

LEVEL 7 ASSESSMENT SPECIFICATION

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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.: Work which is submitted up to 1 week late will be capped at 50% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
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.		



T S L

謝瑞麟

Promotion Plan

Presented by:

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Module: Managing Marketing Change

28 June, 2025

Agenda Overview

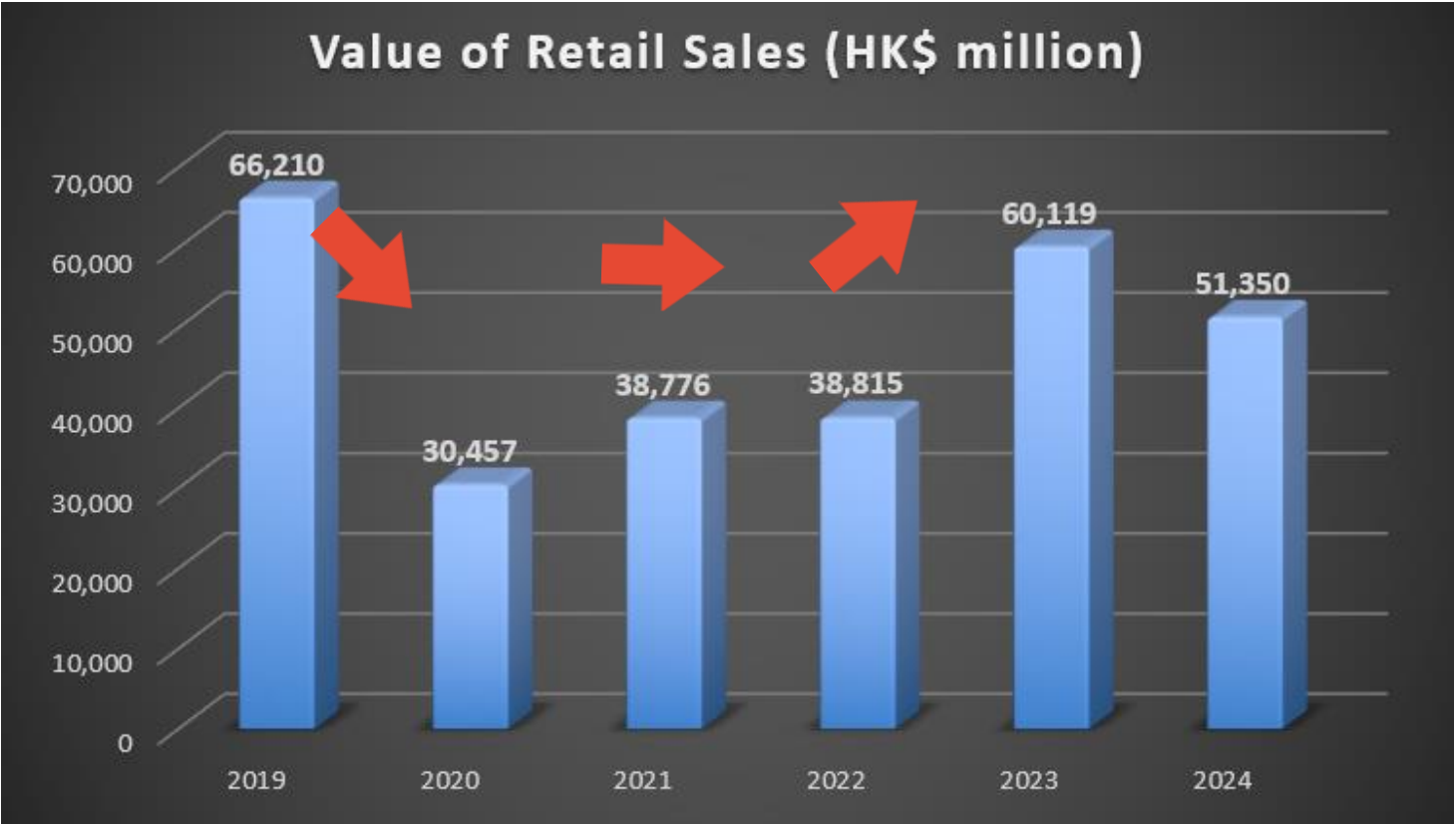
T S L | 謝瑞麟

- 01 Background Overview
- 02 Company Background
- 03 Market Review
- 04 New Social Media Promotion Plan
- 05 Conclusion
- 06 Q&A
- 07 Distribution List
- 08 Reference

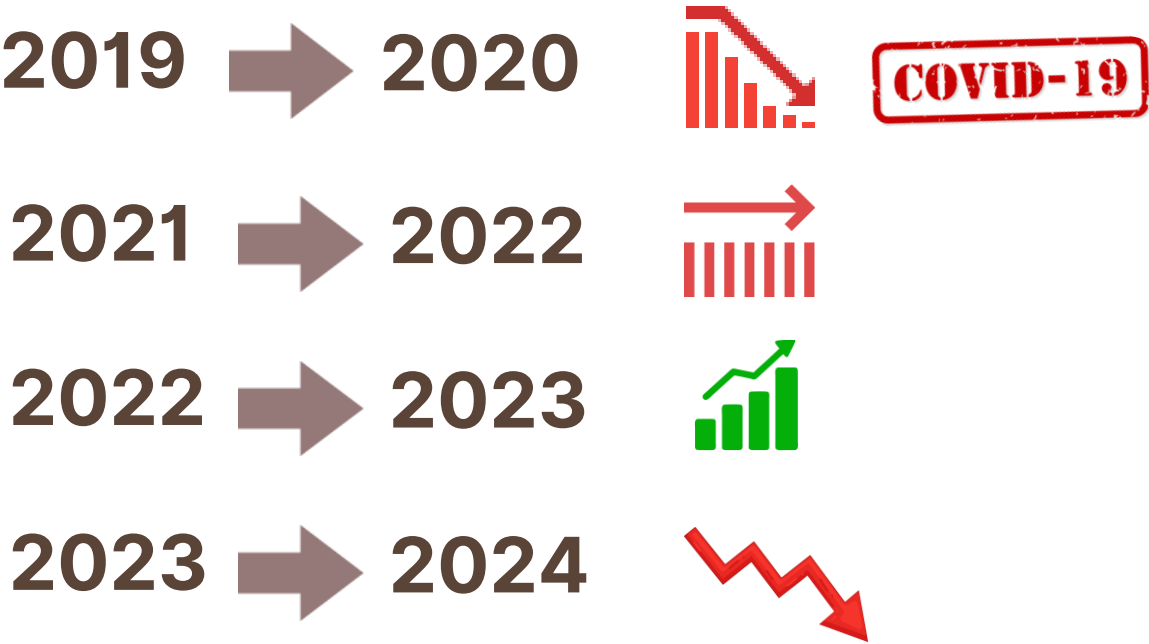


Background & Overview

Overview of Hong Kong's Jewellery Business Sales (2019–2024)



(Census and Statistics Department, 2025)



- Demonstrates market resilience and need to adapt to changing trends.

Key Players in Hong Kong's Jewellery Retail Sector

2024 Category	T S L 謝瑞麟	周大福 CHOW TAI FOOK	周生生 (how Sang Sang)
Sales Revenue (HK\$'M)	2,655	25,400	2,069
Sales Revenue vs 2023	2.40%	14.80%	-15%
Share of Business	5.10%	49%	3.90%
HK & Macau POS	15	87	59
Establish year	1971	1961	1960

- TSL should benchmark Chow Sang Sang as a target competitor and learn from its strong market strategies.

(Tse Sui Luen Jewellery (International) Limited, 2024)

(Chow Tai Fook Jewellery Group Limited, 2024)

(Chow Sang Sang Holdings International Limited, 2024)

TSL 2023/ 2024 Performance

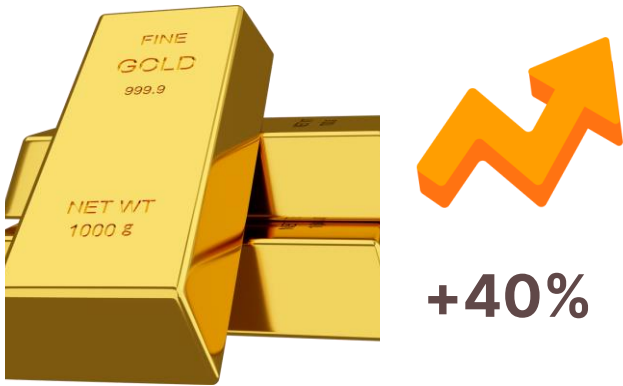
(HK\$'M)	2023/ 2024	2022/ 2023	-/+ V
Turnover	2,655	2,591	2.50%
Profit/ (Loss)	(374)	(72)	(302)

(Tse Sui Luen Jewellery (International) Limited, 2024)

2024 Gold Price Surge



(GoldPrice.org, no date)



(Collyns and Klein, 2025)

2024 Retail Promotion



- Inventory -15%
- Gross Profit -5.5%

(Tse Sui Luen Jewellery (International) Limited, 2024)

Background & Overview - Hong Kong's Tourism Challenges 2024



Visitor arrival Hong Kong



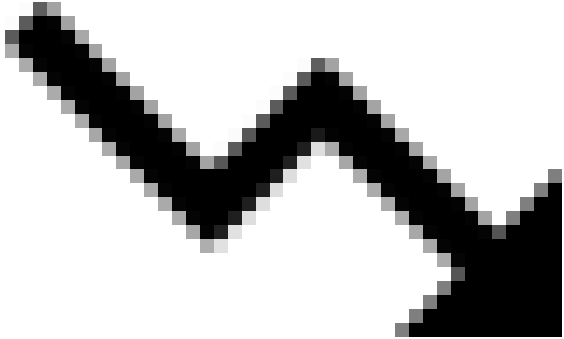
- 2024: 44,502,787 vs 2023: 33,999,660
 - %Growth: +30.9
- (Hong Kong Tourism Board, 2025)



HK's Tourism Challenges



- 19% decline in visitor spending
 - Stays: Average length down to 3.2 days
 - Strong HKD + Weaker Chinese economy
- (Hong Kong Business, 2024)



Background & Overview



Hong Kong & Jewellery Retail Sales 2024

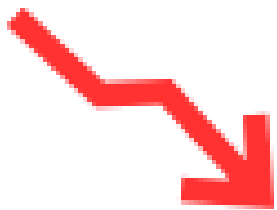
Hong Kong Retail Sales



2024: HK\$376.8 billion

2024 vs 2023: -7.3%

(Census and Statistics Department, 2025)



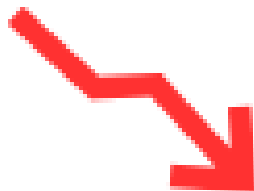
Hong Kong Jewellery Retail



2024: HK\$51.4 billion

2024 vs 2023: -14.5%

(Hong Kong Trade Development Council, 2024)



Key Challenges

- Retail sales are down due to lower tourist spending.
- Gen Z's digital habits and TSL's traditional focus present new challenges.

Jewellery's Future Gen Z: Social Media and Customization



GenZ

64%

Gen Z are more attracted to pure gold jewellery

(Chow Tai Fook Jewellery Group, 2023)



Gen Z's emotional spending is boosting jewellery demand and shifting brand preferences.

(South China Morning Post, 2025)

Social Media



Over 68% of Gen Z discover new products on social media, up from 60% in 2023

Nearly 60% of Gen Z make purchases directly through platforms like TikTok and Instagram, doubling from the previous year

(Entrepreneur, 2025)

Customization



Customization services boost brand loyalty and broaden customer appeal.

(Gems and Jewellery Market Analysis Report, 2025)

A collection of luxury jewelry including pearl necklaces, gold chains, diamond pendants, and earrings, arranged on a white marble surface with dried flowers.

T S L

謝瑞麟

**Company
Background**

T S L | 謝瑞麟

Company Background

480+ JEWELLERY BOUTIQUES
SPANNING OVER 130 CITIES

Official Name: Tse Sui Luen Jewellery (International) Limited

Stock Listing: Hong Kong Main Board (Stock Code: 417)

Headquarter: Hong Kong

Core Business:

- Jewellery manufacturing
- Retail
- Wholesale
- E-commerce

Operations:

- Retail
- Wholesale
- E-Business

(TSL, 2025g)



TSL | 謝瑞麟

Company Background

Trend Analysis:

- Turnover near HKD 2.6 billion
- Profitability **sharply decline** due to market shifts

(TSL, 2024)

Challenges:

1. High inflation (TSL, 2024)

- Recorded high gold prices -> Delay purchase/ Buy less
- Demand for natural diamond jewelry declined
- Sales dropped 42%

(TSL, 2024)

2. Shifting Consumer Behavior

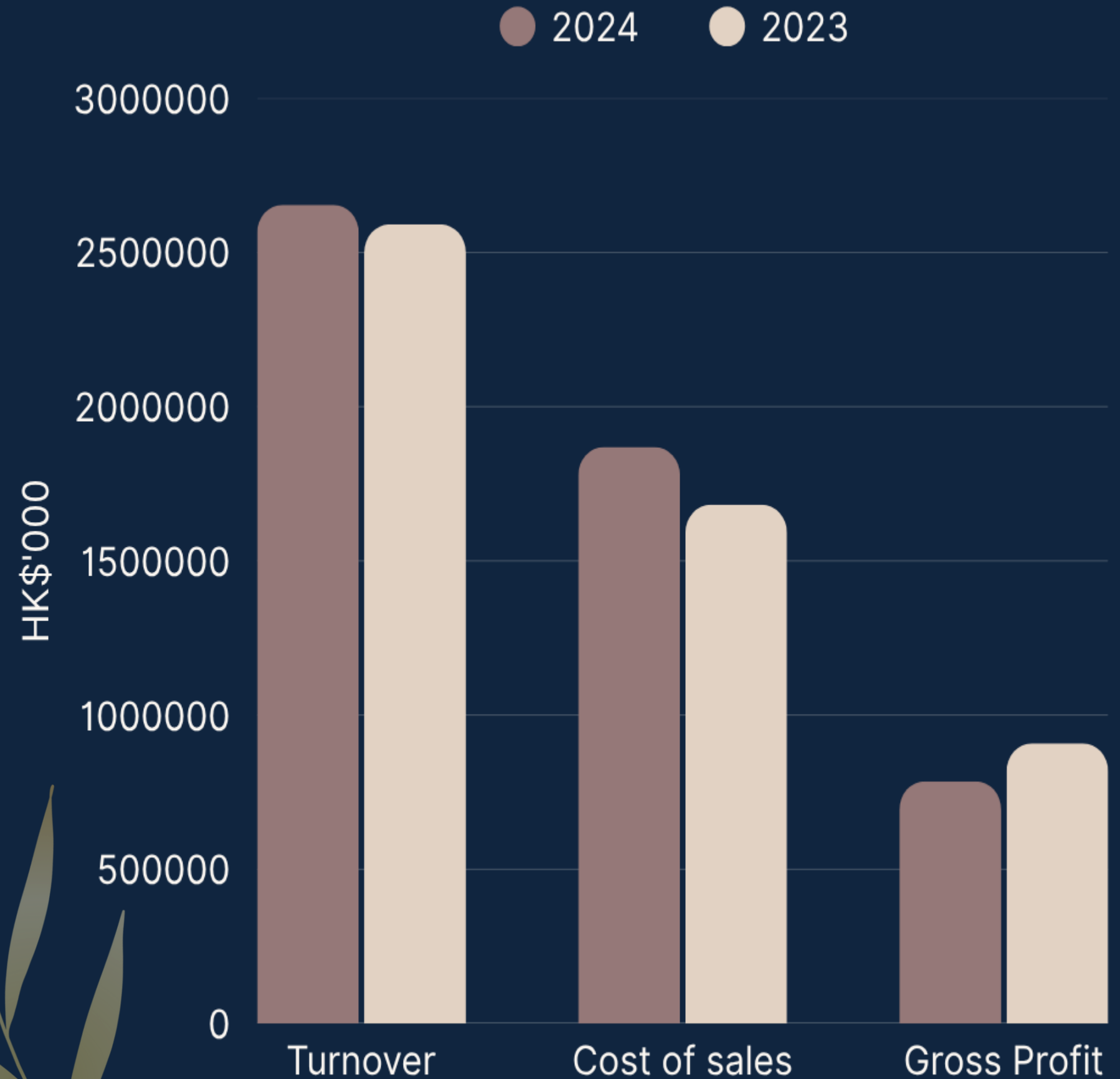
- Pure diamonds v Mixed diamond

(DiamondGuidance, 2023)

- Low marriages rate
- Gen Z Preference: Gold > Diamonds

(Chow Tai Fook, 2023)

3. Social Media Promotion

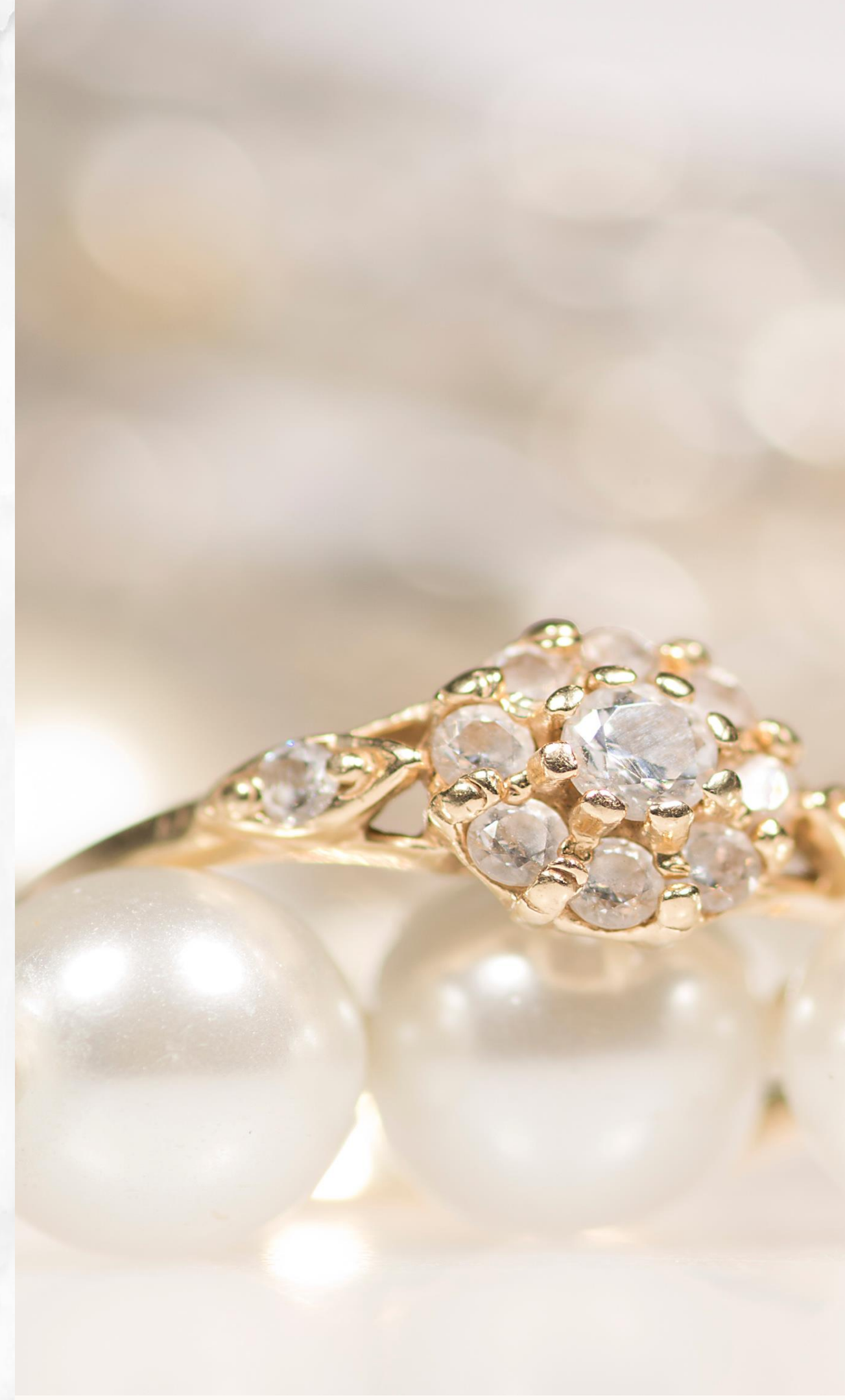


TSL (2024) Annual Report

T S L | 謝瑞麟

Target Audience

- Chinese Customers (Yujing L., 2018)
- Couples (TSL, 2023)
- Younger Generations (Robert S., 2022)
- Middle-Class Consumers (Yujing L., 2018)





Market Overview

T S L | 謝瑞麟

周生生 (how Sang Sang)

Competitor Comparison – Traditional Advertisement (TV commercials) 2015-2024



	No. of Launched Campaigns	Campaign Period	Key message	Target Audience	TV Channels
T S L 謝瑞麟 周生生 (how Sang Sang) 6	1	Dec 2014 to Jan 2015	Moments of Love	Couples	• Cable TV
		June 2015	The brightest moment	Couples	
	6	Aug 2016 to Nov 2016	Marriage rings	Engaged couples	• TVB (News Time) • TVB Pearl • ViuTv
		Jul 2017 to Oct 2017	Fine handmade with passion	Jewellery collectors	
		Oct 2017 to Apr 2018	Gift to lovers	Mass	
		Oct 2021	Technology design	Mass	
		Sep to Nov 2021 & 2022 & 2023	Personalized design	Female	

(TSL, 2025f) (Chow Sang Sang, 2025f) (Admango, 2025)

Video of TSL and Chow Sang Sang TV advertisement



Competitor Comparison – Traditional
Advertisement (Print Advertisement) 2020-2024

T S L | 謝瑞麟

No. of Launched Campaigns	Campaign Period	Key message	Target Audience	Print Media
4	Jan 2020	Branding (Recruitment)	Job Seeker	• JobMarket
	Aug 2022	Recruitment	Job Seeker	• JobMarket
	Mar 2023 May 2023 Aug 2024	Gifts for besties	Friends	• U Magazine • Milk X • Hong Kong Economic Times
	Jul 2024	12 treasures watches	Mass	• East Week

TSL Print Advertisement (2020-2024)

立即訂製

12靈瓏 陀飛輪腕錶

Scan to create THE 12 TREASURES TOURBILLON

TSL | 謝瑞麟

MEMORIGIN

萬希泉



GIFT
TO YOUR
Love
傾注一心

MILLEFIORI
繁花物語

CLOUD
雲浩影

TSL | 謝瑞麟

熱情 · 堅持 · 匠心工藝

[illegible]

Source: (Admango, 2025)

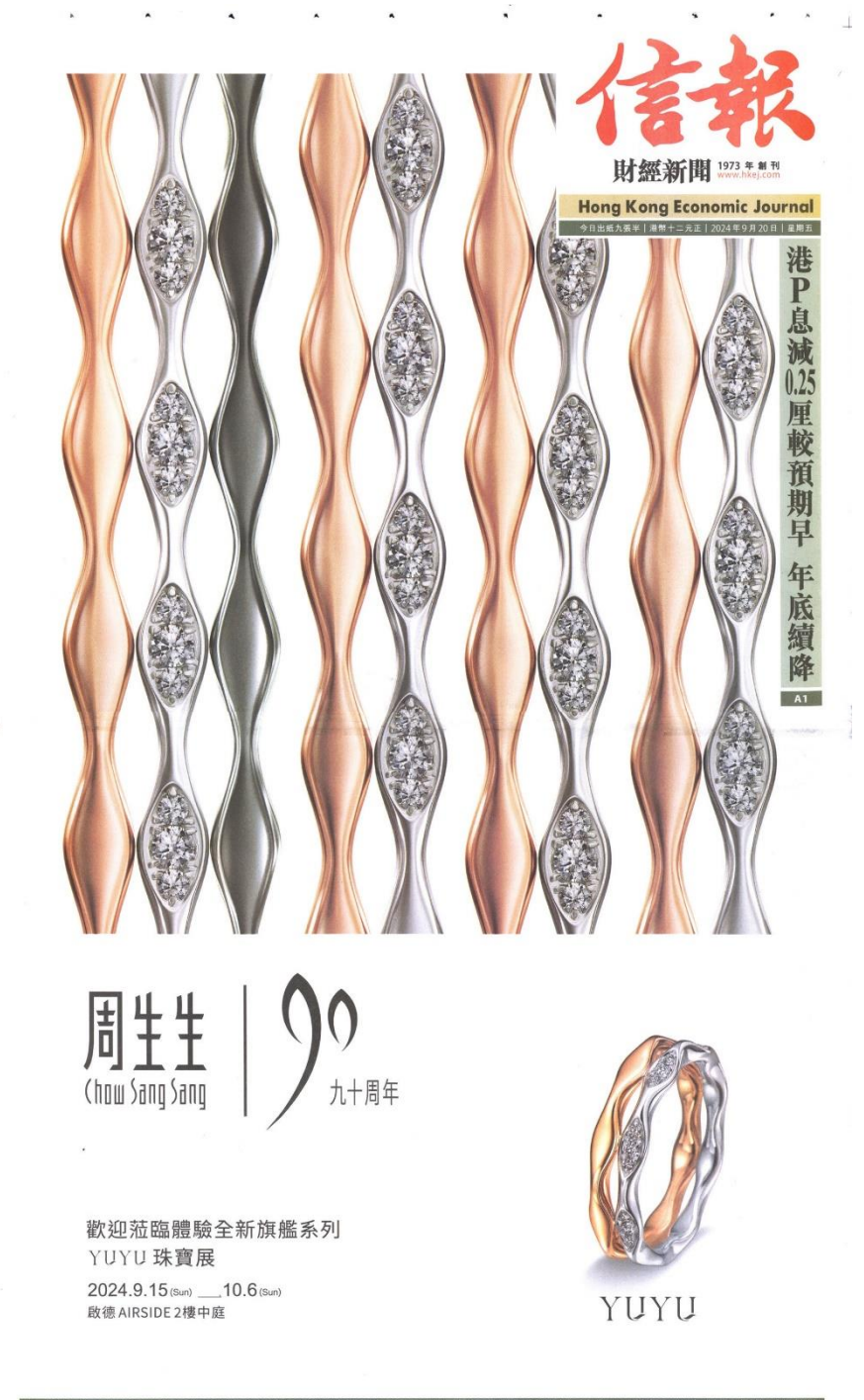
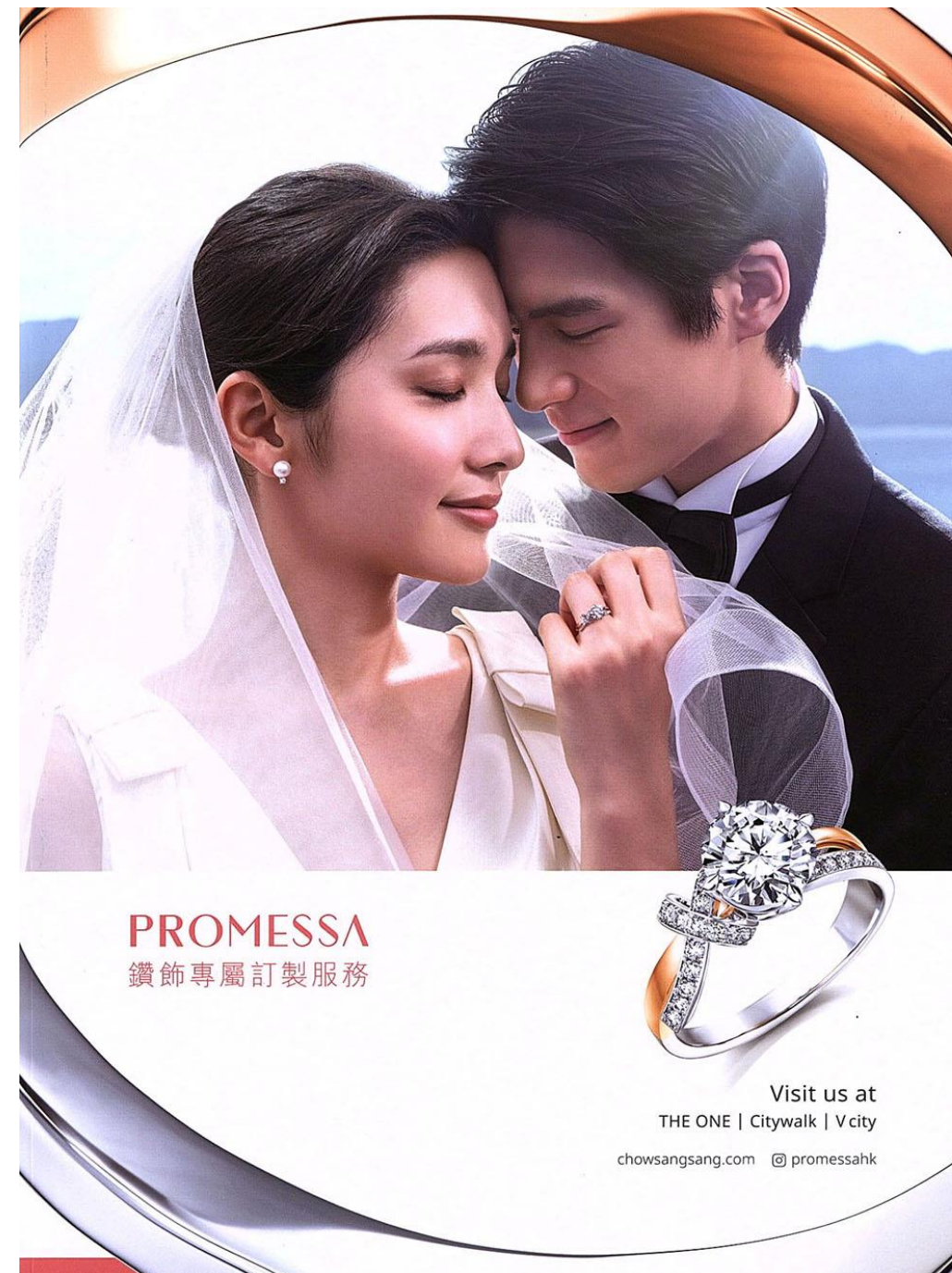
Competitor Comparison – Traditional
Advertisement (Print Advertisement) 2020-2024

周生生 (how Sang Sang)

No. of Launched Campaigns	Campaign Period	Key message	Target Audience	Print Media
6	Dec 2020	Collab with Sanrio	Sanrio Fans	Milk X
	Feb 2021	Personalized Jewellery Service	Mass	Milk X
	Oct 2021	Branding (Collab with celebrities – Dodo, Joyce, Ansonbean)	Mass	Esquire Hong Kong Edition
	Jan 2022, Mar 2022, Apr 2022, May 2022, Mar 2023	New store opened	Mass	- Milk X - South China Post - Hong Kong Economic Journal
	Sept 2023	Personalized service	Mass	Harper's Bazaar (Chinese Edition)
	Nov 2022, Oct 2023, Dec 2023, Mar 2024	Technology design	Mass	- Harper's Bazaar (Chinese Edition) - Vogue Hong Kong
	Apr 2024, Sep 2024, Oct 2024, Dec 2024	Branding (90 th Anniversary)	Mass	- Harper's Bazaar (Chinese Edition) - Hong Kong Economic Journal - South China Morning Post

Chow Sang Sang

Print Advertisement (2020-2024)



Competitor Comparison – Traditional Advertisement (Outdoor Ads) 2020-2024

	MTR Panels	No. of Launched Campaigns	Transportation Car Body / Shelter	No. of Launched Campaigns	Outdoor Billboard	No. of Launched Campaigns
T S L 謝瑞麟		2		0		2
周生生 Chow Sang Sang		12		3		1



TSL and Chow Sang Sang Outdoor advertisement



Competitor Comparison – Social Media Platform (Follower base)

Social Media Platform		T S L 謝瑞麟	周生生 Chow Sang Sang
		Followers	Followers
 Facebook		59k	150k
 Instagram		9k	21.5k
 Youtube		1.08k	2k
 TikTok		10k	81.5k
 Xiaohongshu		33.8k	127.8k

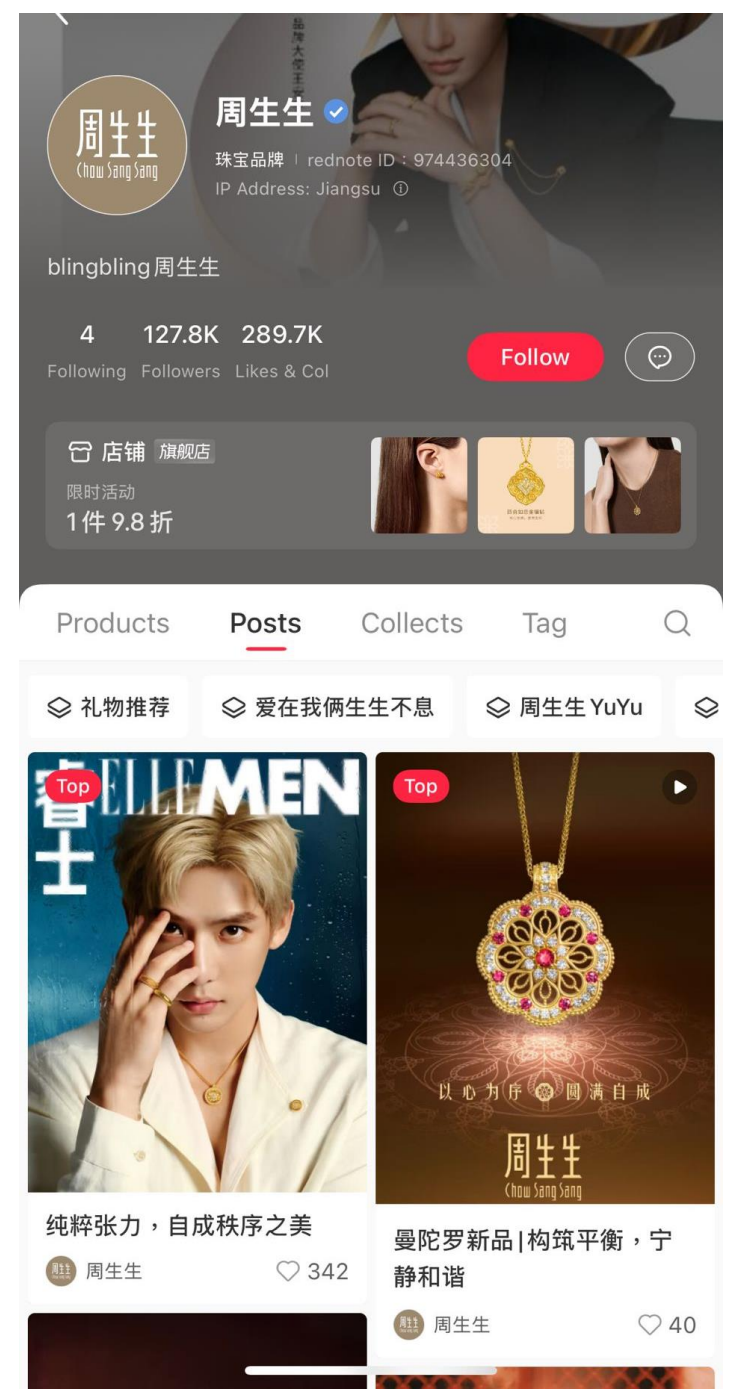
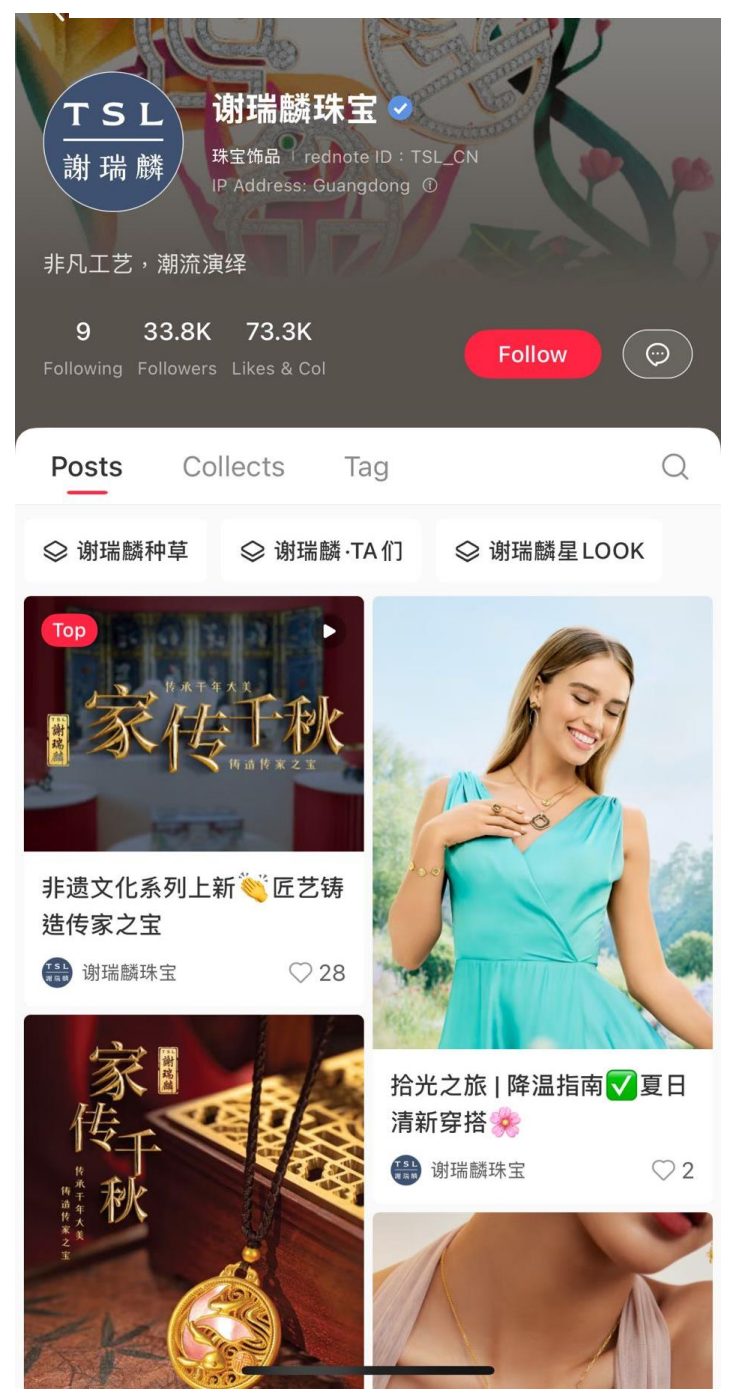
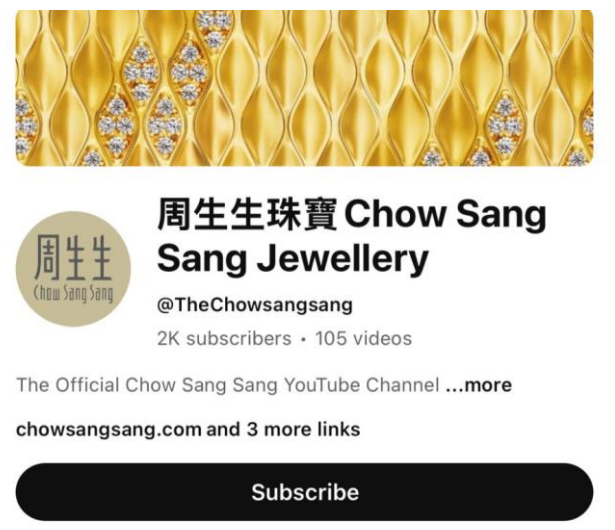
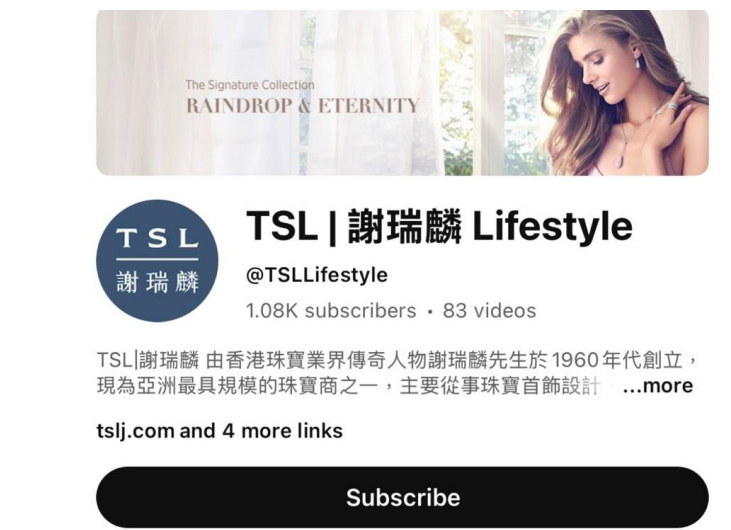
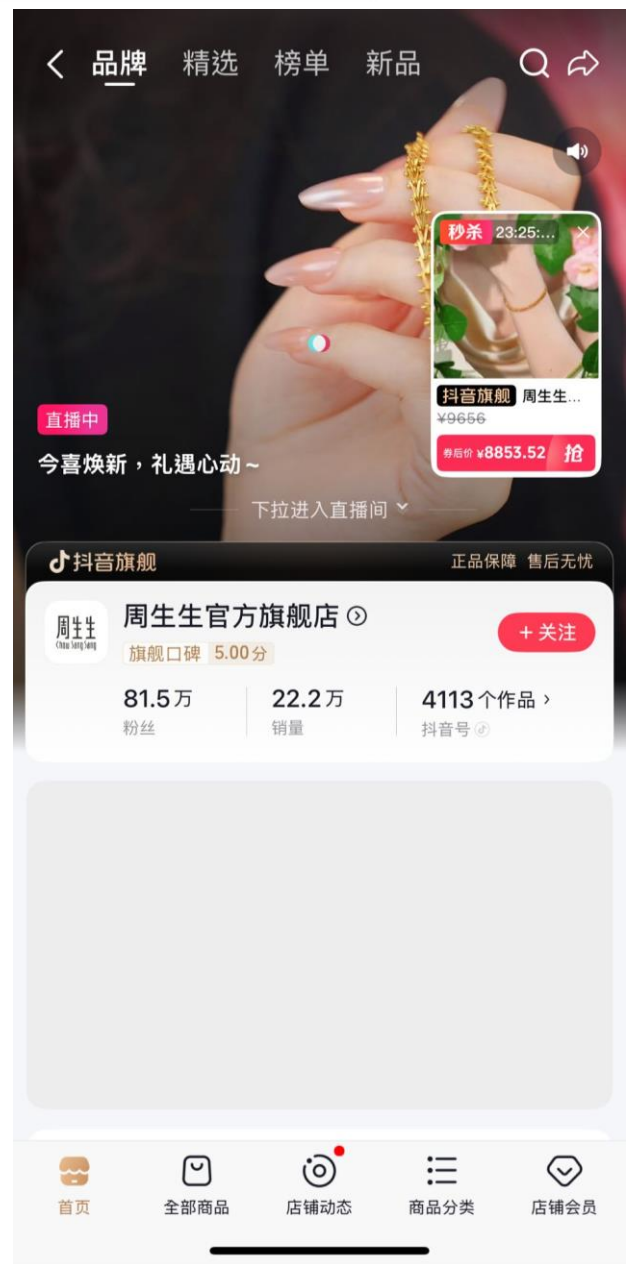
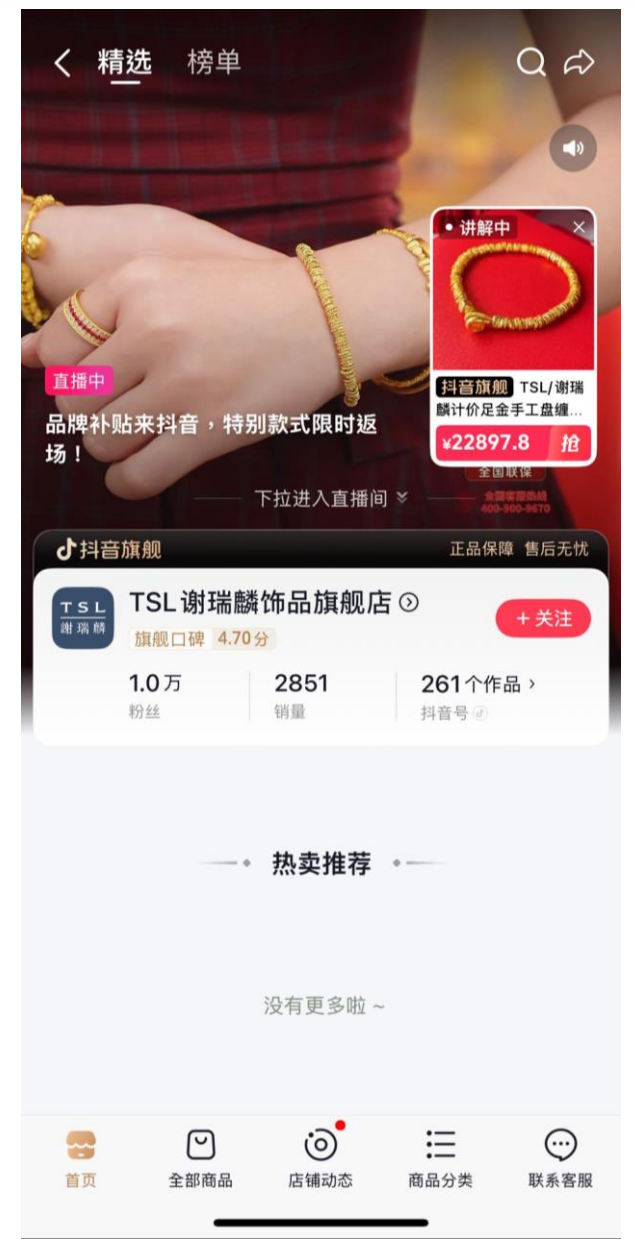
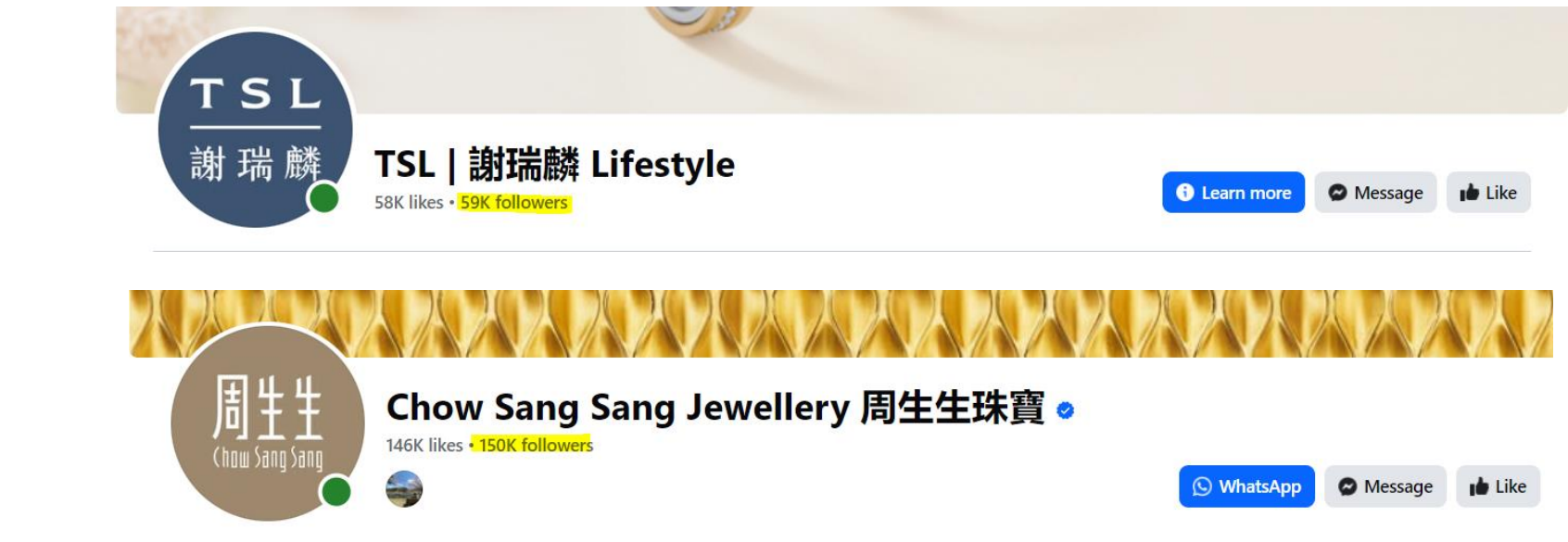
(TSL, 2025a) (TSL, 2025b) (TSL, 2025c) (TSL, 2025d) (TSL, 2025e)

(Chow Sang Sang, 2025a) (Chow Sang Sang, 2025b) (Chow Sang Sang, 2025c) (Chow Sang Sang, 2025d) (Chow Sang Sang, 2025e)

- Issues:
- Low engagement
 - Lack of video content

- Strengths:
- Short videos
 - KOL collaborations
 - Live streams

TSL and Chow Sang Sang Social Media Platfom



Analysis of Competitor (Social Media Marketing Strategy)

Comparison Objective: 2025 Mother's day campaign

		T S L 謝瑞麟		周生生 (how Sang Sang)	
Social Media Platform		Posting during campaign period	Posting Frequency	Posting during campaign period	Posting Frequency
	Facebook	✓	1	✓	19
	Instagram	✗	0	✓	5
	Youtube	✗	0	✗	0
	TikTok	✗	0	✗	0
	Xiaohongshu	✗	0	✓	1

(TSL, 2025a) (TSL, 2025b) (TSL, 2025c) (TSL, 2025d) (TSL, 2025e)

(Chow Sang Sang, 2025a) (Chow Sang Sang, 2025b) (Chow Sang Sang, 2025c) (Chow Sang Sang, 2025d) (Chow Sang Sang, 2025e)



- Limited to a single post on Facebook

- Larger follower base
- Higher posting frequency
- Multi-platform engagement

Summary of Social Media Comparison with TSL & Chow Sang Sang

T S L | 謝瑞麟

VS

周生生 (how Sang Sang)



Platform Presence		
Main Platforms	  	    
Activity	2-3 posts/week	Daily posts, Stories, Reels
Content Strategy		
Video Content	<20% (product close-ups with text)	60% of posts
Engagement	Minimal interactive elements	Polls, UGC contests
Collaborations		
KOL/ Influencers	Local celebrities	Mix of mega
Campaigns	Ad-hoc (no long-term partnerships)	Seasonal
Impact	Avg. engagement	Avg. KOL post engagement: 5K+ likes



Summary of Analysis (Traditional VS Social Media)

Facts:

1. Traditional ads are outdated
 - Rise of digital platforms
 - Changing consumer behaviors (Alexander G., 2024)
 - Often interrupted content -> scroll past or ignore (Julia H., 2025)
 - More rely on peer recommendations, influencers, and authentic content



2. High Costs

- TV, prints, billboards cost higher than social media ads



Social Media Ads

- ✓ More affordable
- ✓ More flexible
- ✓ Target specific audiences
- ✓ Track social media ad performance in real time
- ✓ Interact with customers

Online



✦
Proposed Social Media Promotion Plan

Why need social media promotion plan for TSL?

Internal

Business
loss

Constraint on gross profit growth due to emphasis on price incentive (TSL, 2024)

High
operation
cost

Fluctuating gold price, **increasing the material cost** (TSL, 2024)

Lack of
promotion
activities

Underutilizing the social media marketing, potentially **less visibility in saturated-nature sector** (Gao et al., 2024)

External

Change in
consumer
behavior

Chinese visitor ↓ **spending in HK**, prefer buying in their own town via e-commerce (Informa PLC, 2020)

Rising
market
segment –
Gen Z

Rising new **powerful spending and social media dominant segment - Gen Z in Hong Kong and China** (MDRi Asia Limited, 2024)

Competitor

Market presence in social media by main competitor

Goal of the promotion plan

To increase **20%** of gross profit on Gen Z product in one year via the new social media promotion plan



Target Audience for the promotion plan

✓ Profitability, growth opportunities and competitiveness

Recap:

- Gen Z's Income Growth: 135% projected income growth (2023-2040) – **Fastest among all generations**
- Gen Z in Hong Kong and China will be the **biggest luxury consumption** groups in 2030, **especially in jewelry**

(PricewaterhouseCoopers, 2024; Cheng, 2025)

Positioning

Age & Region

Targeting

Gen Z in Hong Kong and China

Marketing

Fine jewellery,
Young and unique
personality (TSL,
2022)

Persona for Gen Z in Hong Kong

Content preferences:

✓ **"Experiential participation"**: Influencer marketing + User-generated content (Duffett and Mxunyelwa, 2025)

- ✓ **"Authenticity and entertainment contents"** : Artistic, entertainment and informativeness for product information (Karpenka et al., 2021)

✓ **"Value on peer relationship"** : Encourage sharing ideas with peers, ↑ interaction with peers (Le and Ngoc, 2023 ; Bagus et al., 2024)

Income: HKD \$30,000

Openness

Honest

Pleasure

BIO

Ambitious Gen Z professional in HK
| Driven by integrity, innovation,
and impact | Building a career with
purpose & reliability | Let's connect
and grow.

MOTIVATION FOR SHOPPING

- Desire for happiness
- Practical concern
- Personal encouragement

SOCIAL MEDIA HABITS

Watching fashion KOL video



Keep in touch with friends



Reading new information



SOCIAL MEDIA CONTENT PREFERENCE

- Beauty
- Fashion
- Personalised jewellery
- Social and environmental

PERSONALITY AND

Authenticity & Transpare

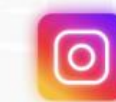
Self expression

Humor & Irony

Environmental Consciousness

Diversity and Equity

SOCIAL MEDIA CH



1st.



2nd.

3rd

4th

Channel preference:

- ✓ Heavily favors **visually-driven** Instagram and Douyin

- ✓ **Engaging, short-form** content and **foster connection**

(Zips and Holendová, 2023;
Rizomyliotis et al., 2024)

Persona for Gen Z in China

Channel preference:

✓ Different social media channel with HK due to local network limitation, but the preference is similar - **visually-driven** platforms - RedNote and TikTok



Content preference:

✓ Similar with HK, but more focus on **national and cultural identity** is higher than HK Gen Z (Wang, 2023)

Strategies and tactics for the promotion plan for Gen Z in Hong Kong



Strategy	Social Media Channels	Aim
1. Improving the post and short-form video qualities with aesthetic, informativeness (Casaló, Flavián and Ibáñez-Sánchez, 2017; Luo and Vijayan, 2023)		↑ Intent to purchase (Djafarova and Bowes, 2021; Amarullah et al., 2025;)
2. Inviting influencers to demonstrate product and teach user how to mix and match with daily fashion (Huang, Lin and Lou, 2023; Liu, 2023)		↑ Intent to purchase due to authenticity and trustworthiness (Bulazo, Sotto and Ryan, 2025)
3. User-generated content (UGC): Creating the "mix and match" competition (Raditya Ferdianto et al., 2024)		↑ Intent to purchase by fostering a sense of authenticity, emotional connection (El-Shihy and Awaad, 2025)

Strategies and tactics for the promotion plan for Gen Z in China

Strategy	Social Media Channels	Aim
1. Inviting influencers to demonstrate product and teach user how to mix and match with traditional Chinese costume (Yu, 2023)	 	↑ Intent to purchase due to authenticity, trustworthiness and emotional (Bulazo, Sotto and Ryan, 2025)
2. User-generated content (UGC): Creating the "mix and match" competition (Raditya Ferdianto et al., 2024)	 	↑ Intent to purchase by fostering a sense of authenticity, emotional connection (El-Shihy and Awaad, 2025)

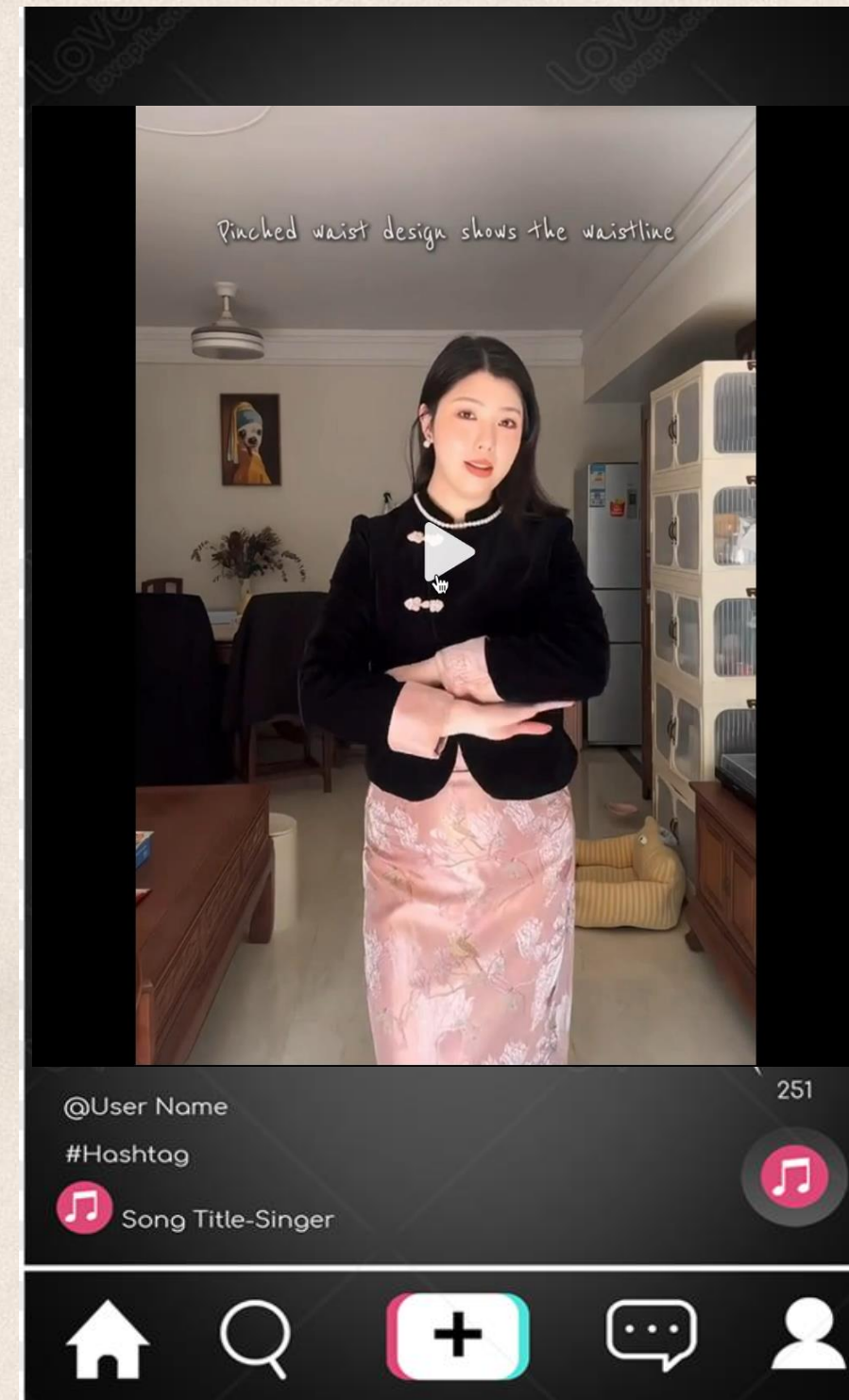


Content creation for the promotion plan

Short-form video for Instagram

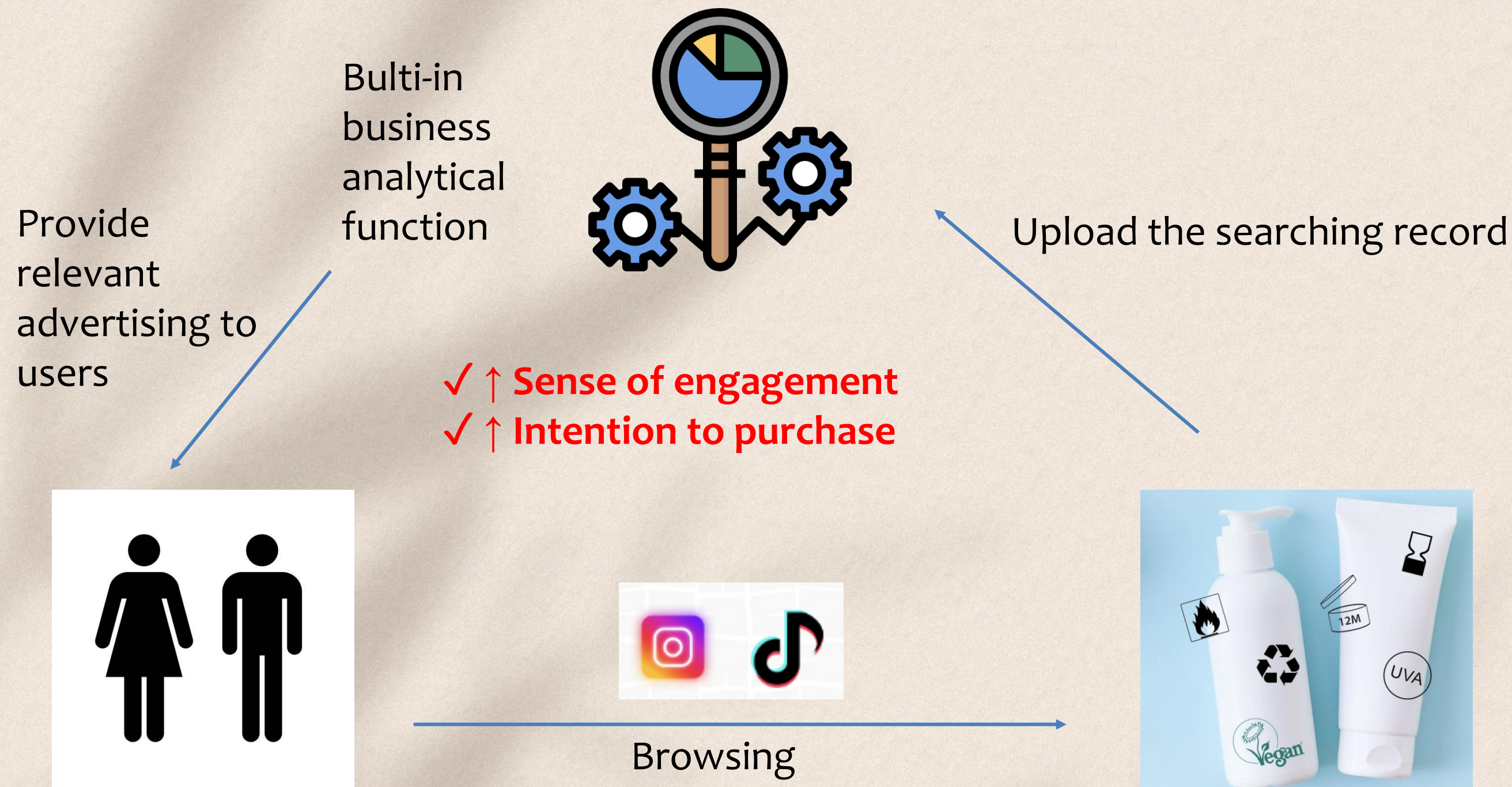


Influencer on Douyin



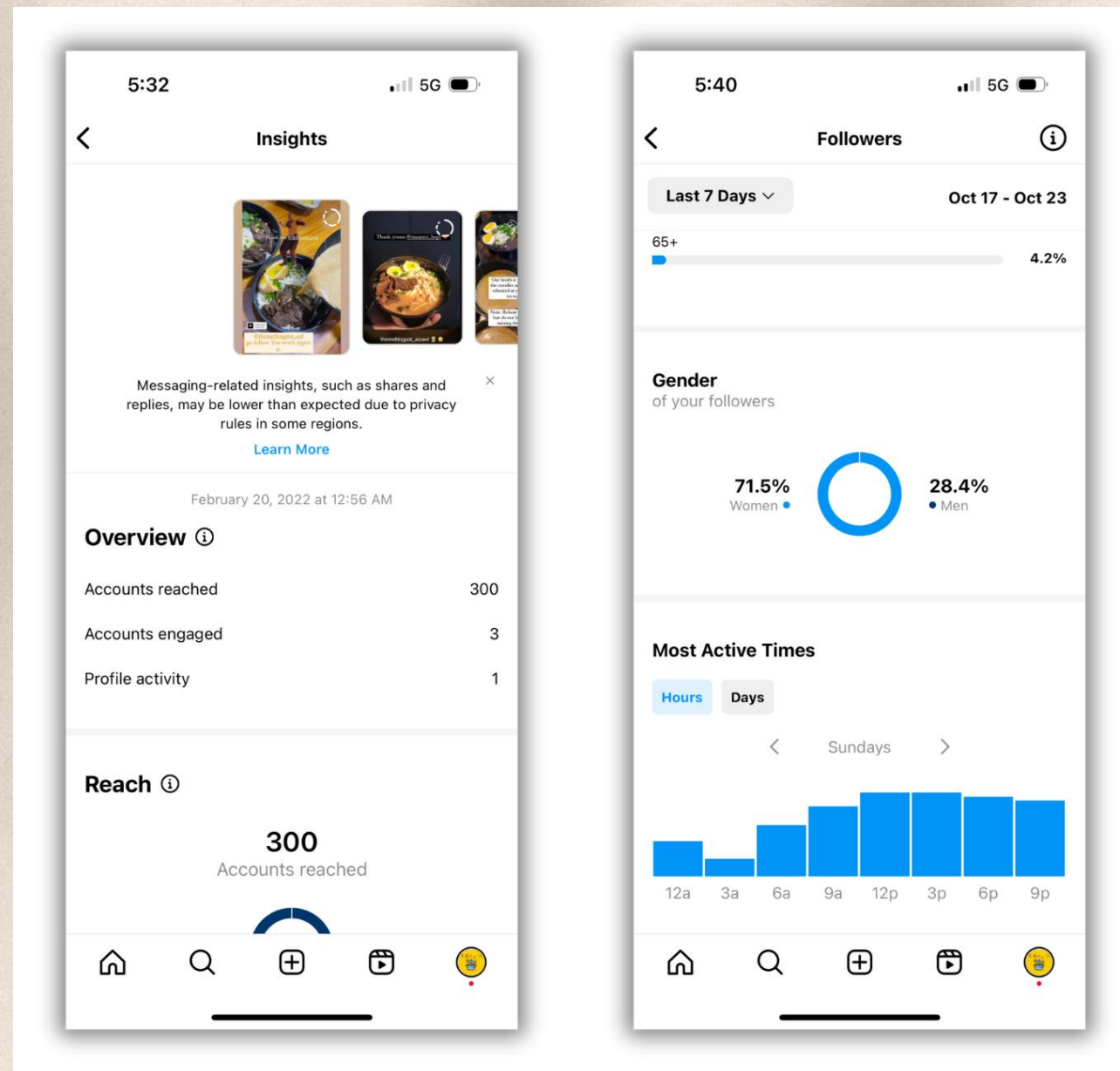
Strategies and tactics for the promotion plan for Gen Z in Hong Kong and China

- **Leveraging personalized social media advertising** is a key on intention to purchase in Gen Z ().



(Chandrakumar, 2024; Suresh and Gupta, 2024)

Monitoring for the promotion plan

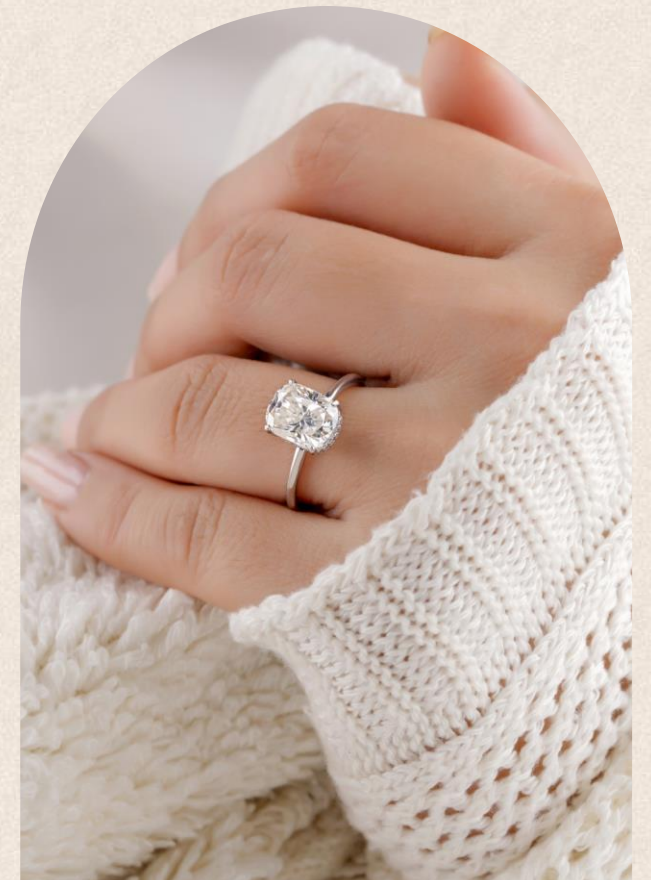


Instagram, Facebook & Douyin:

✓ Utilize **built-in analytical function** for business

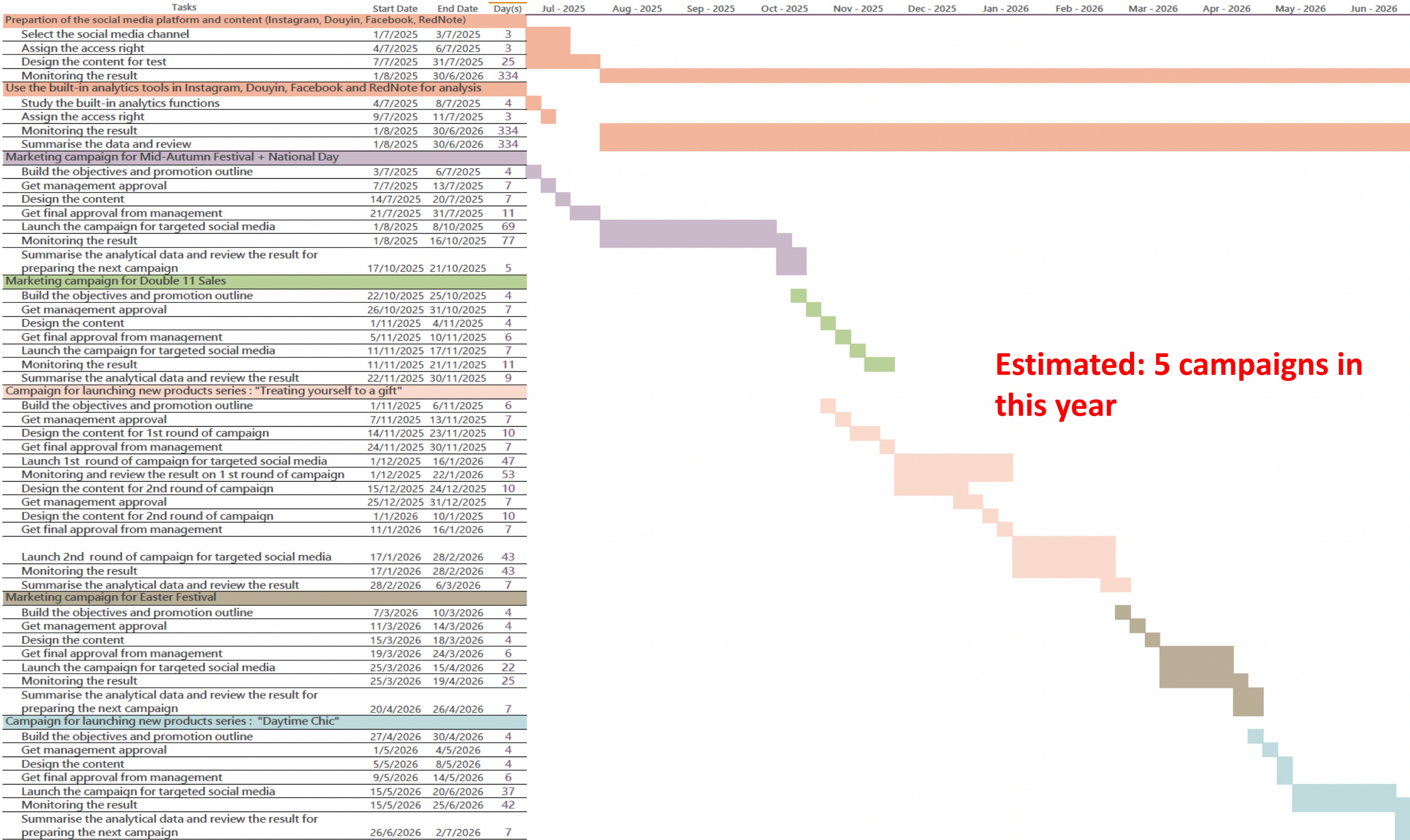
following the numbers of followers, likes and track

performance and **personalize advertising**



(WordStream, 2024; Park and Namkung, 2022)

Execution plan for the promotion plan



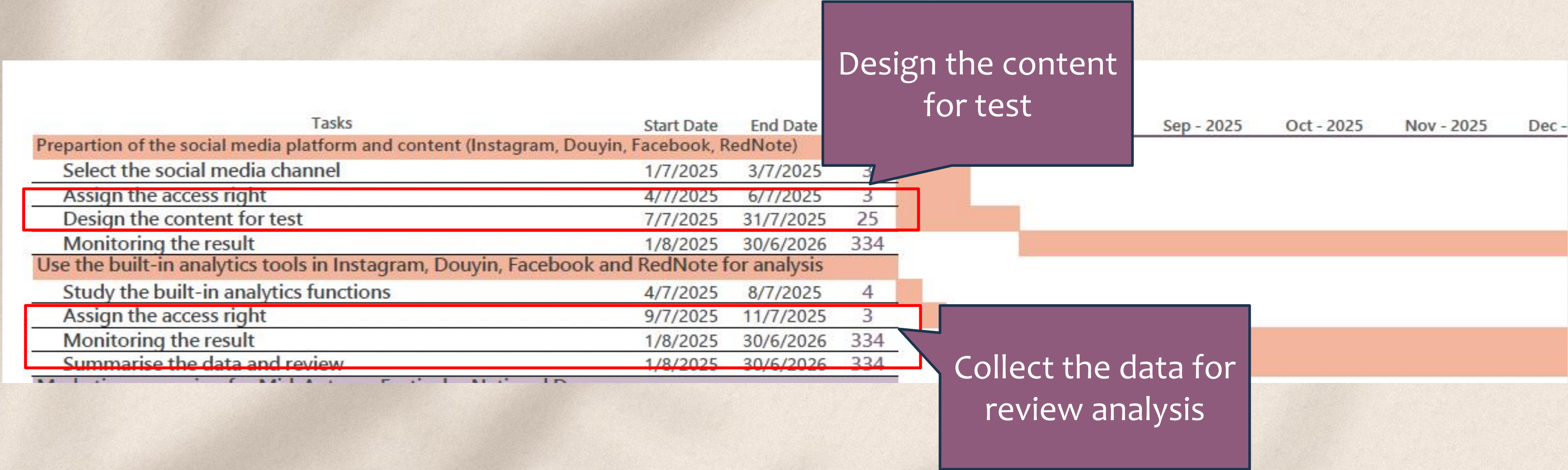
Estimated: 5 campaigns in this year



Execution plan for the promotion plan



Trial stage



Execution plan for the promotion plan

Based on the review and analysis, set the main objectives for each campaign.

After the trial stage

Summarise the data and review	1/8/2025	30/6/2026	334
Marketing campaign for Mid-Autumn Festival + National Day			
Build the objectives and promotion outline	3/7/2025	6/7/2025	4
Get management approval	1/7/2025	13/7/2025	7
Design the content	14/7/2025	20/7/2025	7
Get final approval from management	21/7/2025	31/7/2025	11
Launch the campaign for targeted social media	1/8/2025	8/10/2025	69
Monitoring the result	1/8/2025	16/10/2025	77
Summarise the analytical data and review the result for preparing the next campaign	17/10/2025	21/10/2025	5

Execution plan for the promotion plan

Finished each campaign will review the result based on the KPIs, like the gross profit growth rate, and then adjust the content for next campaign

Summarise the data and review	1/8/2025	30/6/2026	334
Marketing campaign for Mid-Autumn Festival + National Day			
Build the objectives and promotion outline	3/7/2025	6/7/2025	4
Get management approval	7/7/2025	13/7/2025	7
Design the content	14/7/2025	20/7/2025	7
Get final approval from management	21/7/2025	31/7/2025	11
Launch the campaign for targeted social media	1/8/2025	8/10/2025	69
Monitoring the result	1/8/2025	16/10/2025	77
Summarise the analytical data and review the result for preparing the next campaign	17/10/2025	21/10/2025	5
Marketing campaign for Double 11 Sales			
Build the objectives and promotion outline	22/10/2025	25/10/2025	4



Execution plan for the promotion plan

High season of jewelry spending: Dec to Feb -> Compared 10 years of jewelry spending data (Census and Statistics Department, 2025)

Summarise the analytical data and review the result	22/11/2025	30/11/2025	9
Campaign for launching new products series : "Treating yourself to a gift"			
Build the objectives and promotion outline	1/11/2025	6/11/2025	6
Get management approval	7/11/2025	13/11/2025	7
Design the content for 1st round of campaign	14/11/2025	23/11/2025	10
Get final approval from management	24/11/2025	30/11/2025	7
Launch 1st round of campaign for targeted social media	1/12/2025	16/1/2026	47
Monitoring and review the result on 1 st round of campaign	1/12/2025	22/1/2026	53
Design the content for 2nd round of campaign	15/12/2025	24/12/2025	10
Get management approval	25/12/2025	31/12/2025	7
Design the content for 2nd round of campaign	1/1/2026	10/1/2026	10
Get final approval from management	11/1/2026	16/1/2026	7
Launch 2nd round of campaign for targeted social media	17/1/2026	28/2/2026	43
Monitoring the result	17/1/2026	28/2/2026	43
Summarise the analytical data and review the result	28/2/2026	6/3/2026	7

Main campaign for new product series: “Treating yourself to a gift” for Gen Z in Hong Kong and China

Measuring for the promotion plan success

- Return on investment (ROI)
- Compare the gross profit on Gen Z product one year before

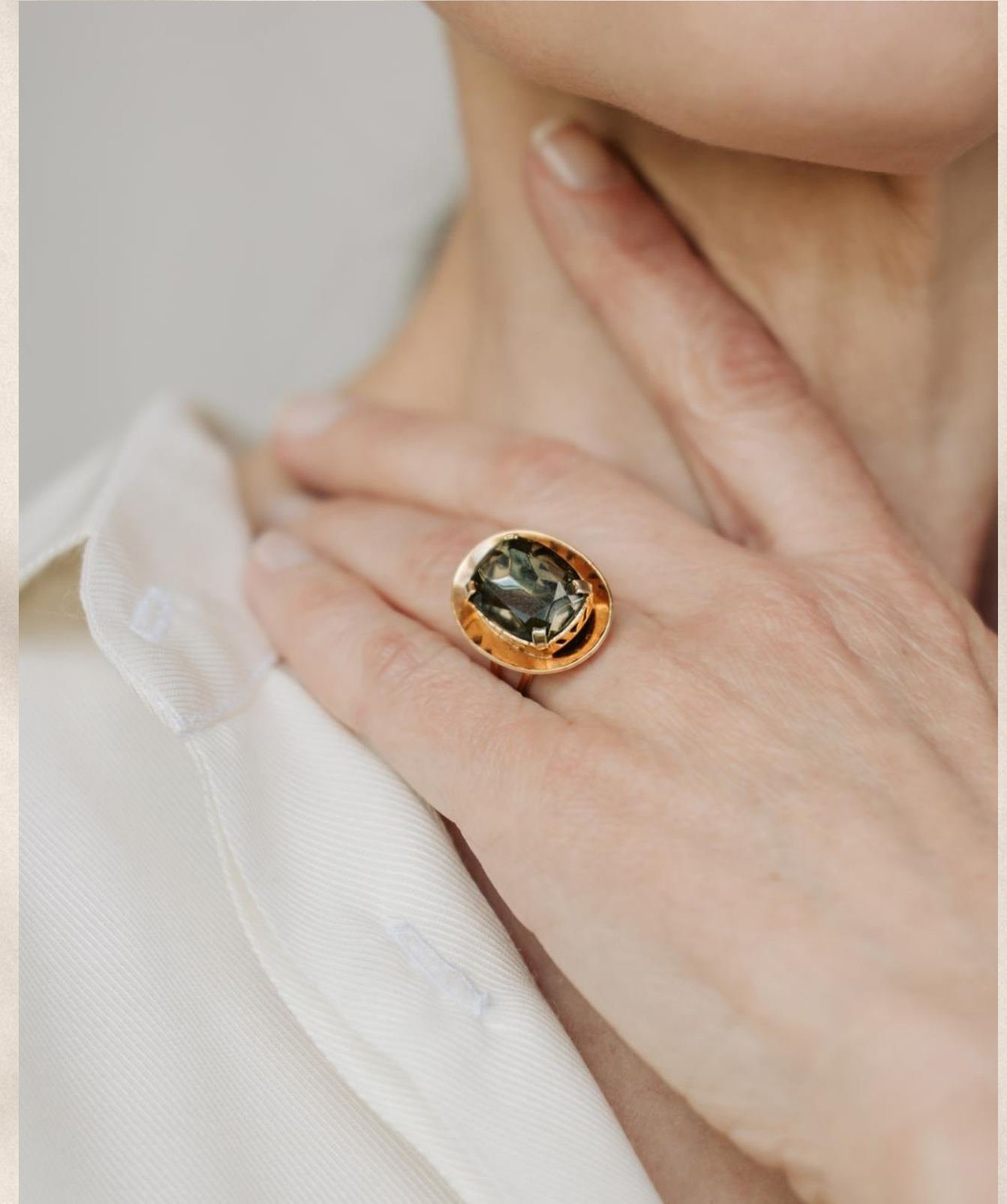


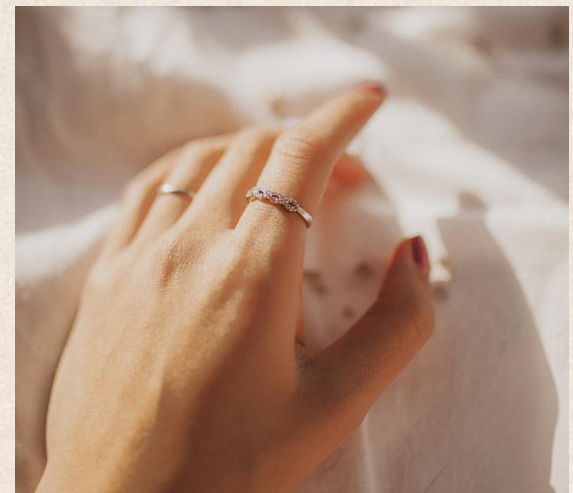
(Ascani and Ancillai, 2025)

Conclusion

TSL current challenges

- Business loss
 - High operating cost
 - Lack of promotion activities
 - Change in consumer behavior
 - Rising market segment Gen Z
 - Market presence in social media by main competitor
-
- Traditional advertising -> outdated
 - **√ Digital -> comes out social media promotion plan**





Q&A

Distribution List

Introduction (Slide 1-3)	Martin
Background (Slide 4-9)	Martin
TSL Company Background (Slide 10-13)	Etta
Market Overview (Slide 14-27)	Etta
Social Media Promotion Plan (Slide 28-44)	Wendy
Conclusion (Slide 45)	Wendy



THANK YOU



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