



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

Module: Marketing Management
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Lecturer: Dr. Arion Wong
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Assignment 2 – Group Presentation

Student Name	Student ID Number
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

Let's Start with a Mini Survey



<https://ahaslides.com/8XMWO>





Unleashing the Potential: Social Media Marketing Journey in Hong Kong



LUMA



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 international 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

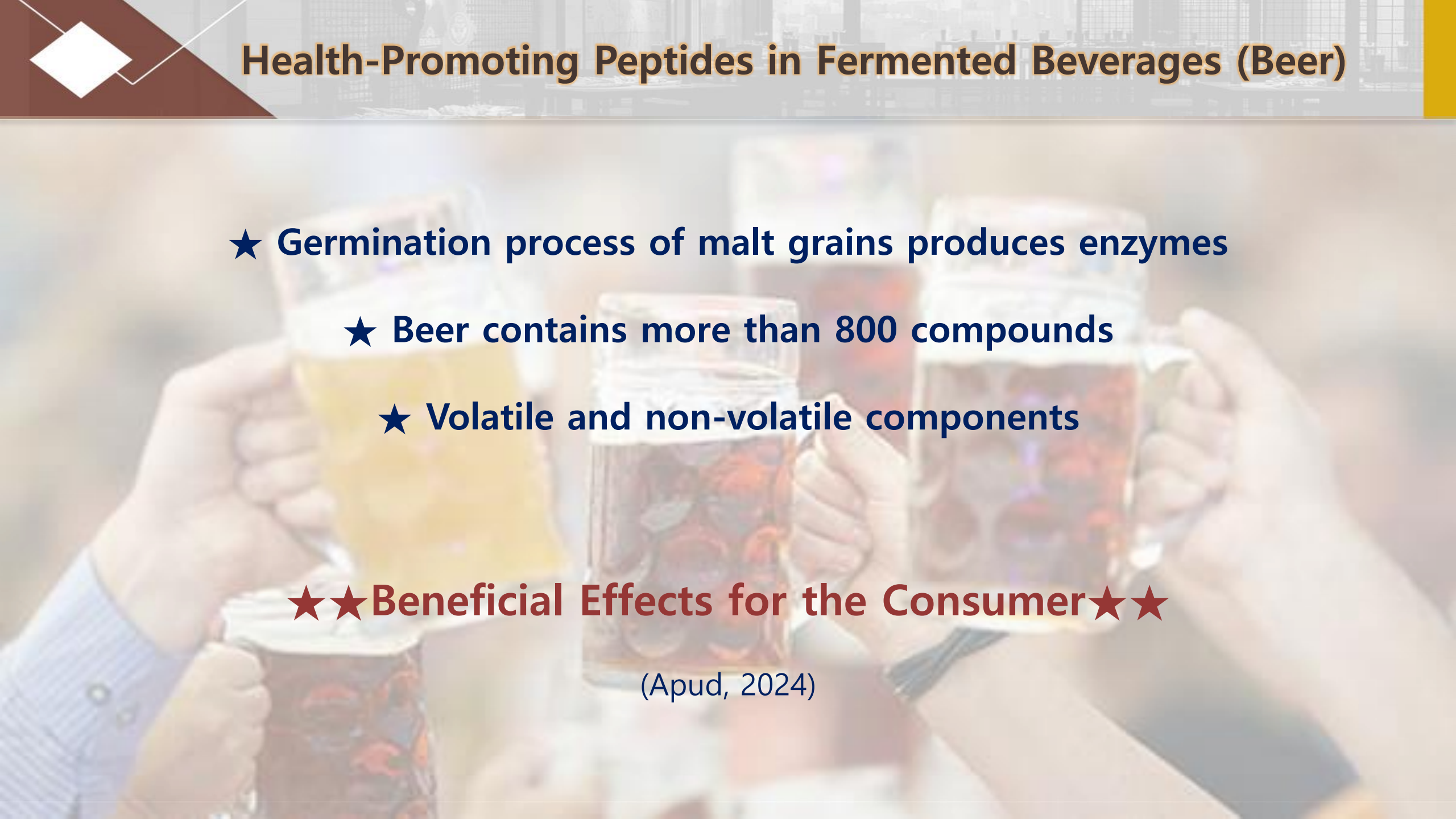
- 1) Steeping, germination, and moisture removal from the cereal grains
- 2) Milling, mashing, and draining
- 3) The boiling, clarification, and cooling of sweetened wort
- 4) Fermentation
- 5) Yeast removal, stabilization, and packaging

(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



LUMA

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

Taste is Important
(One et al. 2022)

Low-Alcoholic is benefit
(Apud, 2024)

#Number1LightBeer
#low carolies #light #tipsy #SanMigLightHK

2010

Launched in Hong Kong

-young

(San Miguel Brewery Hong Kong LTD,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

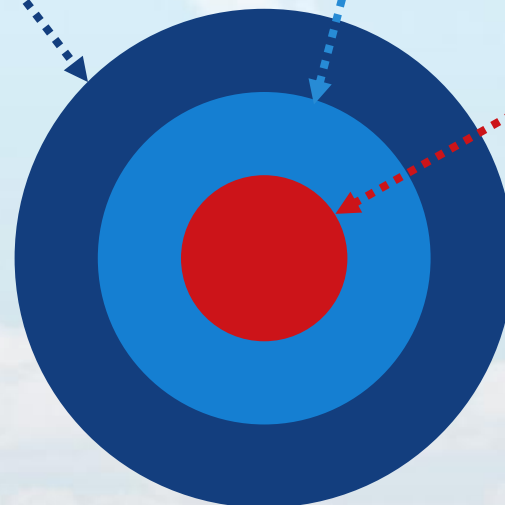
- Print Advertisement
- Billboard
- TVC

(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)

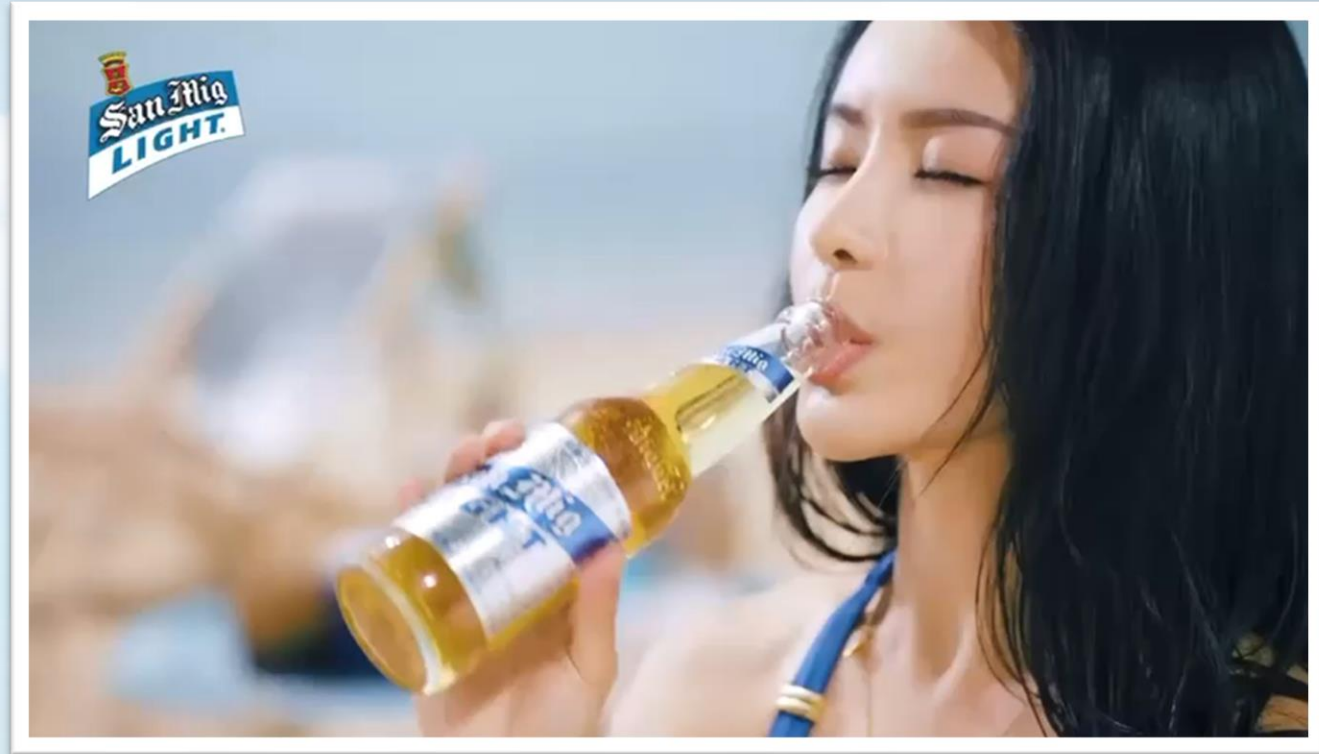
2022-2024

TVC Blast Period

2022-2024

Channel

TVC



SML choosees 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
- Netgative 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 on 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



The Digital Shift



transitioning out of the
traditional market

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



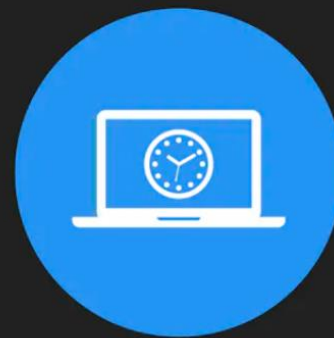
6hrs 19mins

Time Spent
Using the Internet
on Mobile Phones



3hrs 17mins

Time Spent
Using the Internet
on Computers &
Tablets



3hrs 2mins

Mobile Phones'
Share of Total
Daily Internet Time



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



18 to 35
Young



Taste with a Twist,
Playfully Elegance,
Premium lifestyle
(Chan, 2023)



Premium,
Superior Quality
(Blue Girl, 2024)





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



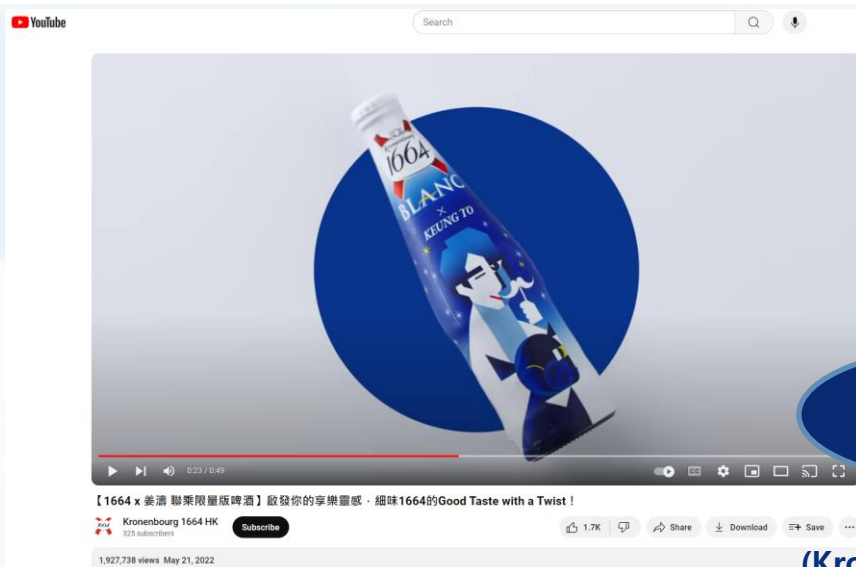
2023

In the Past.....



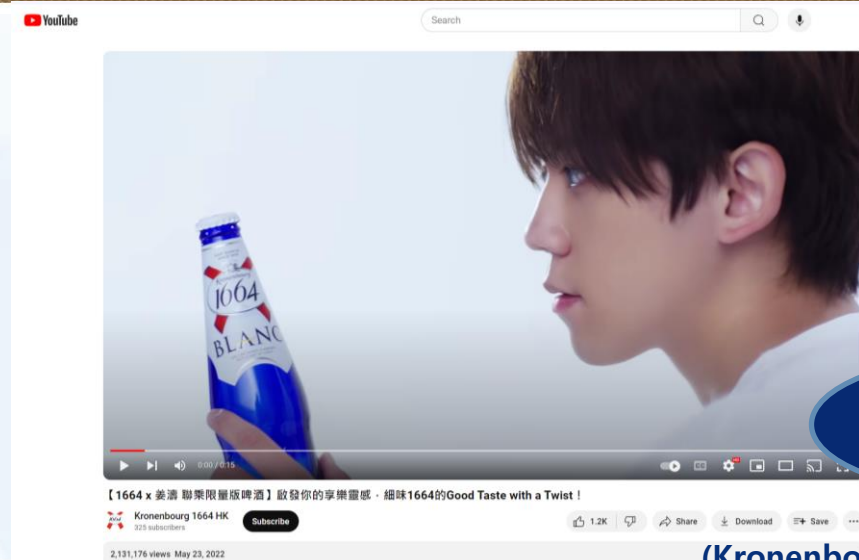
TV Commercials were only shown in TV

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)

新產品 Blue Girl Light 清新登場
Blue Girl Beer Hong Kong
700 subscribers
1,018,313 views Apr 26, 2023 #BlueGirl #Anytimeanywhere #EdanLui
Blue Girl 推出全新產品 Blue Girl Light，產品字樣標註百年釀造經驗，繼續承襲外國進口，以優質德國釀母結合雙重釀造技術，帶來豐富層次，酒味濃烈有3.5%，保證清潤解渴。Anytime Anywhere
都可以玩得投入，隨時隨地Taste the Real Moment!



1,080,657
views

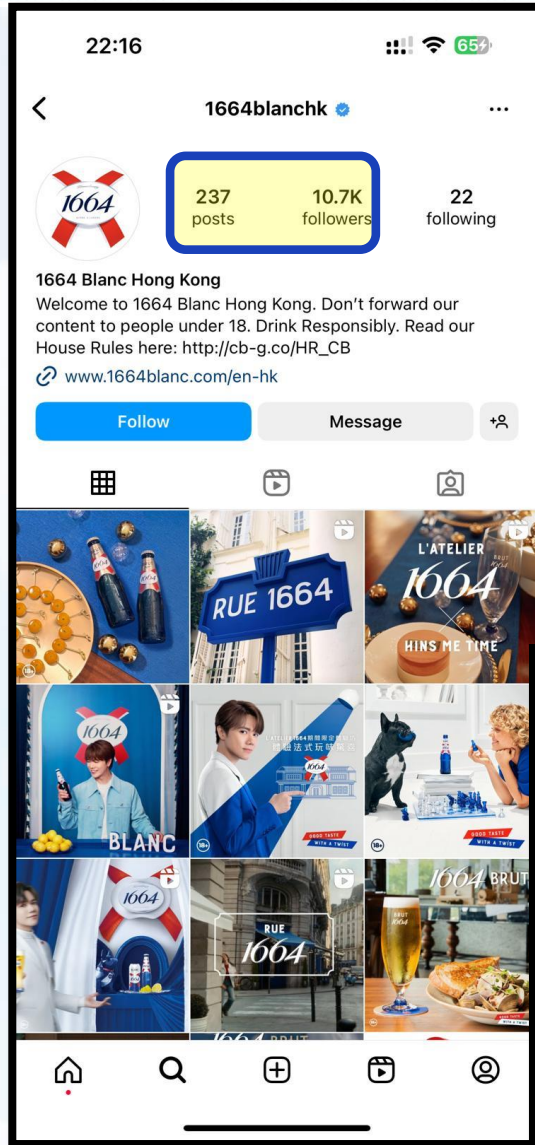
(Blue Girl Bear
Hong Kong,
2022)



Blue Girl Beer® Taste the Real Moment featuring Edan Lui 第二擊 - 「藍」系列 儲分真摯賞 (足本版)
Blue Girl Beer Hong Kong
701 subscribers
1,080,657 views Jul 26, 2022 #BlueGirl #EdanLui
「藍」系列，儲分真摯賞詳情: <https://bit.ly/3ohLH5A>

*All No. of Views as of 8 June 2024

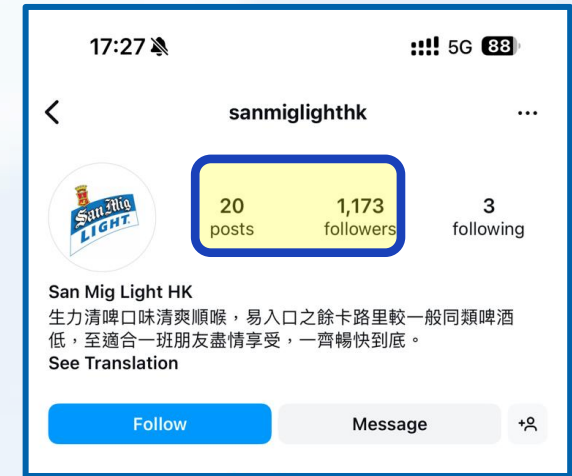
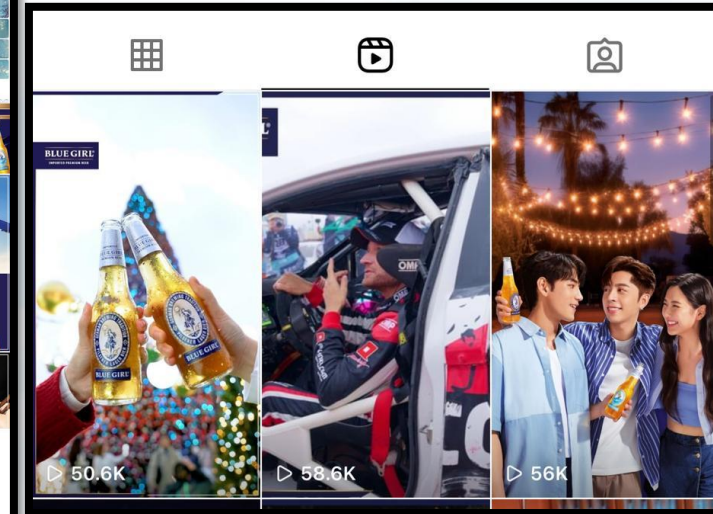
Instagram – Posts and Reels



(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 #L'Atelier1664



Kronenbourg 1664 Brewery

(Kronenbourg 1664 HK, 2024)



(plateateasy, 2024)



(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 Friendssss 盡情暢飲嚴選優質德國酵母結合雙重釀造技術，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



(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 🍷 開心，梗係要同朋友盡情暢飲嚴選優質德國酵母結合雙重釀造技術，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

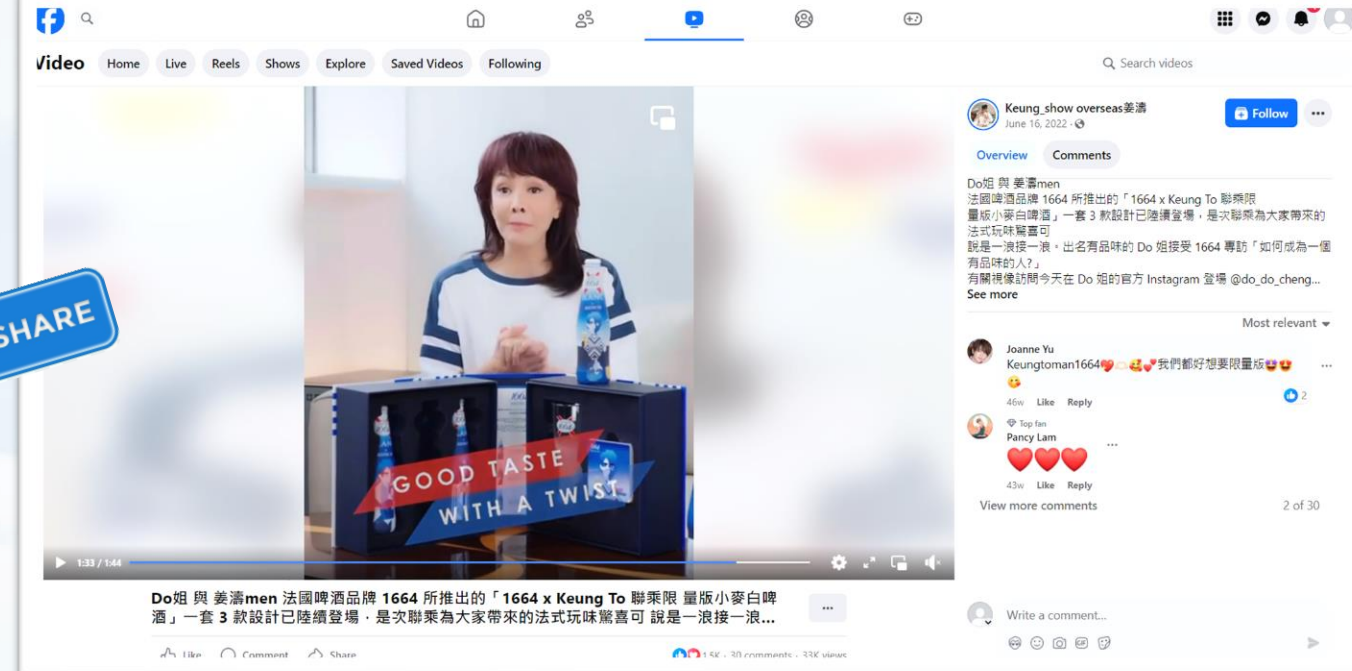


(Blue Girl Beer Hong Kong, 2023)

Via Other KOLs in Social Media – Promote the Promotion



(do_do_cheng, 2022)



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自肥企圖、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 #smallbusiness #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)

New iMedia



【案例分享】 有效的SEM廣告助 藍妹啤酒超額完成AD目標！

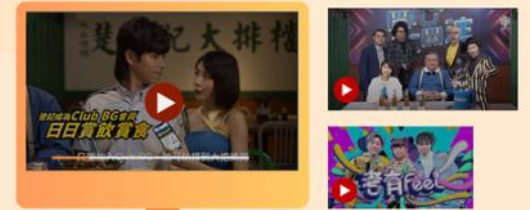


Swipe ▶▶

New iMedia



1. 度身定造創意關鍵字&文案 • 配合藍妹啤酒現有廣告&人氣話題



Blue Girl Beer 藍妹啤酒 | 全民派啤咁大件事方人講 |
就等林雪x林明禎x193同你講

New iMedia



- Google搜尋
 - Yahoo搜尋
- ### 2. 跨平台廣告



4. 解決廣告政策限制

- 酒精相關廣告受限制

3. 數據為本

- 市場調查
- 排除不相關關鍵字
- 再行銷

New iMedia



結果

- 超額完成廣告目標數字
- 每次行動成本(CPA)對比目標KPI

-50%



立即到我們的網站閱讀完整成功案例分享！

New iMedia



冇人講等我哋講
一齊買枝藍妹支持下啦！



Effectiveness – Impact on Sales Performance



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)

1664 Blanc
– Sales Growth by 30%
– Female's Market Expansion



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 A+ A- R D E f X



圖1之1 - 馮耀明表示，1664銷量過往一直保持雙位數增長，但今次聯乘計劃帶動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)

Effectiveness – Impact on Sales Performance



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

東網

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)



Video

Home

Live

Reels

Shows

Explore

Saved Videos

Following



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 .
(Lou, Taylor & Zhou, 2023)	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 .

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 (Silver)
- Excellence in Out-Of-Home Marketing (Silver)

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 • 1

+ 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

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 (Silver)
- Excellence in Out-Of-Home Marketing (Silver)

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

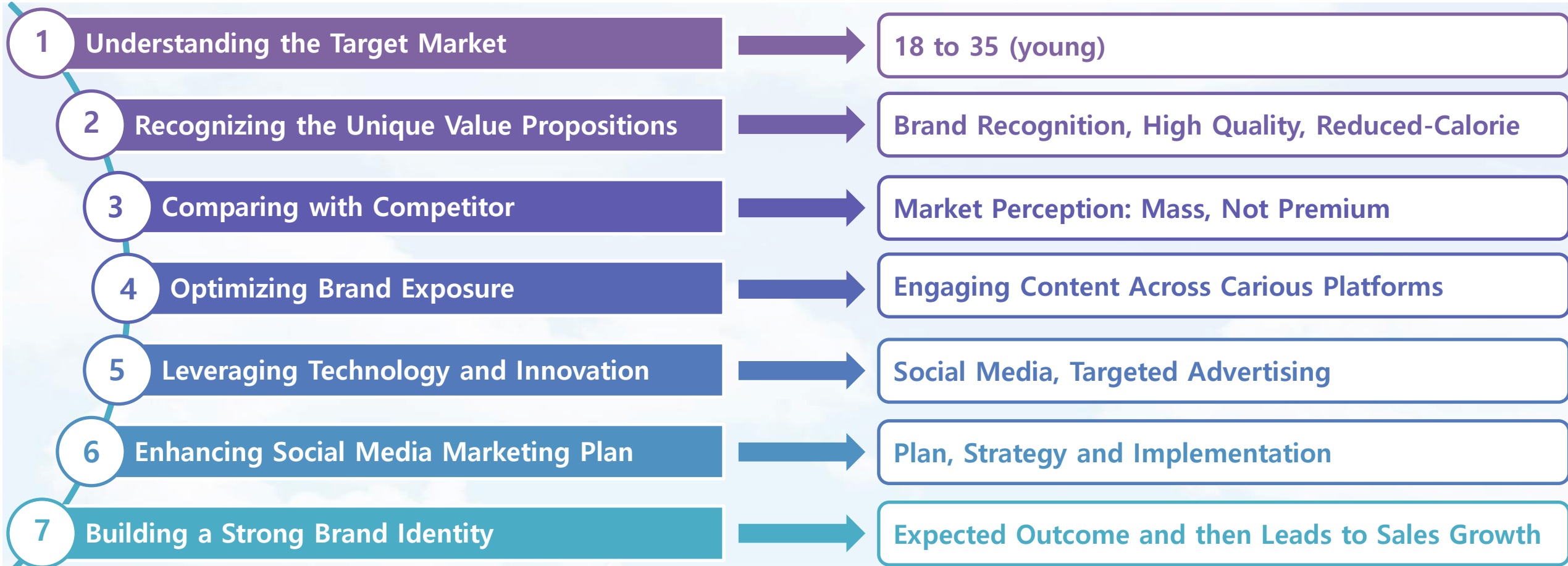
1664 Blanc – 2022
Excellence in Retail Marketing
Gold Award
at Marketing Excellence Awards
(by Marketing-Interactive)

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



(Carlsberg Group, 2023)

Opportunities for Differentiation



6

Enhancing
Social Media
Marketing Plan

Enhanced Brand
Storytelling



Interactive and
Immersive Campaigns



Local
Collaborations



Sustainability
Initiatives





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

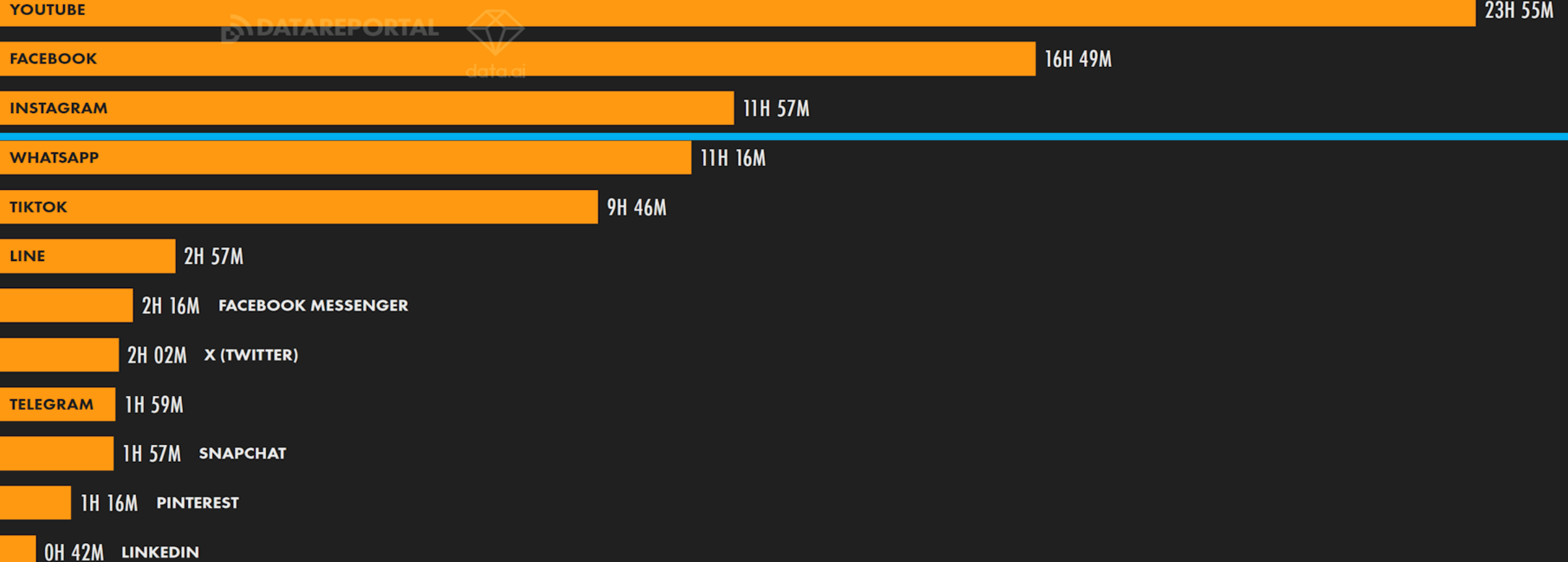
WeChat

- 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



JAN
2024

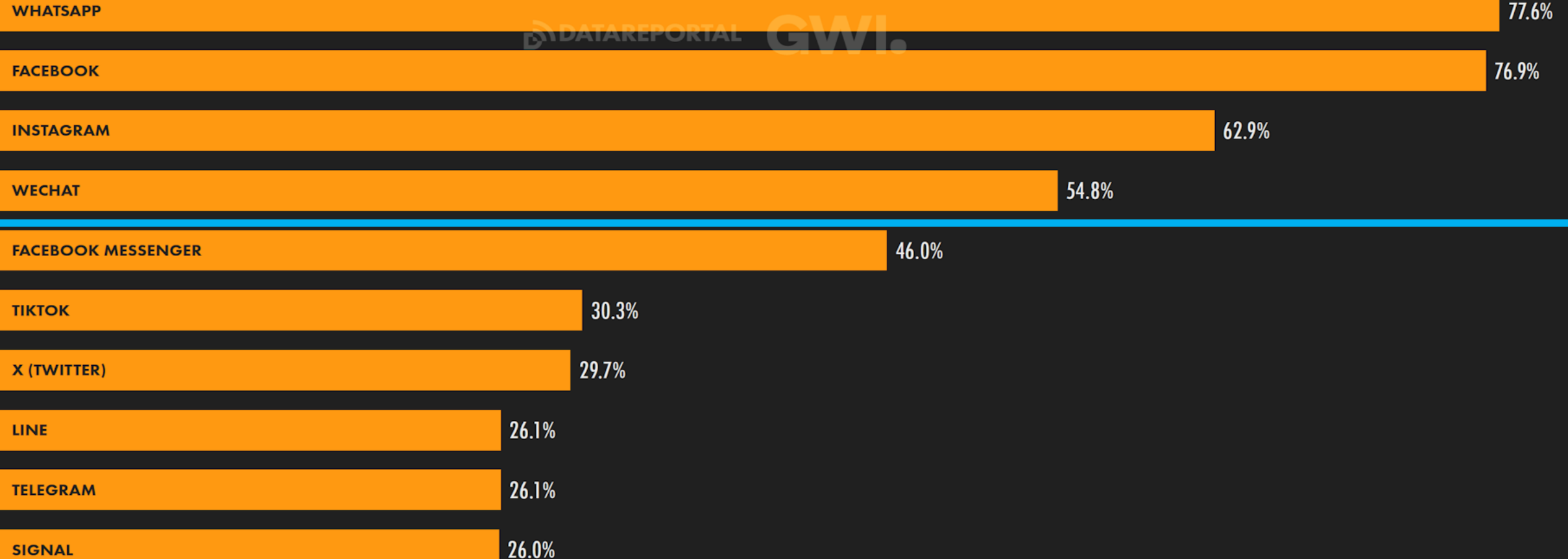
MOST USED SOCIAL MEDIA PLATFORMS

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



Time Spent in Using the Internet 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
40 - < 50			93.2	3.2	89.0	2.8
50 - < 60			22.5	0.8	23.5	0.7
≥ 60			14.1	0.5	12.8	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。

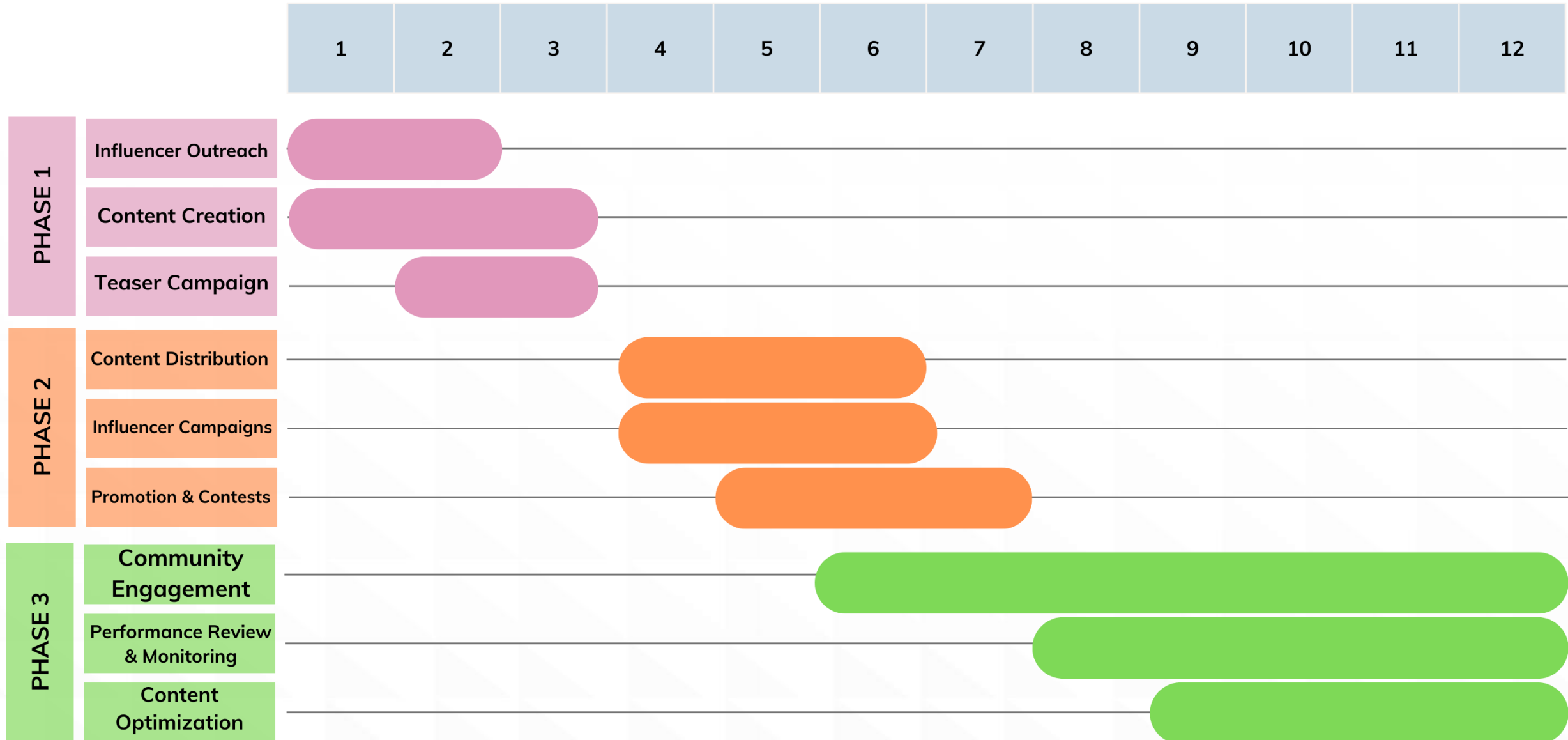
Note: ^ For example, WhatsApp, WeChat, Signal, LINE, Facebook, Instagram, blogs, online forums, etc.

(Census and Statistics Department, HKSAR, 2023)



Marketing Plan:
Social Media Marketing Campaign
- Preparation

Gantt Chart



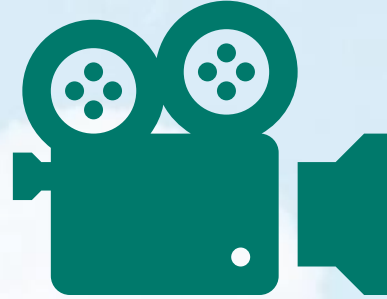
Phase 1: Pre-Launch (Preparation Stage)



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



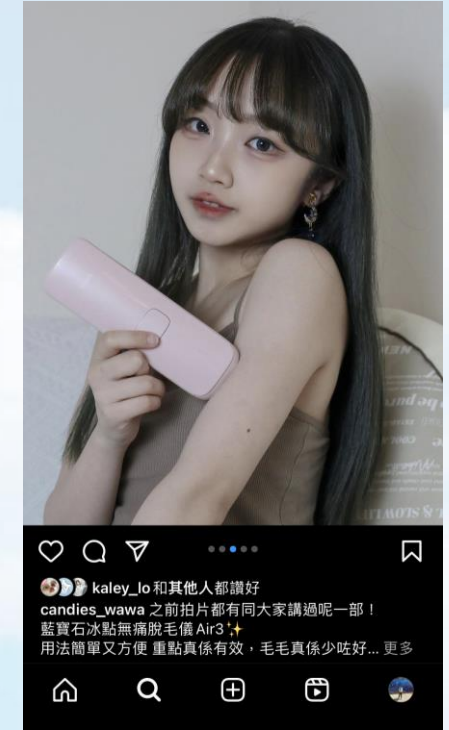
◆ Recruitment Criteria

- 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)

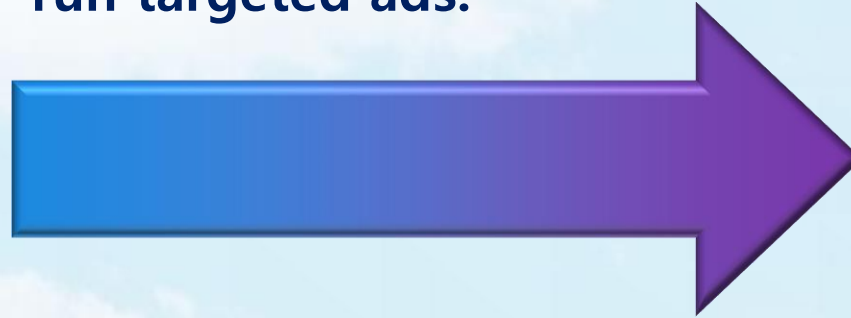
◆ Create specialized contents





Promotion Content

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



Ad. Criteria

Lifestyle:

Socially active, enjoys nightlife, and values experiences

Interests:

Music, sports, social events, and dining out

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

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

廣告受眾根據估計值： 67,000 70,000

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

The image displays a promotional poster for the 'Sparkle' event, featuring four celebrities (Edan, Jace, Jeffrey, Marf) and a social media post from 'bluegirlbeer'.

Poster Content:

- Top section: Four photos of the celebrities (Edan, Jace, Jeffrey, Marf) in various poses.
- Middle section: Text '拉闊音樂會' (Sparkle Music Festival) and 'キラキラ' (Sparkle).
- Bottom section: 'BLUE GIRL' logo, 'IMPORTED PREMIUM BEER', and the text '指定酒吧飲Blue Girl Light 請你睇拉闊' (Designated bars to drink Blue Girl Light, please watch Sparkle).

Social Media Post Content (bluegirlbeer):

- Header: bluegirlbeer • 追蹤
- Text: bluegirlbeer 【指定酒吧飲Blue Girl Light 請你睇拉闊音樂會】
- Text: 即睇指定酒吧地址及推廣詳情: <https://bit.ly/44Jdw0P>
- Text: Blue Girl 請你睇拉闊，機會真係浪接浪！
- Text: 即日起至5月31日，去指定酒吧惠顧1 Set (6支330mL) Blue Girl Light 即可參加有獎遊戲，豐富獎品包括\$50超市優惠券、精美 Blue Girl 金龍擺設、Edan 簽名限定珍藏充電器及 Blue Girl Light 330mL 1 支。終極大獎仲有萬眾期待、一票難求嘅《拉闊音樂會Sparkle キラキラ EDAN x JACE x JEFFREY x MARF》門票2 張！
- Text: 想親身入場支持 @edanlui、@jacechw、@jeffreyngai、@marifemarf，就快啲Mark 定 Schedule，約埋班 Friendsssss 無負擔暢飲酒精度只有3.5%、口感輕盈無嘅 Blue Girl Light，齊齊 Taste the Real Moment 兼贏拉闊飛啦！
- Text: *參加者必須年滿18歲及須惠顧1 set Blue Girl Light，詳情請向店員查詢，禮品數量有限，送完即止，如有任何爭議，捷成飲料有限公司保留最終決定權。
- Text: #商業電台 #叱咤903 #拉闊音樂會 #拉闊2024 #拉闊Sparkle キラキラ #呂爵安 #陳凱詠 #魏浚笙 #邱彥筒 #亞洲國際博覽館 #EdanLui #JACEChan #JeffreyNgai #Marf #BlueGirl #BlueGirlLight #藍妹啤酒 #藍妹清啤 #嚴選德國酵母 #雙重醇釀技術 #清新輕盈口感 #原裝外國進口 #TastetheRealMoment #AnytimeAnywhere #有獎遊戲
- Text: 5週 翻譯年報
- Text: myapplepat Edan 拉闊 ❤️❤️❤️
- Text: 5週 3個讚 回覆 翻譯年報
- Text: 1736個讚 5月14日
- Text: 留言..... 發佈

(Blue Girl Beer Hong Kong 藍妹啤酒, 2024)

Content Creation – Content Directions (Con't)





飲食男女

約1,412罐!

圖片來源: 何啟華 DeeGor Ho

圖片來源: 香港啤酒關注組 Na Na · 10 小時 ·

恭喜Dee哥獲得一噸藍妹! 🍻

1罐330ml啤酒大約0.35kg
1箱24罐啤酒大約17kg
1噸係58.82箱啤酒
即係1400幾罐嘅
大約港幣14,529大元(未計運費)
飲死你! 或者可以送畀我哋谷!
何啟華 DeeGor Ho 🙌🙌🙌

《ERROR自肥企画》玩很大
何啟華「贏」一噸藍妹啤酒!

eat_travel_weekly · 追蹤

eat_travel_weekly 已編輯 · 161週
ViuTV節目《ERROR自肥企画》有創意玩得又夠癲，大受觀眾歡迎。而喺嘅晚（5月11號）播出嗰集，其中一個CLS遊戲嘅獎品竟然係一噸藍妹啤酒！ERROR四子都爭相表示「唔想要」、「好想輸」，最後由何啟華(Dee哥)一注「贏」得，仲即場送貨，塞爆Dee哥屋企！

咁到底一噸啤酒即係有幾多呢？有酒鬼就計到原來有約1,400罐，份量拍得住當年洪天明獲贈2萬件花之戀壽司嘅戰績。雖然擺到明係植入式廣告，但觀眾都非常受落，宣傳效果十足！

ViuTV精華重溫：
<https://fb.watch/5r50XE9XOv/>

#飲食男女 #ERROR自肥企画 #ERROR #藍妹啤酒 #啤酒 @deegor_ho

3179個讚
2021年5月12日

留言.....

(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:

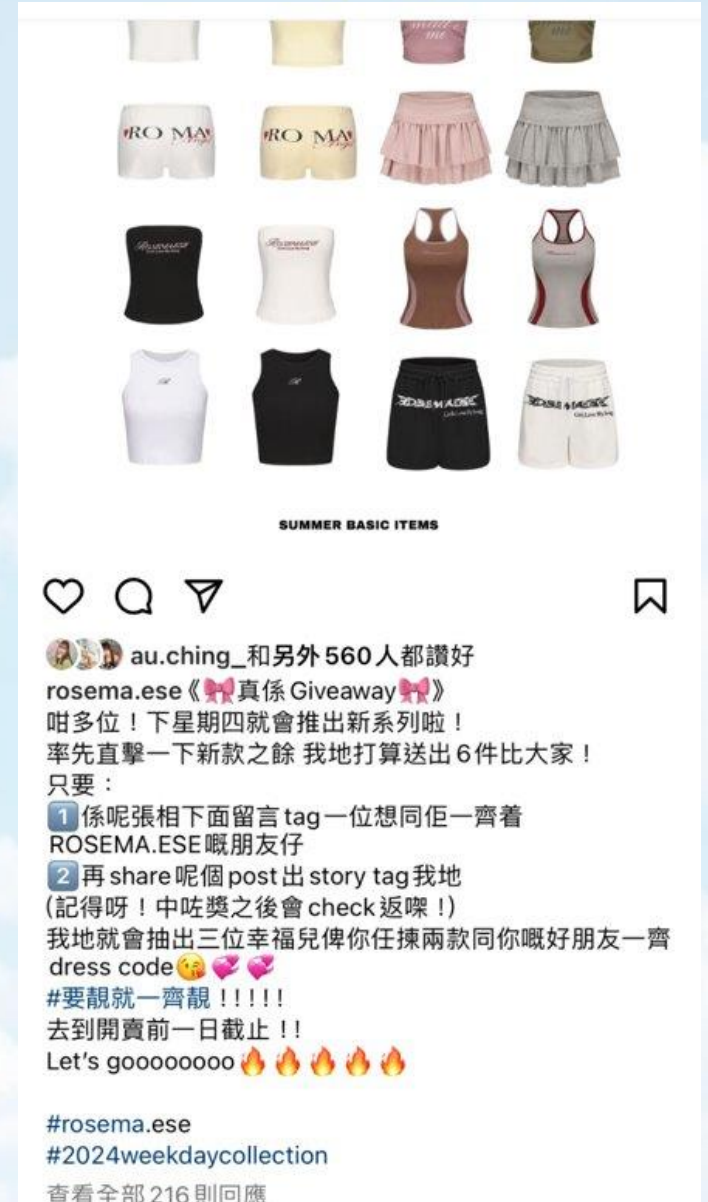
- (NO) More Likes
- (YES) More Shares and Save
- With suitable use of good hashtags

→ More users could see 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
- Evalution

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.

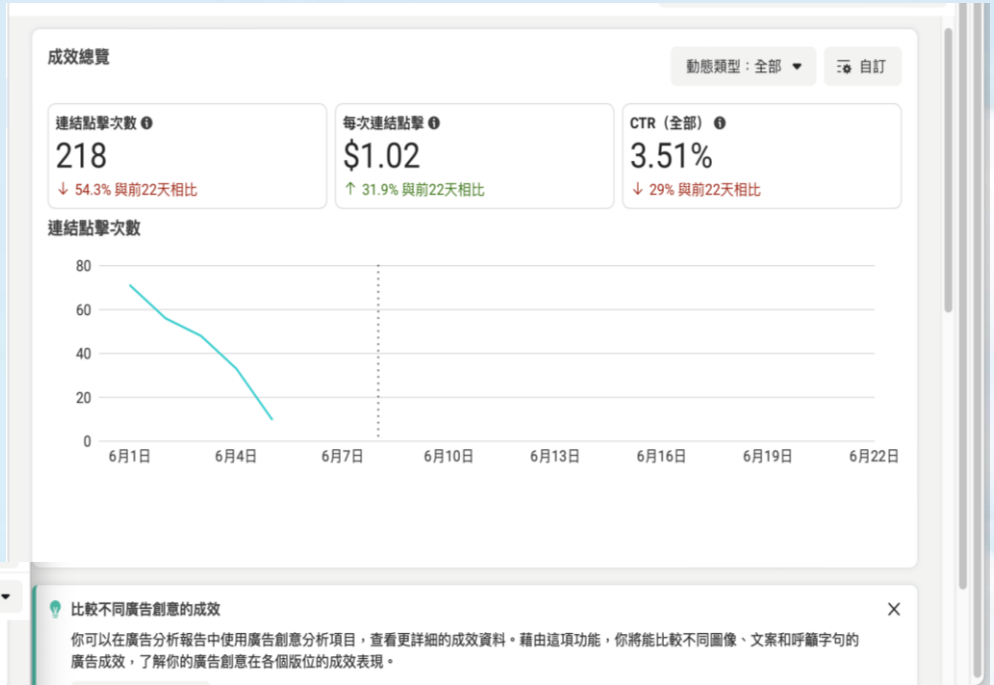
Content Optimization

- 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...	轉廣
	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 每次訊息對話開始	低於平均 最後 35% 的廣告	剛好達到平均	量
	—	—	— 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	—			



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

180

90

0

Oct 25

Nov 7

Actions



- ✓ Actions
- Revenue
- Action Cost

Check Monitor Brand Mentions and Sentiment



Project **Research Team** ▼

Erica@yourbrand.com ▼



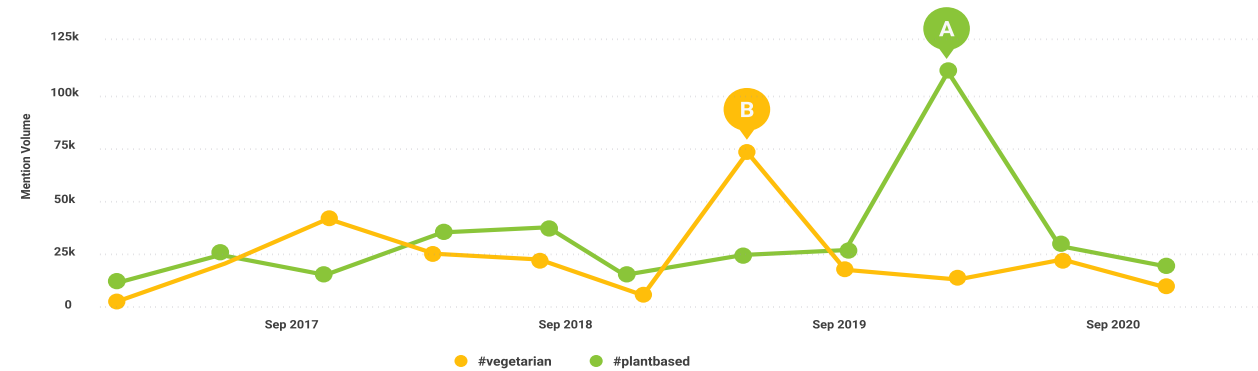
Veganism vs Vegetarianism

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

Top Trends | Over Time

iris ☒

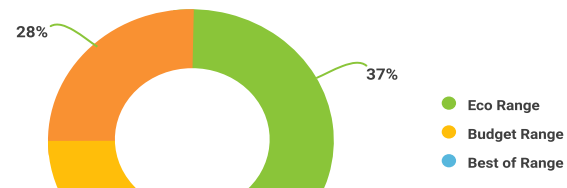
Trends



Iris detected 2 peaks

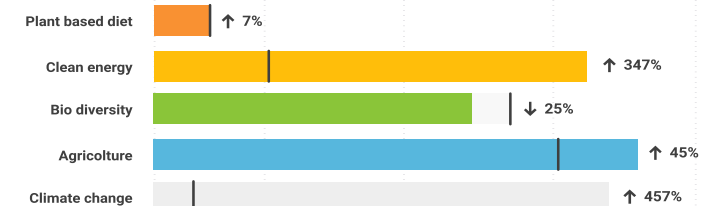
Share of Voice

Popularity

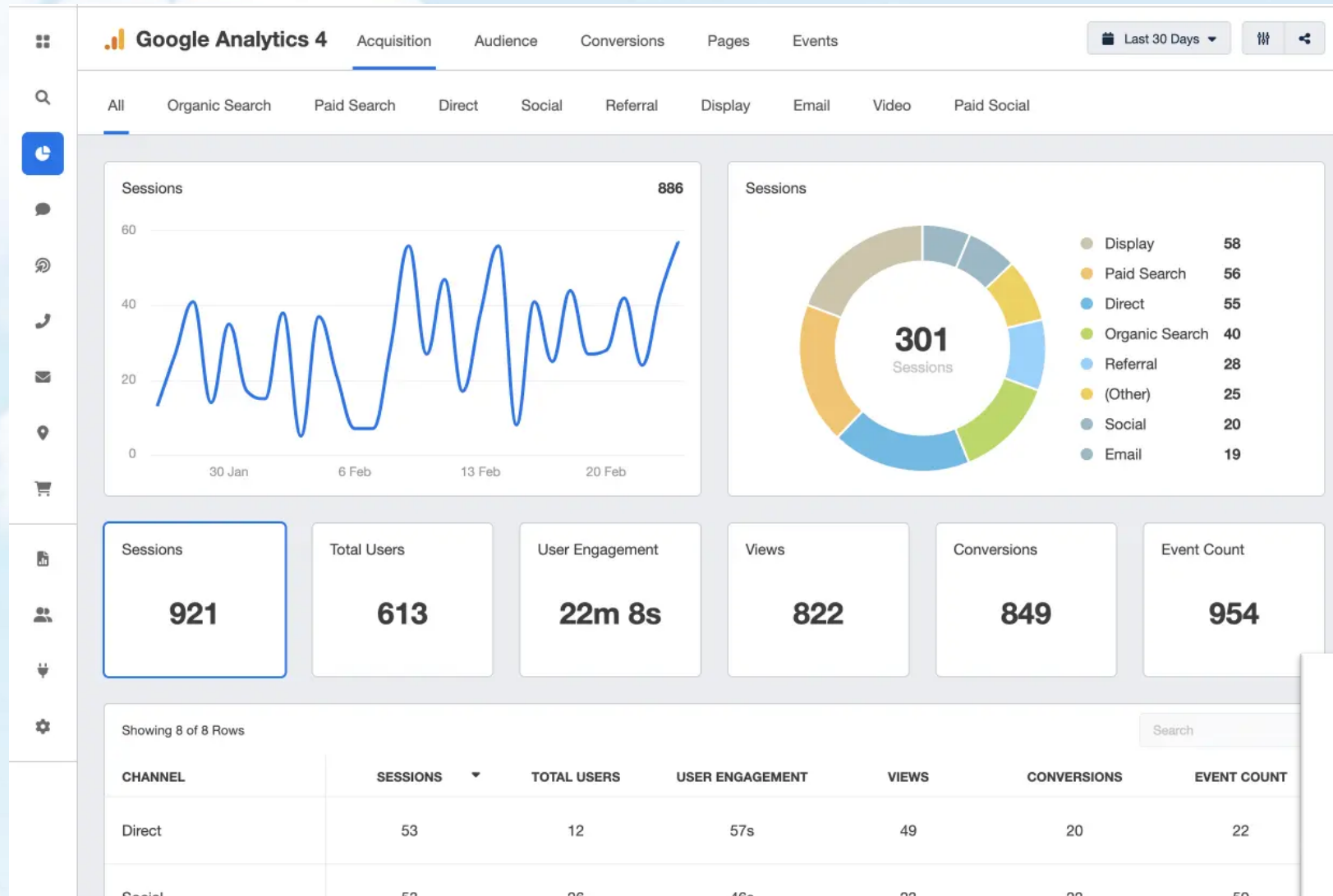


Conversation | By Topic

Topic | Monthly



Track Conversions and Sales Revenue from Social Media Traffic



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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