



## LEVEL 7 ASSESSMENT SPECIFICATION

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                      |                                          |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|------------------------------------------|
| Student name:                   | KWOK, Man Kam Ken<br>LI, Yuen Ching Harriet<br>SIN, Yik Ngan Winnie<br>WU, Jacky Hon Kwong                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Student ID number:                                   | 1812206<br>1812208<br>1812212<br>1812210 |
| Programme:                      | MBA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                      |                                          |
| Module:                         | Marketing Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                      |                                          |
| Module code:                    | SBMA7138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Contribution to Overall Module Assessment (%):       | 25%                                      |
| Lecturer:                       | Dr Arion WONG                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Internal Verifier:                                   |                                          |
| Assignment Title:               | Assignment 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Word count (or equivalent):                          | 15 minutes presentation                  |
| Submission deadline:            | Submit PPT: 8 Jun 2019<br>Presentation: 9 Jun 2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Return date of provisional marks & written feedback: | Within 20 days after submission          |
| Submission method:              | <p>All written assessments, where practical and possible, must be submitted via <u>Turnitin</u> unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into <u>Turnitin</u> or it will match many similarities with other students' submissions.)</p> <p><b>Alternative submission method (if applicable):</b></p> <p><b>Late submission of the assessment will result in a late penalty mark.</b> 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.</p> |                                                      |                                          |
| 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.                                                                                                                                                                                                                                                                                                                   |                                                      |                                          |



# Marketing Management (SMBA7138)

## Assignment 2

Presented by:

KWOK, Man Kam Ken  
LI, Yuen Ching Harriet  
SIN, Yik Ngan Winnie  
WU, Jacky Hon Kwong

Date: 9th June, 2019

# *Agenda*

## Nin Jiom Chuan Bei Pei Pa Koa (念慈菴枇杷膏) Marketing Plan

### Presented by

1. A Brief Overview
2. Analysis of the Competition
3. Traditional Advert
4. Strategy Development
- I. References

Winnie Sin

Winnie Sin

Harriet Li

Ken Kwok, Jacky Wu



# 1. A Brief Overview

# A Brief Overview

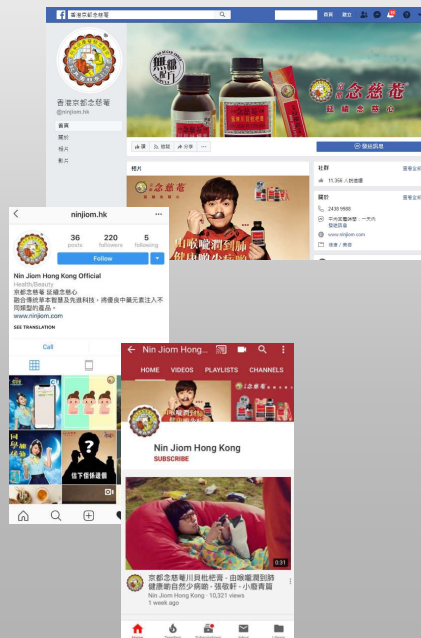


## Company Background

- Founded by Mr. Tse Siu Bong (謝兆邦) in 1946
- Signed agency agreement with King World Medicines Group Limited (01110 HK) in 1990s and introduce its products to Chinese domestic market
- More than 20 types of healthcare and pharmaceutical product
- Main revenue come from Nin Jiom Chuan Bei Pei Pa Koa (京都念慈菴蜜煉川貝枇杷膏)

## Current Position in Social Media

- Focus on TV / printed ad by famous actor/actress with theme song
- Facebook set up in 2014/ Youtube channel in 2017/ Instagram in 2019



- Craze swept US in 2018 because of a social media post
- The product price up to 10 times more than original price in Amazon.com



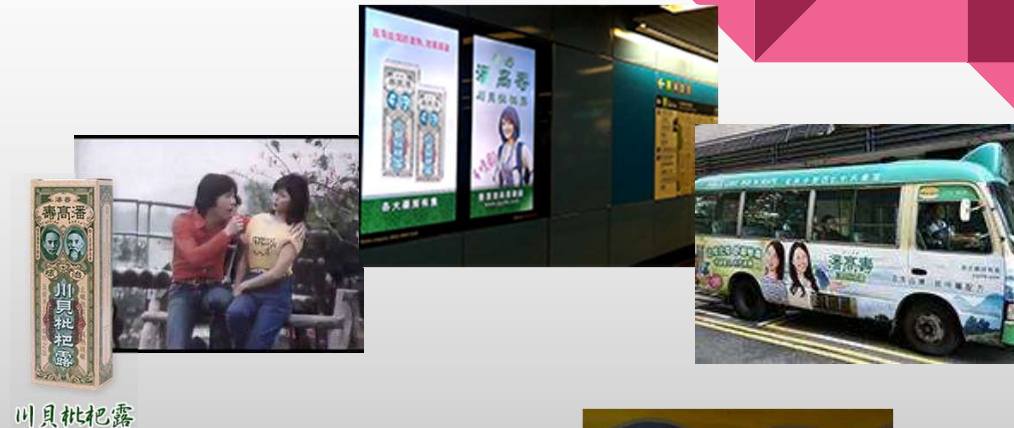
## 2. Analysis of the Competition

# Analysis of the Competition

## Pei Pa Koa

Poon Goor Soe 潘高壽川貝枇杷露

- Classical TV ad in 1980s
- No new marketing campaign



Kin On Tong 健安堂川貝枇杷膏

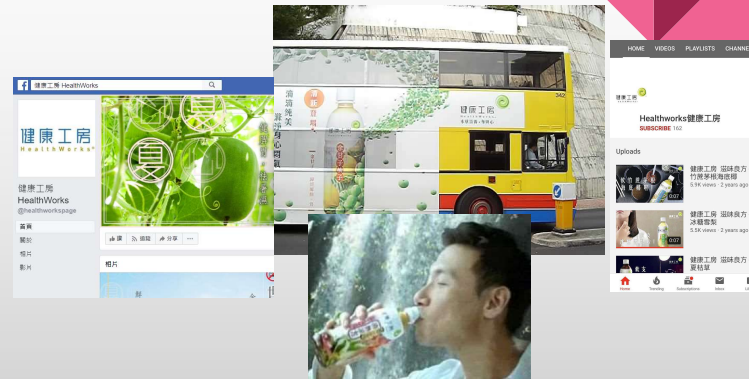
- Facebook page set up in 2013
- No active marketing campaign but only HKPBE (工展會)



## Similar Products

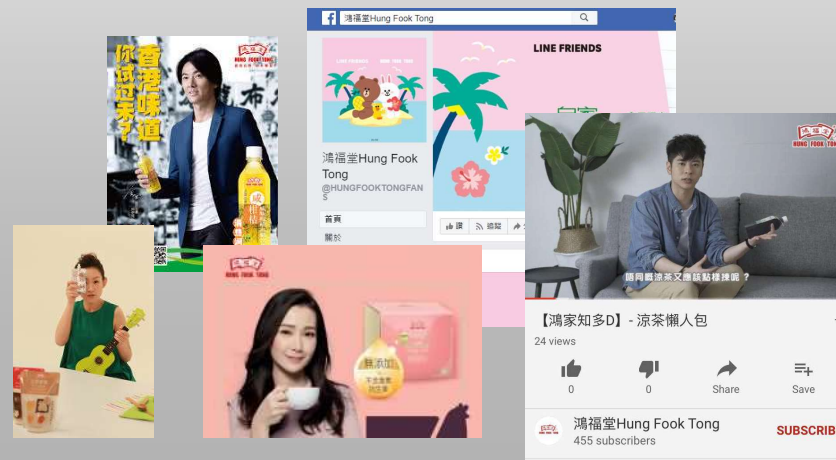
### HealthWorks 健康工房

- TV ad by Jacky Cheung in 2006
- Facebook page set up in 2010
- YouTube channel set up in 2016



### Hung Fook Tong 鴻福堂

- Facebook page set up in 2009
- YouTube channel set up in 2010
- Hire artist as spokesperson

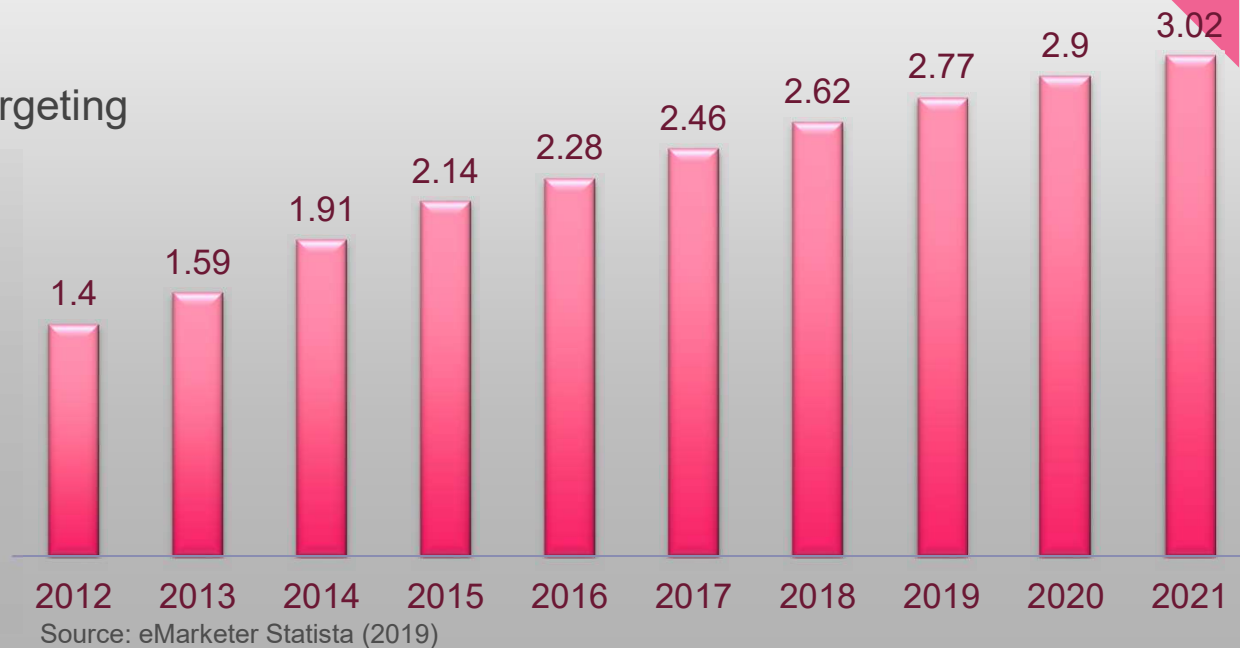


## Social Media Marketing Trend

- Rapidly grow and expand
- Cost effective
- Easy to share
- Collect data for precise targeting



**Number of social network users worldwide from 2012 to 2021 (in billions)**





# 3. Traditional Advert

# Traditional Advert

Television advertisement of Nin Jiom Chuan Bei Pei Pa Koa is decided to be promoted on the selected social media channels.

## TV Advert in 1985



## TV Advert in 2016





## What the Advert is about

|                                                                |                         |                                                                                         |
|----------------------------------------------------------------|-------------------------|-----------------------------------------------------------------------------------------|
| Since 1985                                                     | <b>Year</b>             | Since 2016                                                                              |
| Natural ingredients, e.g. Pei Pa, honey                        | <b>Highlight</b>        | The word "Thank You" is repeated many times                                             |
| Traditional                                                    | <b>Background Music</b> | Relax                                                                                   |
| Natural environment is nursing herbs, and herbs make us strong | <b>Theme</b>            | At different situations, she is given a Pei Pa Koa because people care about her health |
| A natural and healthy product                                  | <b>Image of Product</b> | Sharing and caring                                                                      |

Source: Nin Jiom Hong Kong (2016) & VCRCommercial (2012)



# 4. Strategy Development

# Strategy Development

## Goals of Marketing Plan

- To obtain trending social media presence within the first year with attaining 2000 likes and followers.
- To attain consumer retention rate increase by 20% in the first year of its social media commercial launch.
- To attain increase in market share by 15% within the first year after launch on its social media commercials.



## Targeting the Audiences

| Targeting Medium | Key Segment Variables                                                                                                 |
|------------------|-----------------------------------------------------------------------------------------------------------------------|
| Demographic      | Gender, age breakdown, education and family status of Chinese consumers.                                              |
| Geographic       | Chinese as well as global marketplace.                                                                                |
| Psychographic    | Employment and socio-demographic status and family status.                                                            |
| Behavioral       | Chronic illness, increased health consciousness in families and people dealing with frequent cold and cough symptoms. |

Source: Khurana (2017)

## Targeting the Audiences

- The target consumer market segment will be males and females belonging to age group of 10 to 60 years.
- The target consumers will be urban population that are full time workers, have families and an income more than national average.
- Target market will be individuals facing chronic illness and the families aimed at improving their general health and wellbeing.



## Developing Strategies and Choosing Tactics (Twitter)

- Attain high consumer engagement
- Value added information
- “Hash-tag”



## Facebook Media to Engage Consumers

- Sharing engaging images, links and videos on its medicinal products.
- Increased visibility from consumers



## Instagram Media To Engage Consumers

- Develop user-generated contents
- Encourage consumers to share
- Location tags



## Creating Content on Twitter

- Influencers
- Creative Support
- Testimonials



## Creating Content On Facebook

- Traditional Chinese Medicine
- Totally 12,807 Items
- 87% of plant extract
- 12% of animal extract
- 1% of mineral extract



## Creating Content On Instagram

- Refreshing tea and health products
- Increase the target consumers
- “Hash-tag”



## Monitoring and Measuring

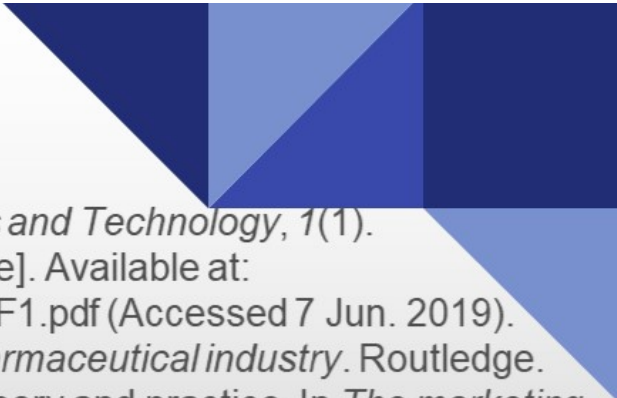
- Observing tremendous increased in number of followers, reflecting increased brand popularity.
- Increase in number of positive reactions attained on the social media posts.
- Increase in the “Click-through-rate” that can significantly increase number of visitors to the company's website.
- Evaluate social media promotional campaign performance through measuring difference between target set and actual target attained.



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