



LEVEL 7 ASSESSMENT SPECIFICATION

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Programme:	MBA		
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Lecturer:	Dr Arion WONG	Internal Verifier:	Dr Katherine Mo
Assignment Title:	Assignment 2	Word count (or equivalent):	15 minutes presentation
Submission deadline:	Submit PPT: 20 Jun 2020 Presentation: 21 Jun 2020	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.		



University of Wales
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MARKETING MANAGEMENT

HKBM7012

ASSIGNMENT 2

LECTURER: DR. ARION WONG

TEAM MEMBER: KEUNG NGA YEE, LAM WAI YEUNG, TSUI AO CHEUNG



四海魚蛋
FOUR SEAS FISH BALL

Commercial
Tag line

“好好食 個個食”

“It’s delicious, everyone
want to eat”



AGENDA TOPICS



1. Overview

2. Analysis of Competition

3. Traditional advert

4. Proposed Campaign

5. Q&A

COMPANY & PRODUCT SUMMARY



- Founded in 1977
- Hong Kong Top Brand - 2018 (Hong Kong Brand Development Council, 2019a)
- Fish ball is one of the most iconic street-food in Hong Kong (Tie, 2019)
- Over 250 products selling in Hong Kong (HKET, 2019)
- Fish ball market leader with 70% market share (HKET, 2019)

OVERALL MARKET CONDITION



- **Political Factor: The COVID-19 Pandemic**
 - Government of Hong Kong Promote Social Distancing (Department of Health, the Government of the Hong Kong Special Administrative Region, 2020)
- **Economic Factor: Decline in GDP Growth**
 - Recently Hong Kong GDP Growth is -8.9% (The Census and Statistics Department, 2020)
 - People will spend less and eating at home

PEOPLE ARE EATING MORE AT HOME

OVERALL MARKET CONDITION



- **Social Factor - Hongkongers love to eat Hot Pot / Steamboat**
 - **+26% Growth in 2020 May (Openrice, 2020)**
 - **Fish balls are one of the favourite items for Hot Pot**
- **Technological Factor: More handphone App users**
- **People are using APP more than Web (Saccomani, 2020)** Develop an APP can draw more attention compared to website



Figure 1 : Overall Food Trends

Source: Openrice (2020)

- Product (benefit): Fast cooking, convenience to buy, offer a great variety of products
- Promotion: Supermarket pop up store
- Place : ParknShop, Welcome, and YATA / Online: HKTV MALL
- Price : Relatively low (refer to Table 1 below)

Table 1 - Price comparison

			
四海魚蛋 - 白魚蛋	SKYEA - 大白魚蛋	魚陣營 - 鮮製白魚蛋	大碗肉 - 頂級白魚蛋
\$14.90	\$25	\$17.90	\$33
https://www.hktvmall.com/hktv/zh/main/%E5%9B%9B%E6%B5%B7%E9%AD%9A%E8%9B%8B/%E5%A4%A7%E8%A1%97%E5%B8%82/s/H7707001/%E8%B6%85%E7%B4%9A%E5%B7%BF%E5%A0%B4/%E8%B6%85%E7%B4%9A%E5%B8%82%E5%A0%B4/%E5%86%B7%E5%87%8D-%E6%80%A5%E5%87%8D%E9%A3%9F%E5%93%81/%E4%B8%B8%E9%A1%9E/%E7%99%BD%E9%AD%9A%E8%9B%8B170g%E5%86%B7%E5%87%8D/p/H7707001_S_AA019	https://www.hktvmall.com/hktv/zh/main/%E5%A4%A7%E8%A1%97%E5%B8%82/s/H0888001/%E8%B6%85%E7%B4%9A%E5%B7%BF%E5%A0%B4/%E8%B6%85%E7%B4%9A%E5%B8%82%E5%A0%B4/%E5%86%B7%E5%87%8D-%E6%80%A5%E5%87%8D%E9%A3%9F%E5%93%81/%E4%B8%B8%E9%A1%9E/%E5%A4%A7%E7%99%BD%E9%AD%9A%E8%9B%8B/p/H0888001_S_10137155	https://www.hktvmall.com/hktv/zh/main/%E9%AD%9A%E9%99%A3%E7%87%9F/s/H7650001/%E8%B6%85%E7%B4%9A%E5%B7%BF%E5%A0%B4/%E8%B6%85%E7%B4%9A%E5%B8%82%E5%A0%B4/%E5%86%B7%E5%87%8D-%E6%80%A5%E5%87%8D%E9%A3%9F%E5%93%81/%E6%80%A5%E5%87%8D%E6%B5%B7%E9%AE%AE/%E6%80%A5%E5%87%8D%E9%AD%9A/%E9%AE%AE%E8%A3%BD%E7%99%BD%E9%AD%9A%E8%9B%8B-%E6%80%A5%E5%87%8D/p/H7650001_S_50034	https://www.hktvmall.com/hktv/zh/main/%E6%A8%BA%E6%BA%90%E9%A3%9F%E5%93%81/s/H7456001/%E8%B6%85%E7%B4%9A%E5%B7%BF%E5%A0%B4/%E8%B6%85%E7%B4%9A%E5%B8%82%E5%A0%B4/%E5%86%B7%E5%87%8D-%E6%80%A5%E5%87%8D%E9%A3%9F%E5%93%81/%E4%B8%B8%E9%A1%9E/%E9%A0%82%E7%B4%9A%E7%99%BD%E9%AD%9A%E8%9B%8B-12%E7%B2%92%E8%A3%9D/p/H7456001_S_11131306

Sources: Writer construct the table

CURRENT POSITION IN SOCIAL MEDIA



Table 2 - Current position in social media

	Status	Remarks	Source
Search Engine Marketing (SEM)	N/A	Not using AdWords (Keyword Fishball)	Google/ Yahoo
Facebook Page	1382 followers	Frequently posting, but less than 10 likes each news feed	Facebook https://www.facebook.com/seasfishballs/
Instagram	53 followers	9 posts	Instagram https://instagram.com/fourseasfishballs?
YouTube	19 subscribers	8 video posts	YouTube https://www.youtube.com/channel/
WeChat	Yes	For China Market	WeChat ID: gh_703a5b4c9018

Sources: Writer construct the table

ANALYSIS OF THE COMPETITION IN SOCIAL MEDIA



- Search Engine Marketing (SEM)
- Searching keyword “Fishball”
- Only showing competitor’s website

Google

魚蛋 → Searching keyword: Fishball

Q All Images Maps News Videos More Settings Tools

Page 2 of about 1,910,000 results (0.47 seconds)

Ad · eshop.ckfoods.com.hk/ ▼ 2662 0622

陳記點心 - 每日新鮮製造 - ckfoods.com.hk

香港中式點心零售、批發及網購，燒賣、粉果、魚蛋、粽、糯米雞、丸、醬汁及各類包點
所有商品 · 關於陳記

People also search for

魚蛋批發 魚蛋英文
魚蛋成分 麻辣魚蛋
魚蛋哪裡買 陳皮魚蛋
魚蛋營養 魚蛋卡路里

Competitor's website
"Chan Kee Dim Sum"

www.youtube.com › watch - Translate this page

全人手製作魚蛋魚片由起魚肉開始- 香港原味道2 - YouTube

香港原味道2 | 魚蛋價廉物美，製作過程所花的心思可不少！阿譚、幸美到人
氣小食店學整新鮮魚製品。老闆一家由 ...

Nov 17, 2018 - Uploaded by TVB USA Official

Figure 2 : Search result for fish ball in Google

Source: Search using Google search engine in incognito mode - <https://www.google.com/search?q=%E9%AD%9A%E8%9B%8B&oq=%E9%AD%9A%E8%9B%8B&aqs=chrome..69i57j69i60l2j69i61.333j0j1&sourceid=chrome&ie=UTF-8>

ANALYSIS OF THE COMPETITION IN SOCIAL MEDIA



Table 3- Analysis of the competition in social media

	Four Seas Fish Balls	Chan Kee Dim Sum	Kwok Kam Kee
AdWord/ Banner	N/A	Yes when searching Keyword: Fishball 魚蛋	N/A
Facebook Page	1338 likes	13,313 likes	3122 likes
Instagram	54 followers, 9 posts	136 followers, 77 posts	411 followers, 238 posts
YouTube	19 subscribers, 8 posts	N/A	N/A
WeChat	Yes (For China)	N/A	N/A

Sources: Writer construct the table

TRADITIONAL ADVERT

- TV commercial back in 2009
- All later TV commercials were using the same tagline, only 3 to 4 versions in 20 years.
- Tag line “好好食 個個食”

It's delicious, everyone wants to eat”



Video 1 : Four Sea Fish ball TV Commercial

Source: Four Sea Fish Ball (2009)

MARKETING PLAN - SOCIAL MEDIA



GOALS - WHAT DO WE WANT TO ACCOMPLISH THROUGH THIS CAMPAIGN?

- Expend market volume by at least 7% from new marketing channel in 6 months
 - Four Sea produce 15,000,000 pieces of fish ball everyday, with 15 pieces a pack (HKET, 2019)
 - 7% = 150,000 pieces = 70,000 packs in 6 months
 - 11,650 packs per month

MARKETING PLAN - SOCIAL MEDIA



TARGETING THE AUDIENCE: WHO ARE WE TRYING TO REACH AND WHY?

- Segmentation : Demographic
- People: Target age group 25 to 40
 - In this age group, they are changing eating behaviour or cooking at home
- Position : Convenient and Healthy
 - Selling in Supermarkets: ParknShop, Welcome, and YATA
 - Online: HKTV MALL
 - First to invent not using chemical to keep fresh fishball for 14 days (Hong Kong Brand Development Council, 2019b)

MARKETING PLAN - SOCIAL MEDIA



DEVELOPING STRATEGIES AND CHOOSING TACTICS: WHICH SOCIAL MEDIA CHANNELS TO USE AND HOW TO ENGAGE WITH CUSTOMERS?

- Develop an App for the campaign
- Advertise the campaign through Facebook and Instagram
- Ad to be posted under A/B testing, boost the ad with a higher click through rate
 - Content A: traditional commercial tagline “好好食 個個食 It's delicious, everyone wants to eat”
 - Content B: use another content headline “Eat Four Seas Fish Ball and Win 50,000 AsiaMiles”
- Engage customers by:
 - Broadcasting cooking videos via facebook live or with popular cooking channel in YouTube (e.g. Day Day Cook)
 - Referring friends through a contest
 - Designing new recipes cooking with Four Seas products, and share recipes in the APP

CONTENT OF NEW SOCIAL MEDIA CAMPAIGN

1) PHONE APP

Table 4 -Phone app function and advantages

Function	Advantages
GPS direction to the nearest reseller/ tasting booth	Boost traffic to store for more impulsive purchases
Login as a member	Data collection for remarketing
In-app online purchase	Increase sales volume
Download recipes	Encourage for repurchase
Referral contest	Boost sales volume

Sources: Writer construct the table



QR Code for APP demo



Video 2 : APP Demo

Sources: Writer design

CONTENT OF NEW SOCIAL MEDIA CAMPAIGN



2) SOCIAL MEDIA CAMPAIGN

- HKD 100,000 funding from HK government (Distance Business Funding, aka D-Biz)
- Search Engine Marketing (SEM)
- AdWord and Banner
- Facebook Ad
- Instagram, YouTube Channel
- Broadcasts cooking with Four Seas products in YouTube and Facebook live
- Contest: Make a dish with Four Seas Fish Balls
- Upload a picture through the app
- Tag a friend



CONTENT OF NEW SOCIAL MEDIA CAMPAIGN



2) SOCIAL MEDIA CAMPAIGN - CONTINUES

- Earn point on each tag (referral)
- Referral receives 20% discount code
- Ranking showing in app with friends' status
- Highest points win 50,000 Asia miles
- Corporate rate @ USD0.03 per mile



CONTENT OF NEW SOCIAL MEDIA CAMPAIGN



Video 3 : How does the campaign works

Sources: Writer design

MARKETING PLAN - RESULT MEASUREMENT



MONITORING AND MEASURING: WHAT TOOLS DO YOU PLAN TO USE TO MEASURE AND MONITOR THE SOCIAL MEDIA CAMPAIGN?

- Sales analysis: Penetration rate and Sales volume
- Cost analysis: Return on Investment (ROI)
- Behavioural analysis: Click Through Rate (CTR) and number of impressions, big data collection for remarketing

Q&A



“好好食 個個食”

IT'S DELICIOUS,
EVERYONE WANTS TO EAT

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[2240866/%E6%97%A5%E7%94%A21,500%E8%90%AC%E7%B2%92%E9%AD%9A%E8%9B%8B%E3%80%80%E5%9B%9B%E6%B5%B7%E9%AD%9A%E8%9B%8B%E7%AC%AC%E4%BA%8C%E4%BB%A3%E6%8E%A5%E6%A3%92](https://inews.hket.com/article/2240866/%E6%97%A5%E7%94%A21,500%E8%90%AC%E7%B2%92%E9%AD%9A%E8%9B%8B%E3%80%80%E5%9B%9B%E6%B5%B7%E9%AD%9A%E8%9B%8B%E7%AC%AC%E4%BA%8C%E4%BB%A3%E6%8E%A5%E6%A3%92) (Accessed : 19 June 2020).

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