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THE Lamp

# Hong Kong MX mooncake

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## MARKETING PROPOSAL



# MARKET OVERVIEW

## The diverse spectrum of Mooncake types

### By Type

Snowy Cream Mooncake  
Snowy Fruit Mooncakes  
Traditional Snowy Mooncake  
Custom Flavoured Snowy Mooncake

### By Distribution Channels

Supermarkets/Hypermarkets  
Online Retail  
Convenience Stores

### By Application

Hospitality & Restaurant  
Residential Home Use  
Special Occasions & Festivities  
Corporate Gifting

### By Age Group

Millennials  
Gen X  
Baby Boomers  
Seniors

## PREMIUM MOONCAKE MARKET

- Hotels are releasing various luxury mooncake collections with eye-catching designs and packaging.
- The various mooncake offerings in the market are still suffering from low sales (People are reluctant to spend, and market purchases have not yet recovered as expected after COVID 19).
- The main customers are B2C customers who purchase gifts for friends, partners and families. The primary customers will be customers who buy for business, as gifts, or businesses that buy large quantities for employees.

# MOONCAKE MARKET

## Price transition



The mooncake market has been moving soon, the price of brand cakes has shown signs of increasing slightly

## New need of consumer to mooncakes



Customers are not only interested in product design, packaging, and quality, but also **want to have new experiences.**

## More competitive mooncake market



The market began to appear more new names produced by FnB brands such as: mooncakes of Highlands, Cong Ca, The Coffee House, ...

## The purchasing power of the mooncake



The purchasing power of the mooncake industry is **still a mystery**. People's incomes all decrease after a difficult economic period, families tend to consume "austerity".  
⇒ Produce in moderation and listen to the market

# MOONCAKE MARKET'S TREND

The premium mooncake market caters to high-end consumers looking for premium products that offer trustworthy branding, exceptional quality, unique flavors, and sophisticated packaging.

## Key trends and characteristics of the premium mooncake market

### Premium Ingredients

Quality of the mooncake, flavor, ingredients, food safety standards

### Exclusive Packaging

- Artistic and Custom Designs

### Personalization and Customization

- **Personalized Messages:**
- **Bespoke Designs:** Customizable mooncakes
- **Corporate Branding:** Custom-branded mooncakes for corporate gifts, with company logos and bespoke packaging.

### Limited Editions and Exclusivity

- Special Editions
- Collector's Items

### Experiential Marketing

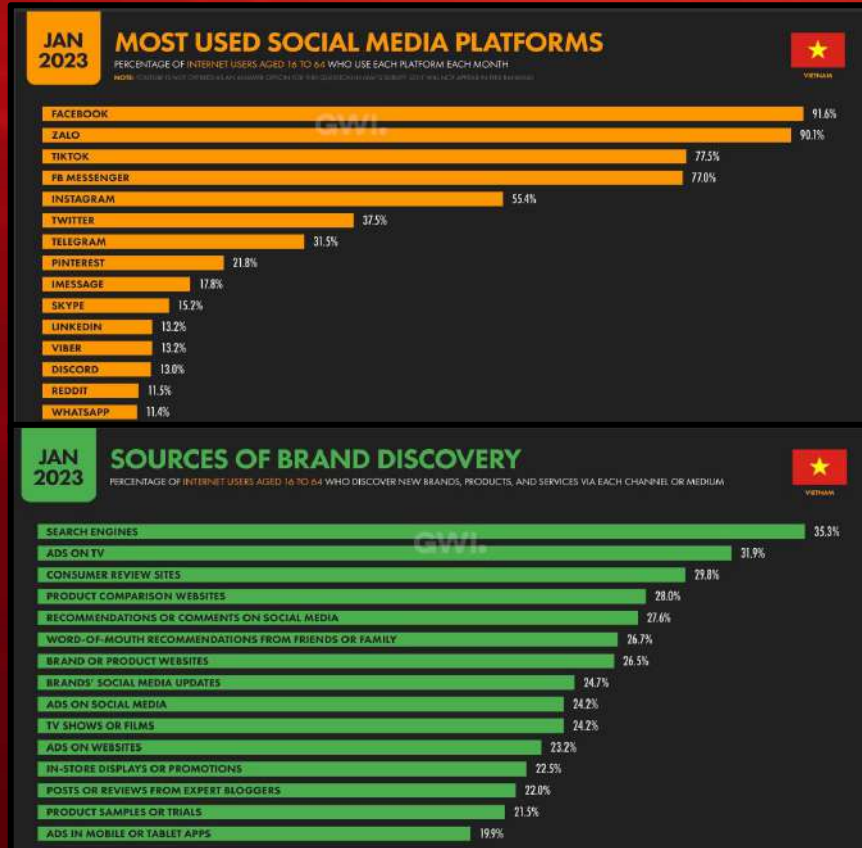
- Exclusive Launch Events
- Luxury Brand Collaborations:

### Premium branding

- Brand Storytelling
- Exclusive Packaging
- Exclusivity and Limited Availability



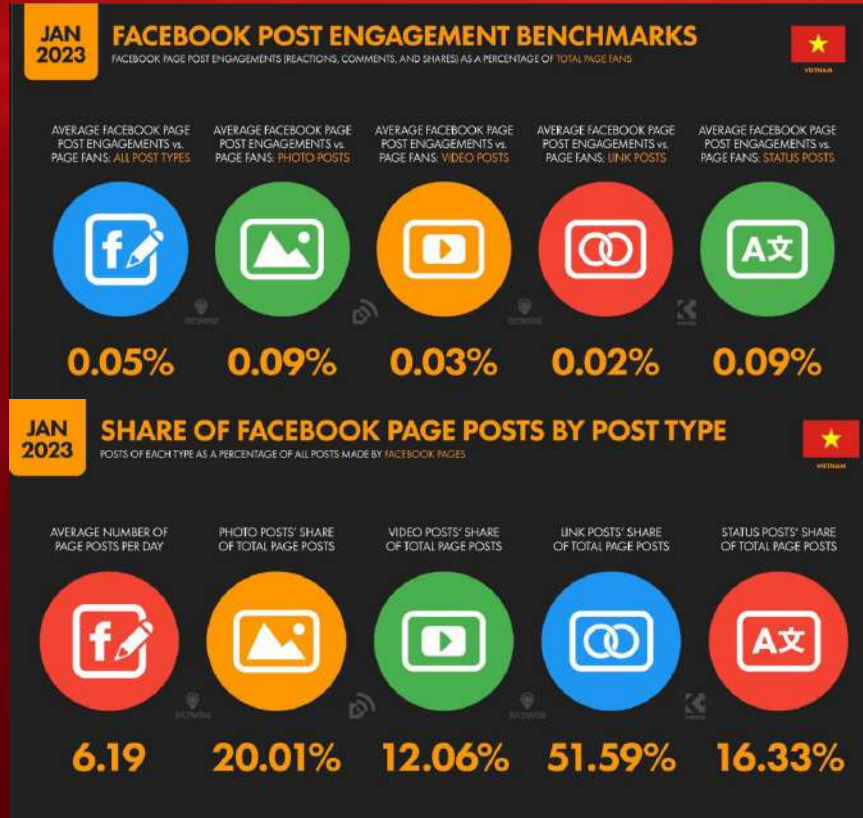
# Digital Overview



Marketing strategy: By focusing on Facebook, Google and influencer marketing, Hong Kong MX can effectively reach and engage your target audience.

=> Emphasize high-quality visuals and engaging content to showcase the luxury and premium quality of your mooncakes, thereby enhancing brand perception and driving sales.

# Digital Overview



**Short-form video content is currently trending:** These bite-sized videos are designed to capture users' attention quickly and cater to the decreasing attention spans of online audiences.

**Tai Thong is also leveraging this trend effectively:** They focus on promoting their products through videos, reels, and short video reviews

⇒ **Suggestion:** Storytelling to share about the products, such as the inspiration, methods, or unique ingredients by reels, videos to create a deeper connection with the audience

# **HONG KONG MX AND COMPETITOR ANALYSIS**



# HONG KONG MX



## LOOKBACK AND LEARNING POINT

General comment for 2023's work:

**Learning point:** Varied content, consistent guidelines, effectively convey the Hong Kong mood and the idea of a reunion gift. However, it does not showcase the deliciousness of the mooncakes, and the image's sources of the packaging and the mooncakes are still quite limited.

**Improvement point:** Highlight the deliciousness of the ingredients and the overall appeal of the cake.

# MAISON



- **Key message:**  
Giving Maison - a precious gift  
Sweet aftertaste of  
reunion season
- **Special feature:** there are  
luxury gift boxes  
designed into collections  
⇒ Focus on packaging that is  
luxurious and eye-catching

## Muong Thanh Hospitality's mooncake collection



**-Key message:** “Flowers show their beautifulness, warming unity”

**-Packaging:** Faithful to its tradition of preseving and honoring the quintessential Vietnamese traditional values, Muong Thanh Hospitality presents packaging inspired by the gathering of poets in ancient times to enjoy the moonlight and recite poems.

**-Theme:** Muong Thanh introduces an extremely unique **traditional folk festival**

The media promotes on meticulous design and high-quality materials to be enjoyed on the **occasion of reunion**



## Sheraton Hanoi Hotel's mooncake



The 2023 Mooncake Collection of Sheraton Hanoi Hotel - "Ly Ngu Vong Nguyet - Carp Gazing Mid-Autumn Moon"

⇒ **Promotion strategy:** With meticulously designed packaging inspired by Vietnamese origins, Sheraton are promoted as a meaningful gift to your partners, friends and family, to enjoy and celebrate Mid-Autumn Festival together.

# TAI THONG



## ⇒ Content strategy:

- Promoted as an indispensable gift on the occasion of the Full Moon

## ⇒ Marketing and social strategy:

- Focus and promote by videos, reels, short video review, short video to showcase meticulous mooncake making process and deliciousness

## Learning point:

- Format like video can interact more vividly with users
- Real close-up images of the cake clearly show the ingredients, demonstrating the deliciousness of the cake



## KINH ĐÔ



**2023 Marketing activities :** Music video "full moon", PR articles, Promoted on Ecommerce platform.

⇒ **Promotion strategy:** Kinh do mooncakes in 2023 were promoted as a gift that encapsulates the precious respect , a masterpiece in the line of high-end mooncake gift.

# KINH ĐÔ's marketing activities



## Media campaign "A day of Mid-Autumn reunion"

Meaningful message: "set aside a full day together for Mid-Autumn Festival so everyone can rest and spend time with loved ones".

## Marketing activities:

- TVC: "If you had a full day for Mid-Autumn Festival, what would you do?"
- Create landing pages and microsites to create viral discussion content on social.

# COMPETITOR OVERVIEW in 2023

	HONG KONG MX	MAISON	Muong Thanh Hospitality's mooncake	Sheraton's mooncake	Kinh Do
<b>Key message</b>	MX Mooncake is the quintessence of Hongkong flavors	Giving Maison - a precious gift Sweet aftertaste of <b>reunion season</b>	Bauhinia Blooms Bright - Warmth of <b>Reunion</b>	Carp Gazing Mid-Autumn Moon- Sheraton Hanoi Hotel's Premium Mooncake Collection 2023	A day of Mid-Autumn reunion
<b>Content direction</b>	Promote the unique baking process and traditional ingredient and Longstanding and famous mooncake brand	Promote mainly about exquisite design with novel style	Promote mainly about unique and meticulous design, high quality raw materials and Vietnamese culture	Promote mainly about the inspiration for the packaging of the mooncake box	Promote as a gift that encapsulates the precious respect , a masterpiece in the line of high-end mooncake gift.
<b>Main marketing activities</b>	<ul style="list-style-type: none"> <li>• Social media campaign</li> <li>• KOC reviews</li> <li>• PR articles</li> </ul>	Social media campaign	<ul style="list-style-type: none"> <li>• Social media campaign</li> <li>• PR articles</li> </ul>	<ul style="list-style-type: none"> <li>• Social media campaign</li> <li>• PR articles</li> </ul>	<ul style="list-style-type: none"> <li>• TVC</li> <li>• Microsite</li> <li>• Celebrity booking</li> <li>• Music video</li> <li>• PR articles</li> </ul>

# **CUSTOMER ANALYSIS**

# Customer analysis

## Customers who buy mooncakes for good taste and brand trust





## Customer analysis

### Customers Who Buy Mooncakes for Gifting B2B

#### Product Selection Criteria

Quality of the mooncake, flavor, ingredients, food safety standards

#### Acceptable Price Range

Willing to pay more to ensure the elegance and impression of the gift.

#### Purchase Channels

Direct sale, Customer service

#### Deciding Factors

- Price and discount for large quantities
- Customize logo or mooncake brand to show luxury

# Customer journey

## Awareness

- Seeing advertisements on TV, social media, or hearing recommendations from friends.
- Attending mooncake tasting events, reading reviews on culinary websites.

## Interest

- Searching for information about the brand and product online.
- Reading reviews and feedback from other users on forums

## Consideration

- Comparing different brands and types of mooncakes in terms of **quality, flavor, and price.**
- Seeking opinions from friends and family who have tried the product.

## Purchase

- Buying at retail stores, supermarkets, or ordering online.
- Possibly sampling before purchasing in larger quantities.

## Experience

- Using the product, evaluating its quality and flavor.
- Sharing the experience on social media

# Mooncake consumption behavior on digital

## Influence of Social Media

### Social Proof

Consumers are influenced by reviews, ratings, and testimonials shared on social media platforms like Instagram, Facebook, and TikTok

### User-Generated Content

Photos and videos of mooncake unboxings, tastings, and reviews posted by influencers and regular users help build trust and credibility.

### Engagement

Activities such as live streaming events, and social media contests not only help brands interact with customers more deeply, but also create unique and memorable experiences.

# APPROACH

# APPROACH

## OBJECTIVE



To communicate the **high-quality, 100% made in Hong Kong** mooncakes to **gourmet consumers**, emphasizing the delicious characteristics and **premium ingredients**, particularly the **goodness of the egg filling**.

## KEY MESSAGE



"Indulge in the **authentic taste of Hong Kong** with our high-quality mooncakes, made from the finest ingredients **for a truly gourmet experience**."

## DIRECTION



**Use close-up shots and slow-motion videos** to emphasize the texture and appearance of the egg filling and showcase, highlight the deliciousness of mooncakes  
**Storytelling about the MX Hong Kong's value and brand trustworthiness** in Vietnam and globally



# ROADMAP

1/7

15/7

10/8

15/8

30/8

15/9

Shooting

PR articles

Push sale  
album

Push sale  
album

Push sale  
album

GDN

KOC review booking

Google search

Always - on Content on Facebook

# SHOOTING DIRECTION

# Delicious Cake





# Delicious Cake



# Delicious Cake









The image features a solid red background. A horizontal white band runs across the middle. On the right side, there is a decorative tassel or cord hanging down, with a cluster of small, round, light-colored beads or stones at its top. The text 'PR' is centered within the white band.

**PR**



# PR DIRECTION

Through PR articles, we can **increase brand awareness, build trust** and authority as well as **trigger users to choose Hong Kong MX Mooncake for the Mid-Autumn.**

Book 2-3 PR articles to promote about these angle

- Focus on the superior quality that made from 100% premium ingredients sourced from Hong Kong.
- Showcase the authenticity of the recipes and the meticulous attention to detail in the production process.
- Capitalize on the festive season by positioning the mooncakes as the perfect gift for Mid-Autumn Festival and other celebrations. Emphasize the luxurious packaging

VN  XPRESS  
Báo tiếng Việt nhiều người xem nhất

 a family

 Zing news


# PR ANGLE

3 reasons why we should choose Hong Kong MX Mooncakes for the 2024 Mid-Autumn.

Hong Kong Mooncakes: unique melting texture and luxurious packaging.

A delicate gift for the 2024 Mid-Autumn season from Hong Kong.

A Hong Kong specialty makes an appearance in Vietnam during the Moon Festival.

The background is a deep red color with a subtle, swirling pattern. A decorative tassel, featuring a cluster of small, light-colored beads or coins at the top and a long, thin red cord hanging down, is positioned on the right side of the image.

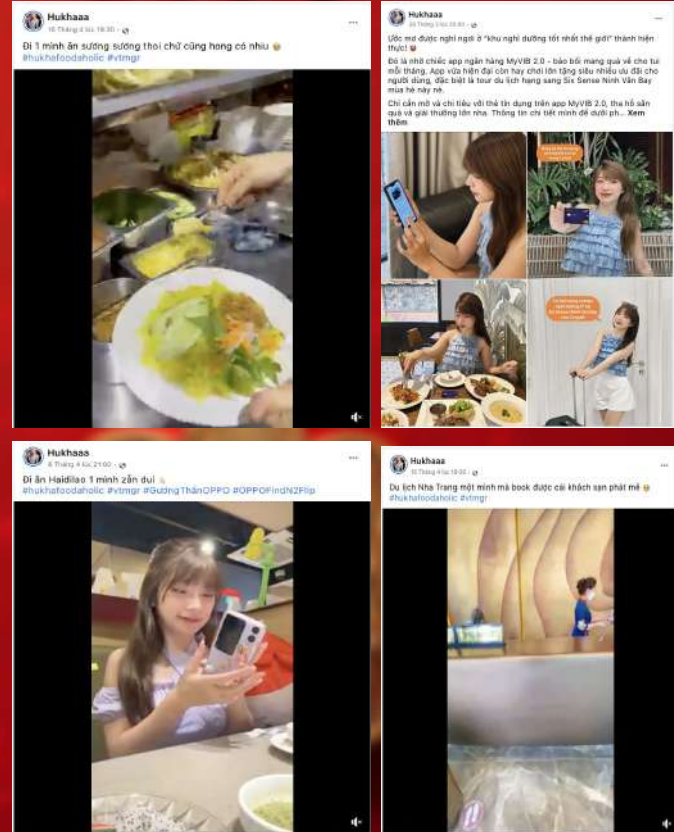
**KOC**



# HUKHA - TIKTOK



Huyen Ha is a 9X food blogger in HCM city, famous for her beautiful pictures, concise and diverse reviews. She not only reviews trendy street food, cafes, and upscale restaurants in 5-star hotels but also is a Saigon food blogger who loves cooking and can help you confidently step into the kitchen.



Most of the audience is located in Vietnam (90.62%), is female (84.33%). She is famous for rich, high-class young people.

Channel	Followers	ER% (*)	Ave. Views
<u>Youtube</u>	42,1K		
<u>Fanpage</u>	26K	135/post	
<u>Tiktok</u>	443,3K	1.24%	2,5K

# BUBU FOODBLOGGER



Saigon is the "territory" of Food Blogger Uyen Dang, also known as BUBU Food Blogger. Cuisine is an endless source of inspiration for food bloggers to showcase their talent, passion, and creativity. Uyen Dang originally came from a finance background, but her love for cuisine led her to the left-handed profession of a food blogger.



Channel	Followers	ER% (*)	Avg. Reel Plays
<u>Fanpage</u>	382	6/po st	
<u>Tiktok</u>	46,4K	1.64%	12,5K

Most of the audience is located in Vietnam (89.56%), is female (88.34%). Her audience is active and real engagement with the product recommendation.

# KHỦNG LONG FAMILY (Optional)



The Thung Long family's humorous TikTok videos about their daily life have earned them over 600,000 followers and 10 million likes, especially among young women. Mr. Thung and Mrs. Bom, both born in 1993, have become popular influencers in Vietnam.

Channel	Followers	ER% (*)	Ave. Views
<u><a href="#">Youtube</a></u>	4.52k	0.34%	72.2k
<u><a href="#">Fanpage</a></u>	272K	5,7K/post	
<u><a href="#">Tiktok</a></u>	2.3M	5.09%	1.7M



Most of the audience is located in Vietnam (83.23%), is female (60.79%). Their topic are about family products with high quality and premium price. Content is attractive for audience to follow.

# **MEDIA PLAN**

# Media Objective

**Digital Branding**



Social Network Online Banner



KOL/KOC

**Right time, right audience, right message**



Online banner



Search



**Fanpage | Website | PR**



**Offline Store | Online Store Visiting**



# Media Strategy

Strategy channel	Objective	Format
Branding	Brand Identity	Product clip/FACEBOOK AdS Post Engagement
	Brand Awareness	Facebook Carousel
Always On media channels	Brand Love driven	Social Media (Community Page)
		Facebook Carousel, Facebook Post Engagement
	Consideration driven	Series of Facebook Carousel, Facebook click to inbox Search - keyword

## ENHANCE & LEVERAGE BRAND'S ASSET

- Facebook
- Google Search/ GDN

Re-marketing / Re-targeting

Cross screen

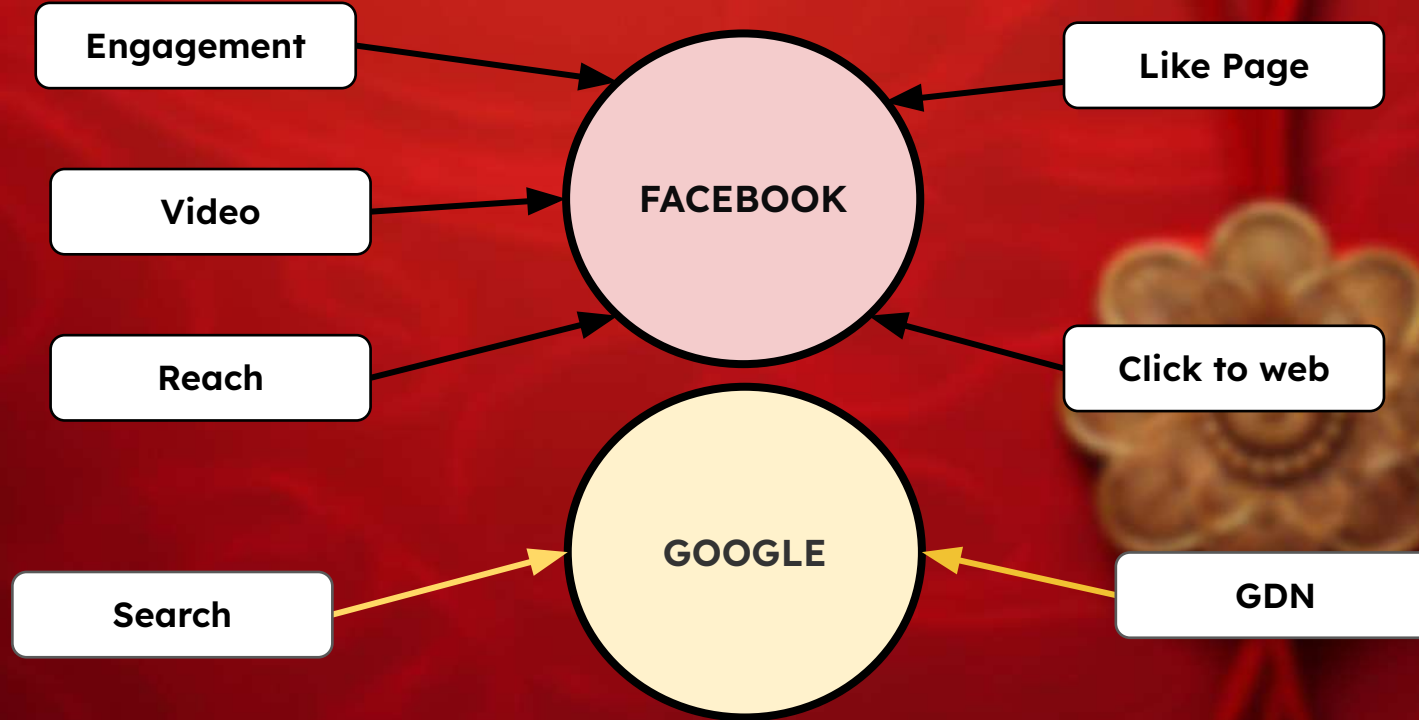
Date time: Mobile & PC

Night time: Mobile focus

Content customization:

- Mobile: vertical size
- PC: horizontal size

# Media Approach



The image features a solid red background. A horizontal white band runs across the middle. On the right side, there is a decorative tassel or cord hanging down, with a cluster of small, light-colored, circular elements at its top.

**THANK YOU**