$209.78

女性 33% (1) 每次成效的成本：$433.82

廣告預覽 | 廣告 | 目的地

比較不同廣告創意的成效

你可以在廣告分析報告中使用廣告創意分析項目，查看更詳細的成效資料。藉由這項功能，你將能比較不同圖像、文案和呼籲字句的廣告成效，了解你的廣告創意在各個版位的成效表現。

Check Promotion Code / Coupon Performance

Performance by Promo Code

Save

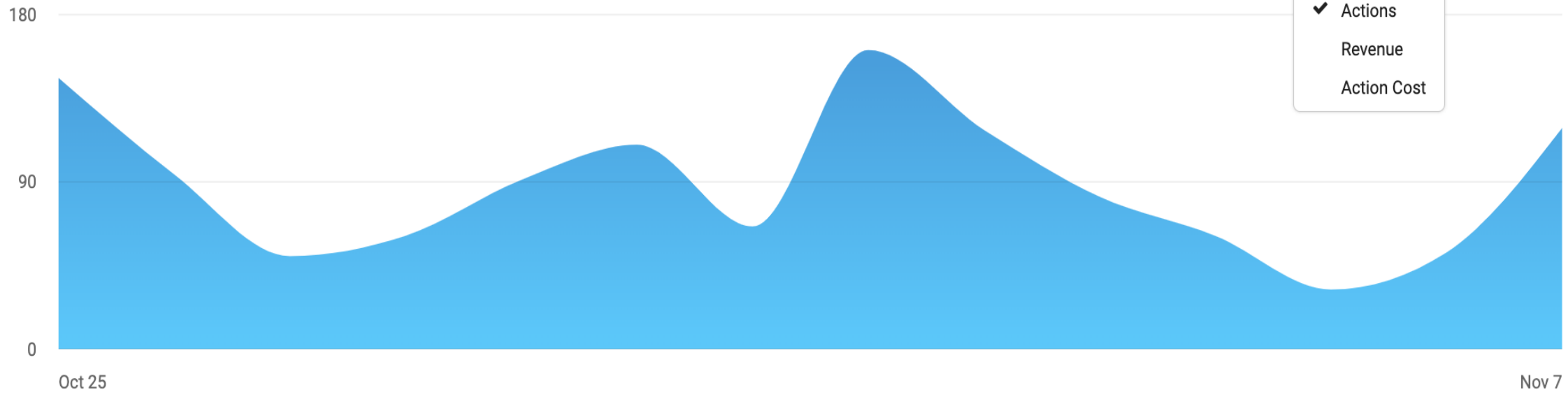
Oct 25 2023 - Nov 07 2023 | Network: **All** | Include/Exclude No Promo Code: **All** | Partner: **All** | Action Tracker: **All** | Promo Code: **All**

Case Sensitive : **Yes** | Currency: **USD US Dollar** | Show: **None**

TREND

Actions

- ✔ Actions
- Revenue
- Action Cost



Check Monitor Brand Mentions and Sentiment

Project Research Team

Erica@yourbrand.com

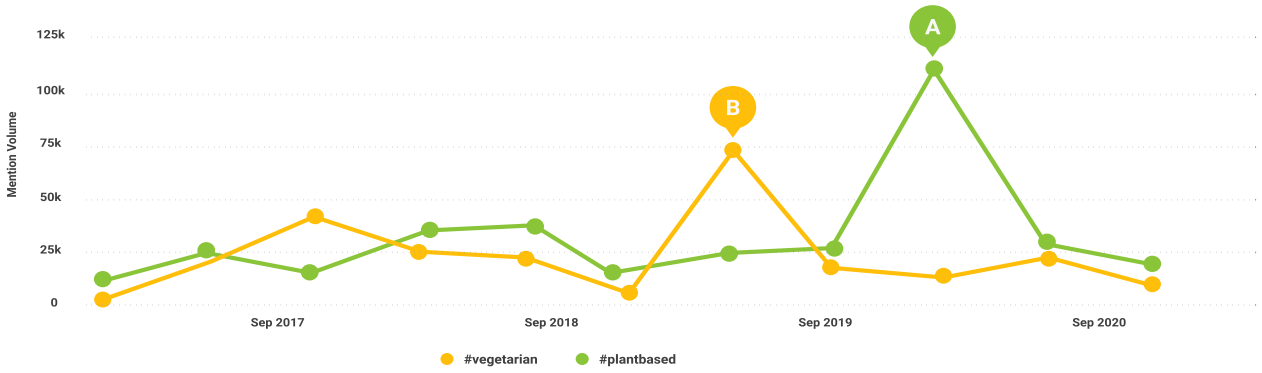
Veganism vs Vegetarianism

Save | Share | Refresh | Date Range | Export | Filters | More

Top Trends | Over Time

iris

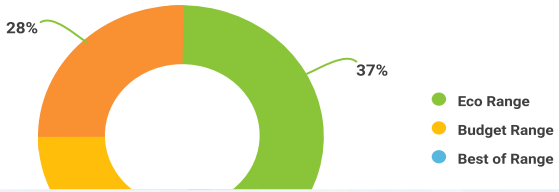
Trends



Iris detected 2 peaks

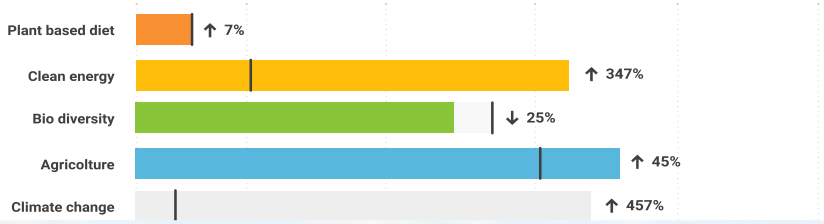
Share of Voice

Popularity

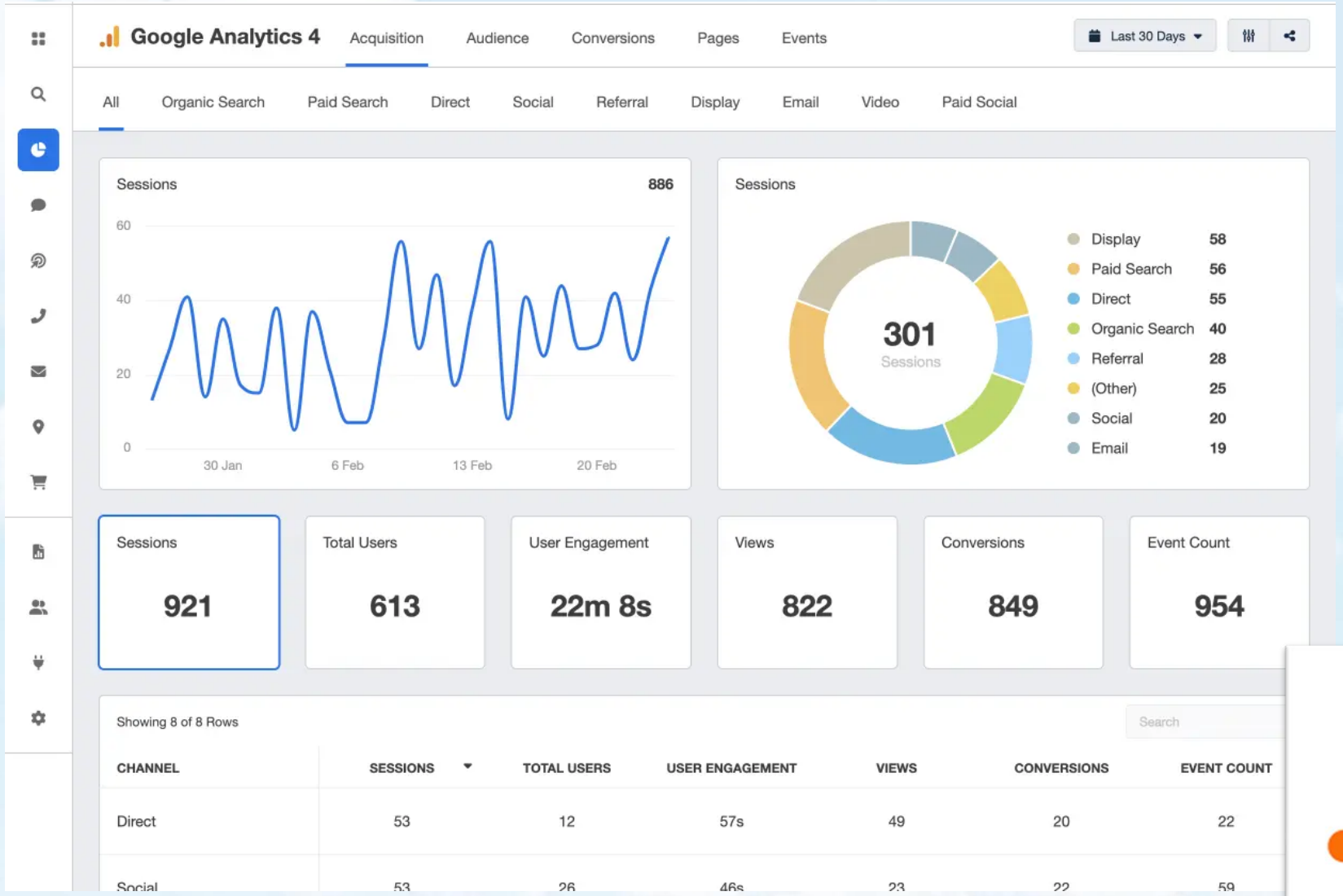


Conversation | By Topic

Topic | Monthly



Track Conversions and Sales Revenue from Social Media Traffic



Google Analytics 4

Conclusion

- Social Media Marketing: **CRUCIAL!!!**
- Benefits:
  - ✓ Visibility
  - ✓ Engagement
  - ✓ Brand Awareness
  - ✓ Traffic
  - ✓ Insights

→ **Sales Growth**

(Balas & Bija, 2014)

Task Allocations

	Student Name	Student ID No.
1.	Siu To, Cheung (Jacky)	2322639
2.	Shuk Man, Chau (Kathy)	2322640
3.	Yin Ho, Tong (Tommy)	2322644
4.	Mei Yan, Kwan (Karla)	2337373
5.	Chit Chi, Ho (Jeffrey)	2337376

Section	Prepared by	Presented by	Video
Mini Survey	Kathy	Karla	--
Company Background	Kathy	Karla	Tommy
Market Review	Karla	Karla	--
San Mig Light	Karla	Karla	--
San Mig Light - Traditional Advertisement	Tommy	Tommy	Tommy
Competitors' Analysis and Effectiveness	Kathy	Kathy	Tommy
Marketing Plan: Social Media Marketing Campaign			
▪ Plan and Setting	Jacky	Jacky	--
▪ Preparation	Jacky	Jacky	--
▪ Execution	Jeffery	Jeffery	--
▪ Evaluation	Jeffery	Jeffery	--
Final Editing and Formatting	Kathy	--	--

Thank You

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