

# YINDII: OPTIMIZING SURPLUS FOOD REDISTRIBUTION CAMPAIGN IN HONG KONG

## Table of Contents

1	About Yindii .....	3
2	Problem Statement.....	4
3	Research.....	4
3.1	Secondary Research.....	4
3.2	Primary Research.....	10
4	Analysis.....	12
4.1	PR Audit.....	12
4.2	SWOT Analysis .....	21
4.3	Competitor Analysis .....	23
5	IMC Campaign.....	25
5.1	Objective .....	25
5.2	Target Audience.....	25
5.3	Communication Strategy .....	27
5.4	Key Message.....	29
5.5	Touchpoint and Implementation.....	30
6	Execution Timeline.....	37
7	Budget Plan.....	38
8	Suggested Evaluation.....	38
9	Conclusion .....	40
10	Reference .....	41
11	Appendix.....	43
11.1	Questionnaire .....	43
11.2	Interview Questions .....	47

## 1 About Yindii

Yindii is a surplus food app established in Thailand in 2020 (*InvestHK*, 2021). The application started operating in Hong Kong in 2023 after an acquisition of another food saving app Phenix. In August 2024, Yindii announced an expansion to Singapore dealing with surplus food across Southeast Asia (*Yindii*, 2024).

With the mission of “raising awareness of food waste, empowering users to fight for a greener planet, one meal at a time” (*Yindii*, 2024), the brand strives for “a world where no food generated gets wasted”.

Adopting a “B2B2C” business model, Yindii connects consumers with merchants, empowering both sides to achieve sustainability in effortless ways. The one and only product offered by Yindii is the “50% off blind box”. First, partnered eateries update stock every day in the app. Then, users can check available products, choose blind boxes they want and collect the food at stores during pick-up time. In merchant’s perspective, joining Yindii can benefit them primarily through compensating profits of food wasted, and gaining reputation by fulfilling corporate social responsibility.

As of 2024, Yindii has more than 900 brand partners in all markets, from restaurants and hotels, bakeries to groceries and supermarkets. In Hong Kong, its partners include renowned diner Délifrance, sandwich and coffee shop chain Pret a Manger, Japanese chain store Hana Musubi (華御結) and convenience store Circle K.

## **2 Problem Statement**

Hong Kong produces and discards enormous amount of food waste regardless of the existing governmental efforts. Consumers, who look for sustainable and affordable cuisines, lack awareness of surplus food apps, a mobile solution to assist the redistribution of surplus food. As a result, it hinders effective resource allocation in society.

## **3 Research**

### **3.1 Secondary Research**

#### **3.1.1 Current Situation of Hong Kong Food Waste**

The Hong Kong government has launched “Hong Kong’s Climate Action Plan 2050”, striving to achieve carbon neutrality by 2050. Waste, which accounted for 7% of carbon emission in 2019 (*Hong Kong’s Climate Action Plan 2050*, 2021) is one of the obstacles the government has tackled for years. In particular, nearly 3,300 tonnes of food waste are disposed of at landfills every day in the city, which accounted for around one-third of the municipal solid waste (*Carbon neutrality (waste reduction) charter*, 2024). A thousand tonnes of food waste come from the commercial sector, including restaurants and hotels. The authority has been providing food waste collection services to local enterprises under the Food Waste Recycling Schemes (*Food Waste Recycling Schemes*, n.d.). However, according to the Environment and Ecology Bureau, the amount of recycled food waste in March 2024 was below 10% than those disposed (Tang, 2025), reflecting the low effectiveness of food waste recycling in Hong Kong.

#### **3.1.2 Sustainable Consumption**

With the raising awareness of climate change, more local consumers have considered sustainability during consumption, especially Gen Z and Millennials consumers. According to local research (Youth I.D.E.A.S., 2023), nearly 80% of surveyed youngsters agree that achieving a low-carbon lifestyle is a civic responsibility, reflecting their proactive and progressive mind towards climate change. A majority of young people acknowledge the responsibility of purchasing products that protect the environment. Another survey (Cheng & Tong, 2024) reinforces the belief by revealing 77% of respondents recognize the social and environmental contribution of consuming sustainable products, and 79% of surveyed young people notice sustainable elements when they are selecting brands, products and services. 85% of them are interested to know the sustainable commitments of the brand they adored, and they learn about the brand and its information through social media.

However, when young consumers mention what prevents them from sustainable consumption, most of them point out a lack of affordable products as the main factor, followed by inconvenience and insufficient information. The research done by Cheng and Tong (2024) also supports the point of view by revealing 70% of the respondents obtain an impression that sustainable products are more expensive, which undermines their willingness to buy. While the most significant factor of purchase is still “price”, young people also express that they are less likely to pay more for environmental-friendly products.

Another discouraging factor is a lack of motivation to take action. Though young consumers endorse sustainability, they are not fully turning their belief into concrete action (Sun Life Consumer Sustainable Lifestyles Index, 2024). Consumers tend to

achieve sustainable lifestyles by common, low-threshold methods, and seldom get into complicated, inconvenient means to attain sustainability in their daily lives. Those consumers are deemed as “followers”, who act accordingly to certain suggested ways, but not “advocates”, who take an initiative to change their routines for sustainable living.

### 3.1.3 Government Actions

The former Environment Bureau launched “Food Wise Hong Kong Campaign” in 2013 to promote the concept of “food wise” (Food wise Hong Kong campaign, 2023), altering behaviors of individuals, households and restaurants so as to curb food waste generation. The community-targeted campaign also inspires and supports food waste separation and collection, which aligns with “Waste Blueprint for Hong Kong 2035” and carbon neutrality target by 2050.

To deliver the campaign in a visually appealing way, the Bureau introduced “Big Waster” (「大嘅鬼」) as an ambassador to publicize waste reduction (「大嘅鬼」及「BB」, 2023). With a down-to-earth image matching a local idiom “your eyes are bigger than your stomach” (眼闊肚窄), Big Waster serves as a negative model and catch citizen’s attention to reduce waste successfully. The former Secretary for the Environment, Mr. Wong Kam-Shing shared that Big Waster was designed as a lively image to communicate with the general public, especially with the younger generation (黃錦星 論盡大嘅鬼, 2017). The authority has set up and updated the Instagram account for Big Waster regularly. The creative ideas of the encouraging content mainly came from daily lives, memes and local culture resonating with the audiences, such as eating rice dumplings during Chinese New Year.



*Photo 1: Instagram post from big\_waster\_hk during Chinese New Year and Easter*

The latest governmental campaign related to food waste reduction is “Food Minimalism” (「食物斷離捨」) (*Food Waste Recycling*, 2023). Launching a “Clean Your Plate Challenge” (「食物清碟大行動」) on social media and asking users to upload photos of empty plates after their meals, the campaign was promoted through TV advertising, physical displays in restaurants and social media. The campaign expected to deliver the message of food wise and show citizens how easy it is to take actions in their daily lives that can make a positive impact on the environment.



*Photo 2: “Clean Your Plate” poster and physical display in restaurant*

(Photo sources: Environmental Campaign Committee)



*Photo 3: “Clean Your Plate” promotional video on Facebook*

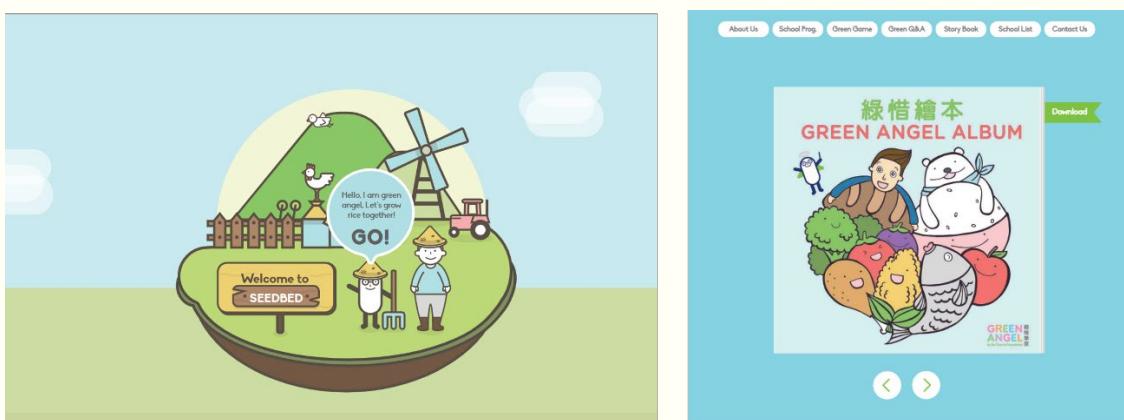
Apart from campaign targeting general public, the Bureau commenced “Food Wise Eateries Scheme” (「咁噃嘢食店」) in 2015, encouraging restaurants implementing waste reduction measures. Participated shops are examined and given a Food Wise Eateries (FWE) accreditation status (Silver, Gold or Diamond). They then receive stickers according to their status for displaying in stores. According to a reply by government officials in the Legislative Council, 532 shops have been recognized as Gold class, with 1076 shops have been recognized as Silver class as of July 2024 (HKSAR, 2024).



*Photo 4: Food Wise Eateries Stickers in 3 classes (Photo source: Hong Kong Waste Reduction Website)*

### 3.1.4 NGO Actions

For non-governmental organizations (NGO), Feeding Hong Kong (樂餉社) , Food Angel (惜食堂) and Eco Community Promotion Association Limited (ECPAL) are leading organizations coping with food waste in Hong Kong. Feeding Hong Kong arranges school talks and warehouse visits to educate local students with the current food-related problem. Moreover, it creates an Education Toolkit (*Schools*, n.d.), providing detailed, multimedia sources for self-learning or teaching materials in class. Food Angel designed an all-rounded educational program for kindergarten and primary school pupils. From inter-class competitions, online interactive games to a story album, the program covers teaching materials for schools, facilitating students to learn about food problems. ECPAL offers food waste collection services to restaurants and offices (ECPAL, n.d.). It sends food waste to O · PARK1, a resources recovery centre turning organic waste into biogas (O · PARK1, n.d.). ECPAL acts as a middleman between waste sources and problem solvers. According to its website, ECPAL has recycled 23,406kg of food waste from commercial settings in less than 2 years.



*Photo 5: Green Angel interactive game (left); Green Angel album available online (right)*

*(Photo source: Green Angel)*

## 3.2 Primary Research

### 3.2.1 Interviews

With the intention of understanding the hands-on operations of Yindii, interviews were conducted with merchants, ranging from bakery to grocery store. Merchants are located in Admiralty (CBD) and Tuen Mun (residential area), where the interviews took place in stores. Each interview lasted around 5 minutes. Interviewed staff were asked about consumer demographics, operational processes and their thoughts on Yindii (See Appendix 11.2).

Most of the interviewed merchants joined Yindii 1 to 2 months ago. They allow consumers picking up their order in the evening, except Big C, a new partner joined at 1<sup>st</sup> of May, starts pick-up period at 2pm. Interviewees agree that “blind box” orders accounted for an adequate number of orders in a day. They also recognized some repeated buyers.

For the function of Yindii, one staff from Saint Honore reveals how she packs the blind box. Once a consumer comes to take his/her order, she takes the food directly from the shelves and wraps the package. A \$18 HKD blind box, for instance, she packs the box with food worth \$36 HKD. Interviewees also mention that they would seldom cancel orders because there was not much left to pack in the blind box on that day, and they would notice the use and Yindii for refund.

### 3.2.2 Questionnaire

A questionnaire is designed to grasp the opinions on Yindii and the concept of surplus food (See Appendix 11.2). 117 responses have been collected. 89% of the respondents aged between 18-30. 78% of respondents obtain a tertiary education background, with 8% of them having a master's degree or higher. It is more diversified for income level, 34% of them respond to having a monthly salary between \$20,001 - \$40,000 HKD, 12% of them have more than \$40,000 income per month.

The first part is about their perception towards sustainability. The average score of the perception of climate change significance is 4.58/5, which is higher than that of their understanding of sustainability (3.76/5), reflecting that the respondents are aware of climate change even though they deem their understanding level of sustainability is not that high. The score of the belief that "individual actions can contribute to sustainability" slightly rebounds to 4.11/5, showing that they consider personal actions can be impactful in a certain extent.

The next part asks about Yindii and other surplus food apps. 26% of the respondents have heard Yindii before. Then, the questionnaire is divided into 2 parts: one for Yindii users and another one for non-users. For Yindii users, a majority of them know the app through social media (19 out of 30), and friends' referral (11 out of 30). Over one-third of them use the app at least once a month (37%). They visit restaurants (93%), bakeries (70%), and hotels (30%) using the app. For users and non-users interested in using Yindii, most of them consider price (101 out of 103), sustainability (87 out of 103), and the joined merchants (63 out of 103) as reasons for joining. For respondents who consider not to use the app, the main factors of that are food hygiene and convenience. All respondents were asked about their awareness of other surplus apps and their

previous campaign, 75% of them have not heard of other surplus food apps; 90% of them never used other surplus food apps. 87% of them do not recognize any campaigns, and the rest of them know “The Rescued Fest” by CHOMP, showing a low awareness of local surplus food apps and campaigns among the respondents.

## 4 Analysis

In order to gain a comprehensive understanding of Yindii, analyses are completed to learn about Yindii’s strengths and weaknesses in communications, operations and market positioning. Some contents are already mentioned in the Research part.

### 4.1 PR Audit

Public relations audit is an analytical model introduced by Ronald Smith in 2005, as a tool evaluating communication and branding strategy of a company.

#### 4.1.1 Internal Environment

In terms of **niche**, Yindii possesses an **innovative and impactful business model**. With the mission of promoting sustainability, Yindii creates a “win-win-win” situation (*Yindii*, 2024). Consumers buy surplus food at a more affordable price; merchants gain back profit loss, and as a result, less waste is produced, which is beneficial to the environment. In addition, Yindii makes good **use of KOL**. Most of its consumers use social media to look for latest news or sharing from “foodies”. Yindii utilizes the influence of “foodie” to promote the brand, introducing the variety of merchants and the purchasing process, which increase its online presence and reach a broader user base.

In terms of **performance**, Yindii has a remarkable **achievement** in the local market.

In June 2024, the company had over 300 brand partners. Moreover, Yindii has saved food worth more than 20 million dollars, with over 500,000 kg CO<sub>2</sub> emission reduced.

Regarding **consumer base**, according to an article from Business Digest (2024), Yindii's users are generally between 20 to 40 years old. Many of them purchase at least 2 blind boxes a month, and some enthusiastic consumers even buy over a hundred boxes per month.

For **structure**, given that Yindii is a Thai start-up which started their business in Hong Kong for less than 5 years, and no related information online, their structure (i.e. number of staff, available resources) is unknown. Similar consideration also happens to **internal impediments**, there is no relevant information regarding its internal operations (i.e. policies, internal communications).

#### 4.1.2 External Environment



In the field of **supporters**, Yindii supporters are mainly **consumers**, who are the people using Yindii app; **merchants**, who are the business partners selling blind boxes on Yindii. Apart from them, **government** also helps Yindii to operate and achieve its business goal. Yindii is one of the incubatees of “Cyberport Incubation Programme” under Hong Kong Cyberport, providing resources and fundings to Yindii adapting the local market.

Photo 6: Cyberport reposted Yindii's interview on Facebook on 12/07/2024

On the other hand, 2 types of **competitors** are indicated, **surplus food app** and **NGO**. In the local market, there are two brands also running similar business with Yindii, namely CHOMP and X Bag. CHOMP is a local company offering “Mystery Box” since 2021, while X bag is a Chinese enterprise just entered the market in 2024, selling “Magic Bag” (惜食魔法袋). (Please check the “competitor analysis” for detailed information and comparison). Furthermore, NGO are targeting similar audiences over the same issue - food waste, even they are not profitable. Thus, they are considered as “competitors”. Feeding Hong Kong and Food Angel are dealing with food waste and education, while ECPAL is coping with local food waste collection. All of them are competing with Yindii to gain public awareness under surplus food issue in the local context.

Concerning **external impediments**, 2 main extrinsic difficulties are identified. Besides the mentioned factor of **low intention to use surplus food app**, general public also **misunderstand the concept of “food waste”** (廚餘). Citizens think that “food waste” are not edible and dirty. However, some restaurants throw away edible products just because they are not sold on that day, according to their company policies, which escalate the issue. Therefore, the term “surplus food” (過剩食物) is widely-used and more suitable in the context, referring to wasted yet edible food.

There are no obvious **opponents**, but just like the “external impediments” and the research above-mentioned, although local people acknowledge how serious climate change and food waste problem are, they are less motivated to act and protect the environment. The condition hinders the development of Yindii.

### 4.1.3 Public Perception

#### 4.1.3.1 Visibility

In this part, Yindii are examined to understand the brand's exposure to its audience and the public for its **(1) Official website and software application, (2) Media exposure in various platforms.**

When it comes to the **official website and software application**, according to Google Trend, Yindii has relatively low organic search. It is counted when people search “Yindii” for its app or the brand itself directly on Google. In the past 12 months, it has a low search at most of the time, except for some peaks lasted a week.



*Photo 7: Line chart plotting Google search results of “Yindii” (brand) in the past 12 months (left); line chart plotting Google search results of “Yindii” (software) in the past 12 months (right)*

For **media exposure**, the first channel is **online news coverage**. It is calculated by searching “Yindii” in “news” column for local coverage. Since its launch in 2023, Yindii has 10 pieces of news in total. They introduce Yindii with/without other apps, republish social media posts and discuss the general phenomenon of surplus food apps.

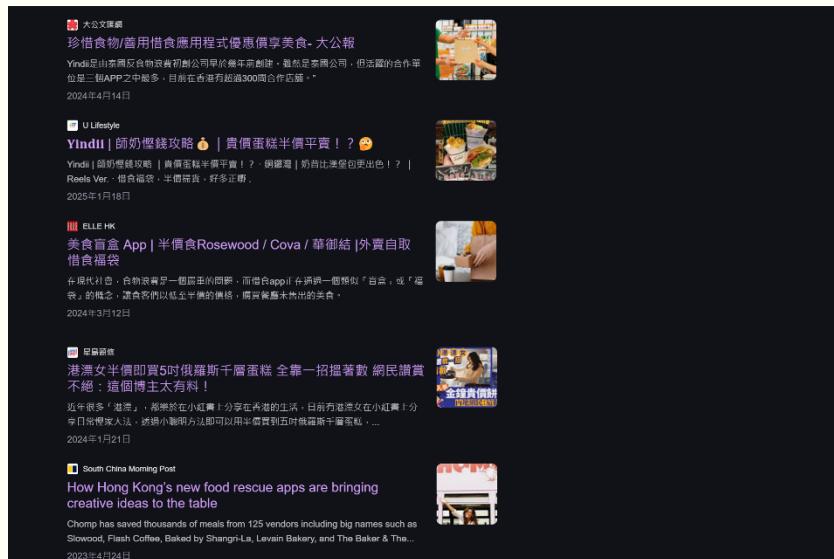
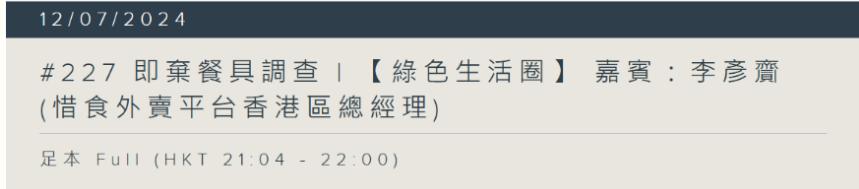


Photo 8: News coverage searched by Google

For TV program and radio broadcast, Agnes Lee, the general manager of Yindii in Hong Kong, was invited to “碳中和”, a **TV program** by Now Business News Channel, to share with the concept of “blind box”. Full episode is uploaded to Now Finance website and Facebook. She was also invited by a **radio program** “綠 · 遊蹤” on RTHK and spoke on Hong Kong surplus food and Yindii business model.



Photo 9: Now Finance Facebook post the episode about Blind Box



*Photo 10: Two radio episodes about surplus food having Agnes Lee as guest*



**Social media** is undeniably regarded as the highest visibility to Yindii's audience. For **Instagram**, the brand account ([yindii\\_hk](#)) with 13K followers had over 120 posts tagged in 6 months (October 2024 to March 2025). For collaborative post (posts appear on Yindii's profile), those creators have 3,000 to 10,000 followers, which means the post reach more audiences; for those posts only mention Yindii, they are having less followers, ranging from less than 100 to 1000.

*Photo 11: Posts mentioned the official account of Yindii*



among local Facebook users. Facebook users receive and react to posts created by other users, which could be recommending or criticizing a restaurant after joining the group.

*Photo 12: Post mentioned Yindii in a “concern group”*



**Threads**, an emerging and prominent social media platform in Hong Kong over the past 2 years, had the most impressions and discussions on Yindii. After typing “Yindii” in the search bar, over 130 posts mentioned the brand. Some posts also tagged the term “慳錢大計”, “惜食” in the post, which shows that Yindii users in Threads concern price and the environment during purchasing. Another observation is that users paste a promotion code in their post, recommending readers to download the

app and enjoy the discount together. Current users receive “referral credit” if new user they referred purchase a surprise bag (*Yindii*, 2023).

*Photo 13: Post with a promotion code on Threads*



Lastly, there are 6 videos mentioned **Yindii** in total, with one video indicated as non-sponsored content after searching “**Yindii**” on **YouTube**. It indicates that YouTube is less visible than other social platforms.

*Photo 14: Videos by local creators on YouTube*

Apart from social media, **forum** is also a popular place for online discussion in Hong Kong. In this part, keywords of “**Yindii** + (forum name)” in Goggle engine are searched. It turns out users in only 2 forums have mentioned **Yindii**. The brand has higher impressions on LIHKG (連登), the highest website traffic forum in Hong Kong (*Digital 2025: Hong Kong*, 2025), with 6 posts mentioned **Yindii** during the discussions. Another forum Baby Kingdom (親子王國) has only 1 post mentioned **Yindii**. While some users acknowledge the sustainable concept of purchasing surplus food at a lower price, users in both forums also raise a concern of food hygiene, questioning how restaurants handle surplus food before giving to customers. Some even describe the food as “second-hand” food or leftover food. Other users also said that they are unsure whether the “blind box” is to their taste, thus, they would not join the app. It is also valid point because what offers in “blind box” is unpredictable. If consumers dislike

the blind box, it may turn out producing waste at the end. However, it is generally positive in both forums, with over half of them are “likes” and positive comments.



Photo 15: 6 LIHKG posts mentioning Yindii (left); A post mentioning Yindii in Baby Kingdom (right)

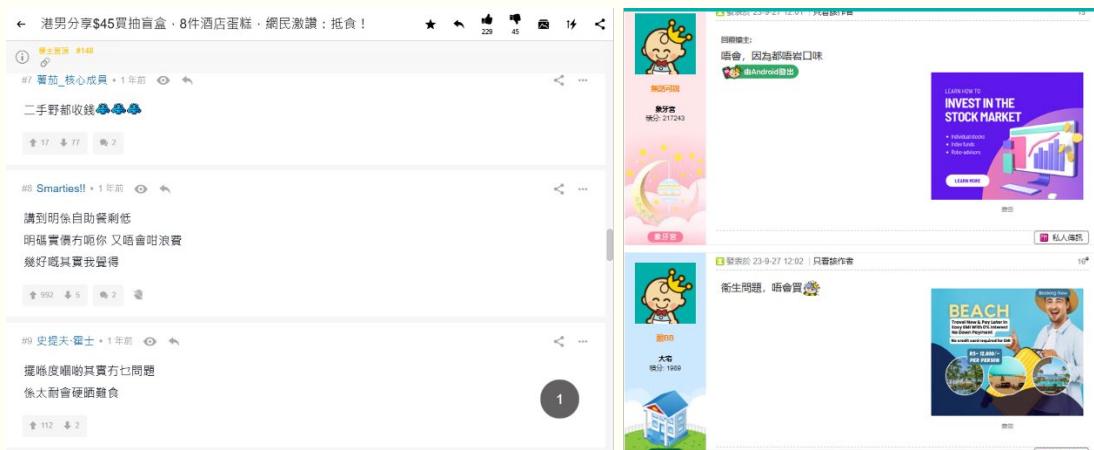


Photo 16: Comments from both forums doubting food hygiene using surplus food app

### 4.1.3.2 Reputation

According to ratings in App Store, Yindii earns 751 comments (as of 3/5/2025). It is rated 4.2 out of 5, slightly lower than one of its competitors, CHOMP, despite the fact that the number of reviews Yindii received is 7 times than that of CHOMP. Among the reviews rated Yindii poorly, they complain about the execution of order, which some orders are cancelled occasionally if merchants sold out all products at stock on that day.

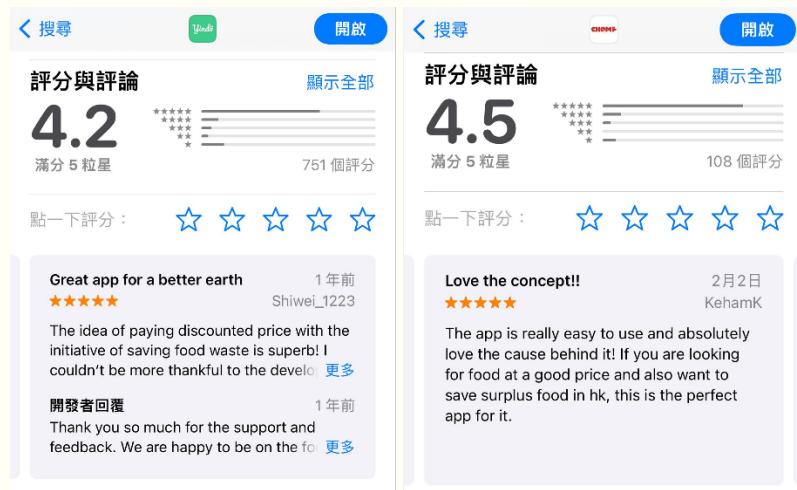


Photo 17: Reviews of Yindii (left) and CHOMP (right) on App Store

To conclude, after examining all communication channels, Yindii is highly recognized by its users and the public on **social media** and **local forum** when they are talking about surplus food apps in general, with social media receiving **more positive impressions** than that in forums.

## 4.2 SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> <li>• Support from Cyberport <ul style="list-style-type: none"> <li>◦ Cyberport Incubation Programme provides resources and fundings</li> </ul> </li> <li>• Innovative business model <ul style="list-style-type: none"> <li>◦ Product: 50% off “Blind box”</li> <li>◦ Impact: “win-win-win” situation of consumers, merchants and the environment</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Limited awareness on food-saving app and Yindii among local people</li> <li>• Lack of intention and motivation for customers</li> <li>• Mobile app bugs discourage consumers from using the app</li> </ul>

<ul style="list-style-type: none"> <li>• User-friendly app interface facilitates purchase</li> <li>• Loyal users with repeat purchase</li> <li>• Use of KOL promoting Yindii on social media, allows it to reach potential consumers</li> <li>• Word of mouth in social media (e.g. Threads, Instagram), enables it to increase trust and credibility</li> </ul>	
<p style="text-align: center;"><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>• Government put emphasis on “food wise” <ul style="list-style-type: none"> <li>◦ The goal of achieving carbon neutrality before 2050 aligns with Yindii’s vision</li> <li>◦ Previous campaign and Big Waster</li> </ul> </li> <li>• More people focus on sustainability <ul style="list-style-type: none"> <li>◦ Who consider sustainable brands and products</li> <li>◦ “Fulfilling a low-carbon lifestyle is civic responsibility”</li> </ul> </li> <li>• Given a huge amount of surplus food, there are potential partnerships (with restaurants) and a large potential user base for Yindii, magnifying its influence <ul style="list-style-type: none"> <li>◦ More chain stores joined e.g. Circle K, Big C</li> </ul> </li> </ul>	<p style="text-align: center;"><b>Threat</b></p> <ul style="list-style-type: none"> <li>• Misunderstanding and stereotypes towards sustainable products (e.g. surplus food is “second-hand” food or food waste; sustainable products are more expensive)</li> <li>• Lack of access to sustainability information for local people, including potential users and partners</li> </ul>

### 4.3 Competitor Analysis

A competitor analysis among local surplus food apps is conducted to understand how Yindii adapted to the local landscapes, compared with other market players.

		<b>Yindii</b>	<b>CHOMP</b>	<b>X Bag</b>
<b>Company</b>	Origin	Thailand	Hong Kong	Mainland China
	Year of launch in HK	2023	2021	2024
<b>Product</b>	Product offering	“Blind Box” (食物盲盒)	“Mystery Box”	“Magic Bag” (惜食魔法袋)
	Price, discount	50% off	50% off or less than 50% off	Less than 50% off
<b>Partner</b>	Number	~300	~90	~30
	Type	Bakery, supermarket, hotel and restaurant, B2B and online business	Bakery, Supermarket, Hotel and restaurant, Bar	Bakery, Tea Shop, Hotel and restaurant
	Market reach of partners	Largest	Moderate	Least
<b>Market positioning</b>	Brand messaging	Save the planet by doing what you love the most. Eating.	N/A	More magic. Less food waste.
	Brand persona	Food Hero	N/A	Food magician

	Media	Owned: Website, App Social: FB, IG	Owned: Website, App Social: FB, IG	Owned: Website, App Social: IG
<b>Social media marketing (Instagram)</b>	Number of followers (As of 3/5/25)	13K	4,865	354
	Content	App promotion, Partners' achievement, Education	App and event promotion, Education	Education, Promotion of new partners
	Language	English for own contents, Chinese for KOL promotion	English and Chinese	Chinese (Cantonese) and English
	Tone and manner (own media content)	Functional, informative	Engaging, causal	Inspiring, warm
<b>Others</b>	Additional work	N/A	<b>The Rescued Feast</b> (Physical surplus food dining experience)	<b>Brand Story:</b> Family of 小葵熊 (Emotional appealing story using the perspective of parents of eco-conscious daughter)

Overall, Yindii and other surplus food app in Hong Kong do not obtain a clear brand positioning with a relatively weak brand message and brand persona. For Yindii, its tone and manner in social media gives a distant feeling compared with its competitors.

## 5 IMC Campaign

### 5.1 Objective

Considering the current problem, an IMC campaign is proposed to raise brand awareness, strengthen brand preference and increase brand loyalty in the local market.

Hence, 3 objectives corresponding with the goals are formulated as follows.

- Enhance brand awareness by a 25% increase in positive media coverage in 3 months
- Reach a 20% increase in social media followers within 3 months
- Raise the number of user registrations by 30% in 6 months

### 5.2 Target Audience

The proposed campaign is targeted at two groups of audiences.

#### 5.2.1 Market Segmentation

		Primary TA	Secondary TA
Demographics	Age	Early- to mid-20s	30s – 40s
	Life Stage	<b>Tertiary students, Fresh graduates</b>	<b>Early adulthood</b>
	Income	Low to middle income	Middle to high income

Psychographics	Personality	Outgoing, energetic, curious	Sympathetic, strong-minded
	Concern	Academics, social issues	Environmental protection
	Consideration before purchase	Price, convenience	Quality, company value
Behavioral	App usage rate and status	Non-user but aware of the brand	Heavy and regular user
	Brand loyalty	N/A	Loyal

### 5.2.2 Consumer Insight

To conclude the research and analysis of consumers, there are 3 consumer insights developed, which the proposed campaign has to respond to.

- Recognize the seriousness of climate change
- Lack accessibility to eco-related information
- Seek to contribute to the current environmental situation

The third claim is deemed to be the core insight for both target groups. The research findings show that people are well aware of climate issues. They also acknowledge the idea that citizens are responsible for achieving a low-carbon and eco-friendly lifestyle. However, they are not so confident and somehow feel powerless that they cannot make a change to the present condition. However, Yindii provides an easy and achievable

means to empower users contributing to the environment. They are already supporting sustainable development by choosing what to eat.

### 5.3 Communication Strategy

To formulate and discover possible strategies for the campaign, a **double SWOT** is carried out.

		Strength	Weakness
		<ul style="list-style-type: none"> <li>• Support from Cyberport</li> <li>• Innovative business model</li> <li>• User-friendly app interface</li> <li>• Loyal users</li> <li>• Use of KOL</li> <li>• Word of mouth in social media</li> </ul>	<ul style="list-style-type: none"> <li>• Limited awareness on food-saving app and Yindii among local people</li> <li>• Lack of intention and motivation for customers</li> <li>• Mobile app bugs</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>• Government put emphasis on “food wise”</li> <li>• More people focus on sustainability</li> <li>• Potential partnerships and a large potential user base for Yindii</li> </ul>	<p>➤ Strengthening Yindii consumer base by launching a loyalty program</p>	<p>➤ Introducing Yindii brand story on social media</p>
Threats	<ul style="list-style-type: none"> <li>• Misunderstanding and stereotypes towards sustainable products</li> <li>• Lack of access to sustainability information for local people</li> </ul>	<p>➤ Utilizing local consumer base to promote Yindii and sustainability</p> <p>➤ Promoting Yindii and its partners by giving merchant</p>	

		recommendations on social media	
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However, not all ideas in the above table are adopted. With reference to the above analysis, 3 strategies, corresponding to 3 objectives, have been set up to generate campaign tactics.

	Objective	Strategy
Brand awareness	Enhance brand awareness by a 25% increase in positive media coverage in 3 months	Introducing Yindii <b>brand story</b> on social media
Brand engagement	Reach a 20% increase in social media engagement within 3 months	Promoting Yindii and its partners by giving <b>recommendations</b> on social media
Brand preference	Raise the number of user registrations by 30% in 6 months	Strengthening Yindii consumer base by launching <b>loyalty program</b>

## 5.4 Key Message



The key message of “Zero to Hero” is proposed to this 3-month IMC campaign, from December 2025 to February 2026. The following part will explain every component in this message.

*Photo 18: Campaign poster mockup*

To begin with, “zero” has 2 meanings. Zero implies “nothing”, echoing the belief that people cannot change anything by themselves. Even though some people are contributing, the power of an individual is too small to make a great change, which is the second meaning. However, Yindii and this campaign hope to tell its audience that every change counts. Their change is necessary in Yindii’s perspective. As a surplus food platform, Yindii gathers ambitious users and merchants to make a substantial change.

Yindii has always mentioned the term “food hero” in their social media content. Nevertheless, when people talking about “hero”, most of them would think of some extraordinary people contributing exceptionally or doing something adventurously for the good of the world. This campaign expects to bring out that everyone can be a hero to save their money, save the food and save the planet by choosing what to eat – surplus food.

Therefore, “Zero to Hero” is a campaign that highlights Yindii’s empowerment of people, and it also encourages users self-empowering, making actual changes with this handy tool.



*Photo 19: Posts covering the key message of the campaign*

(left: save your money; middle: save the food; right: save the planet)

The designs of these 3 posts are simplistic, with a view to stressing the words (save your money, save the food, save the planet) instead of the graphics. The above posts would be uploaded to Yindii's social media (IG, FB) to inform readers that Yindii is having a new campaign to re-brand the company, separating the following contents from previous works.

## 5.5 Touchpoint and Implementation

### ➤ Campaign Video

Given that Yindii have not leveraged its current brand message and brand persona, this campaign video would introduce their mission.

The video starts with the missing of “hero”. With the absence of heroes, pollution is escalating, food waste is accumulating, climate change is terrifying and threatening all living creatures. Desperate people who are concerned about the issue and deem themselves helpless and powerless. The turning point is a beam of green light emitted from a food waste dump, asking for help. A little girl rummages in the dump and finds a phone, which only shows Yindii. The girl then calls on a bunch of enthusiastic people,

choosing and dining with surplus food. More and more people use the app, with the shrinking food waste dump. The video ends with the tagline of “Everyone can be a food hero”, calling for action by showing Yindii app.

The video will be uploaded on Instagram and Facebook, catering to its audience’s preferences for receiving information. Regarding its promotion, relevant posts would be uploaded for pre-heat and grab attention. The video and its promotional posts, together with “Zero to Hero” posts are expected to be uploaded in the first two weeks of the campaign.



*Photo 20: Posts of campaign video promotion*

(left: preheat post; middle: launching post; right: call-for-action)

The design of the post resonates with the setting of video, heroes are missing, and the third post shifts the audience’s focus to Yindii and invites them to join Yindii, being a real hero.

## ➤ District Merchants’ Recommendation

Another social media content is recommendation, integrating merchants in similar districts. It is inspired by a local unique culture of 「掃街」, tasting street food. Adapting local culture is conducive to Yindii in a way to beat its competitors. Strategically, the

two competitors also lack localization as CHOMP is targeting foreigners in Hong Kong, and X Bag has not yet connected with a local market landscape. Thus, by introducing Yindii's partners and merging with local culture, the brand can obtain a down-to-earth image, grabbing attention from potential users, which are frequent users of social media as well, and keeping the brand on the cutting edge in the local surplus food app market. As the brand has established partnerships with several hundred merchants in the city, Yindii should also leverage the advantage of its well-connected network to publicize itself. As the content is targeting local users, Cantonese is used in the deliverables.

There is one theme and setting in each post. In the following mock-up, the setting is an office worker getting off from overtime, whose office is in Admiralty. The post introduces merchants offering different cuisines for his/her dinner. Details of the merchants mentioned can be found in content part of the post.



*Photo 21: Mockup Post*

(left: cover page; right: map of merchants located in Admiralty)

The first page of this post is an introduction drawing attention from readers, with monologues in speech bubbles pointing out the thoughts of potential users and readers, (“Don’t wanna do cooking yourself?”, “So tired and wanna to eat something cheaper?”,

“Wanna treat your colleagues and yourself?”) suggesting Yindii’s food option to potential users and also current users who stick with fixed stores. The second page is a map pinning out Yindii’s merchants in that district, which are Big C in Queensway Plaza (金鐘廊), The Cakery in Pacific Place and ÔDELICE in Landale Street.

The same theme can be applied to other business districts in Hong Kong, like Kwun Tong and Central. There are abundant themes with merchants, for example, recommendations on luxury hotel cuisine in Tsim Sha Tsui, featuring Regal Kowloon Hotel, Holiday Inn Golden Mile and Rosewood restaurant. The following mock-up is a Christmas dinner at home with friends or family.



*Photo 22: Mockup Post*

(left: cover page; right: map of merchants located in Tsim Sha Tsui)

Similar with the first design, the first page also contains monologues (“Chef from hotels adding an extra dish to your dinner!”, “Spending your warm Christmas with family and friends”) attracting users. The second page also pins Yindii’s merchants in a map.

Although it is an online promotion, it could stimulate users’ interest in ordering via

Yindii app and visiting stores offline, creating O2O integration. The posts are planned to be uploaded for 6 weeks right after the brand video is launched. 2 posts would be published every week, so there would be 12 posts in total.

## ➤ Loyalty Program

With an insight of seeking to make positive contribution to the environment, a loyalty program is proposed not only to retain current users, but also to attract possible users.

The loyalty program is called “Fight & Dine”. The two verbs, which seem contradictory, combine together and convey a message of “fighting for the environment by enjoying your surplus food meal”. The program will run for 10 weeks as a trial, seeing if there is a possibility of working permanently with the brand.



Photo 23: Mockup Banner in Yindii app

For current users, they automatically join the program, what they need to do is to buy surplus food blind box and invite new friends. After a successful purchase, they would receive digital points in their app, every \$10 they spent equals 1 point. They can choose to redeem coupons or convert their points to donations for local NGOs, including Feeding Hong Kong, which Yindii already donates to. For new users, they need to download and register Yindii app on their phone, then they could start purchasing. All

users can receive extra points by inviting their friends to use the app. They could redeem the points by pasting each other's invitation code.

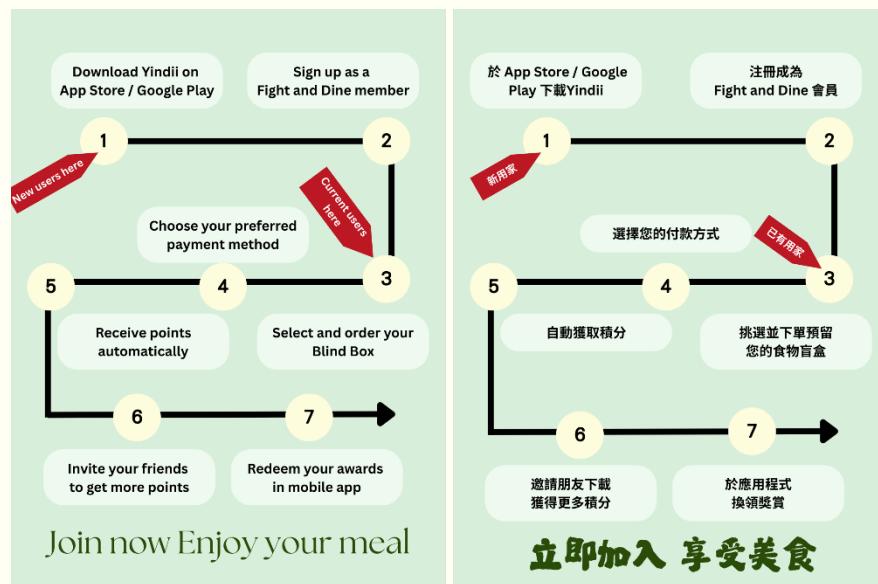


Photo 24: Mockup Post explaining the process to new and current users in Chinese and English

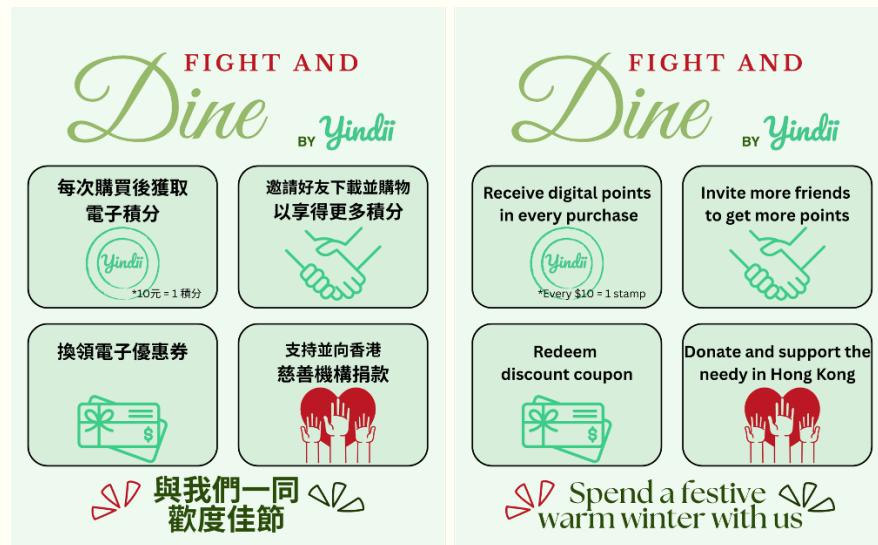


Photo 25: Mockup Post introducing Fight and Dine in Chinese and English

As shown, the promotional and informative materials are delivered in Chinese and English, catering to diversifying consumers' need.

For consumers, the loyalty program encourages them to use the app regularly, and for enthusiastic consumers, it provides an alternative means for them to make meaningful efforts in the festive season. For Yindii, it helps retaining current users by strengthening its consumer base and loyalty. The program also builds Yindii's reputation, letting its donations become more visible to users and general public. Last but not least, Yindii further empowers its users to deal food waste and contribute to society.

## ➤ Other promotions



To publicize Yindii by utilizing its merchants, **display stickers** can be installed in merchants' stores. Along with staff promotions, it can capture attention from diners visiting physical stores, who have not known the app, joining the app. Thus, it is a marketing technique for Yindii at a relatively low cost. For app users, the stickers can help them recognize Yindii partners at a visible way during pick-up in new stores.

*Photo 26: Mockup Stickers to Yindii's merchants*

Apart from offline measures, Yindii should consider cooperating with online media for **paid media coverage**. From the research, Yindii was invited to various media outlets, which certainly gain awareness from broad audience. However, Yindii users are mainly from younger generation, who rely on online media to receive information, the brand should collaborate with them to reach its target audience. Suggested media would be U Lifestyle, Weekend Weekly and HK01. They are the most influential local lifestyle platforms with abundant readers on social media.

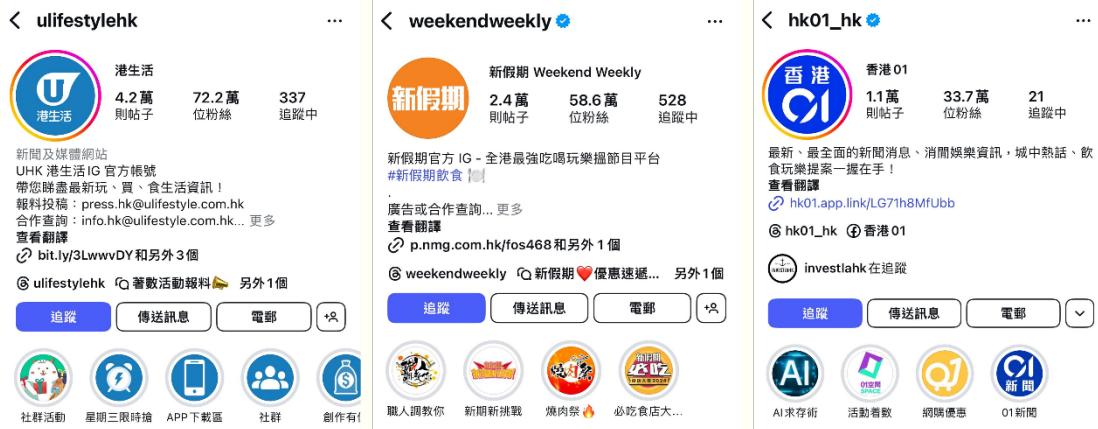


Photo 27: Instagram home pages of suggested paid media coverage

## 6 Execution Timeline

Taking account of a typically strong consumer sentiment during holiday seasons in Hong Kong (i.e. Christmas and Chinese New Year), the duration of the campaign is set to be 3 months, from December 2025 to February 2026.

December		January	February	2 weeks after Feb
Launch brand story				
	Surplus food district route (6 weeks)			
	Loyalty program (10 weeks)			

## 7 Budget Plan

Item	Budget allocated (in HKD)
Video shooting (~2mins)	\$45,000
Social media marketing (posts)	\$25,000
Software update (UI)	\$50,000
Paid media coverage	\$45,000
<b>Total</b>	<b>\$165,000</b>

\*Cost of digital coupon is unknown, which depends on registration number and monthly sales.

## 8 Suggested Evaluation

To evaluate the campaign, some key performance indicators (KPI) are identified, which will be examined after the campaign. A short-term evaluation will be carried out in 2 weeks after the end of the campaign, while a long-term evaluation should be completed 3 months after the campaign.

### 8.1 Quantitative

For media coverage, check whether local lifestyle platforms have covered Yindii's campaign and the brand, then distinguish each coverage's tone, divide the number of positive coverages by the number of all coverage to get the **percentage of positive coverage**.

For social media, Yindii should look for **new followers** on every platform (Instagram, Facebook) who followed Yindii during the campaign. Compare the change in followers

before and after the campaign. The brand should review the **number of views** in the video to check the effectiveness of the multimedia production. KPIs can also include **likes, comments and shares** to review how connected the brand is with its potential and current users. Moreover, **brand mentions** can be done by counting how many posts and comments mentioning “Yindii” during and after the campaign. After that, **sentiment analysis** should be performed to examine the positivity of the comments.

It is also essential to look into the **number of registrations** of Yindii app which directly leads to Yindii’s business and indicates how many people interest in the brand, decide to or already make first-time purchase. For current users, **frequency of purchase** can also be checked using back-end data to see if users purchase blind boxes more frequently.

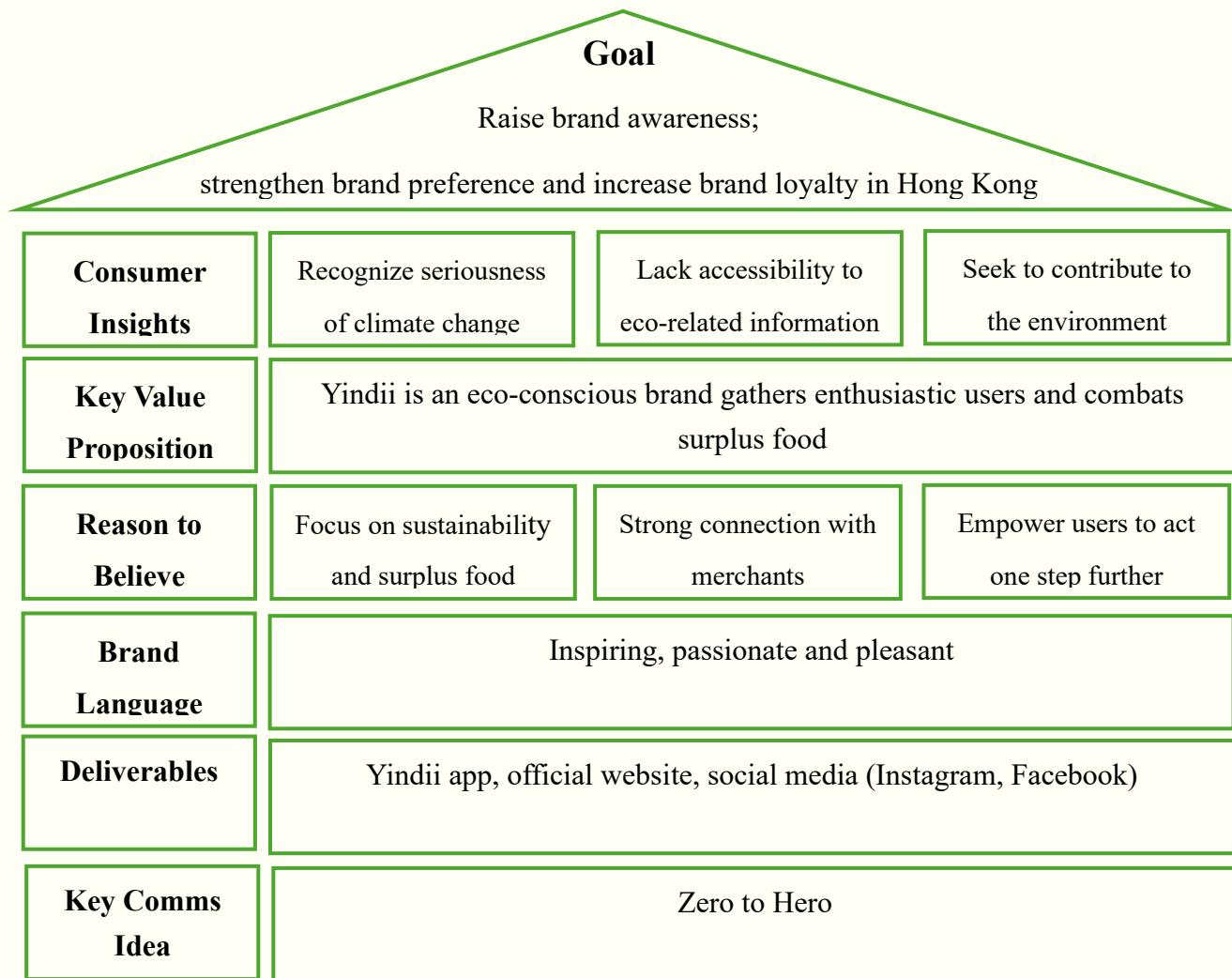
Overall, quantitative evaluation can be conducted by social media and online media analytics tools, as well as sales reports from merchants and data from Yindii app.

## 8.2 Qualitative

Both short-term and long-term qualitative evaluations should be conducted to gain a comprehensive insight into consumers. Yindii should invite users to **recall and recognize** the campaign. After the recall test, **consumer perception** and **brand preference** should be measured by interviews. On the grounds that the pain point of Yindii and other sustainability-related businesses in Hong Kong is the low motivation to take relevant actions, the evaluations have to know if the campaign brings out effective change on **purchase intention** or other behavioral change related to the environment.

In general, qualitative assessments can be undertaken by social listening and in-depth interviews.

## 9 Conclusion



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## 11 Appendix

### 11.1 Questionnaire

**Part 1 Questions on Awareness of Sustainability and Food ordering app**  
(With reference to <https://www.poll-maker.com/sustainability-survey>)

1. How would you rate your understanding of sustainability? 您如何評價自己對可持續發展的理解？(5 point scale 1：非常不理解、5：非常理解)

2. Do you agree that climate change is a significant issue? 您是否同意氣候變化是一個重要的議題？(5 point scale 1：非常不同意、5：非常同意)

3. Do you agree that your individual actions can contribute to sustainability? 您是否同意您個人的行動能為可持續發展作出貢獻？(5 point scale 1：非常不同意、5：非常同意)

4. Do you use a food ordering app? 您有使用外賣應用程式嗎？

Yes 是

No 否 (To Q6)

5. What is your frequency of using food ordering app? 您使用外賣應用程式的頻率為？

More than once in a month 每月多於一次

Once in a month 每月一次

Once in few months 數個月一次

Once in six months 每半年一次

Once in a year 每年一次

Less than once in a year 少於每年一次

## Part 2 Questions on Yindii

6. Do you know the brand ‘Yindii’? 您認識 Yindii 這個品牌嗎？

Yes 是 (To Q10)

No 否

7. Yindii is a food-saving app in Hong Kong, with a mission to raise public awareness about surplus food and empower people to fight for a greener planet. Users can buy a 50% surprise bag from Yindii and pick up random food provided by its partners (e.g. Hana Musubi, Pret A Manger, city'super etc.). Are you interested in using Yindii? Yindii 是一個香港的惜食應用程式，以喚起大眾對過剩食物的認識及幫助人們為更環保的地球而努力為使命。使用者可以從 Yindii 以 50% 折扣價購買合作商戶的食物盲盒，並親自到商戶門店（如華御結、Pret A Manger、city'super 等）領取盲盒。您對 Yindii 感興趣嗎？(5 point scale 1：非常不感興趣、5：非常感興趣)

8. Would you consider using Yindii? 您會考慮使用 Yindii 嗎？

Yes 是 (To Q14)

No 否

9. If no, which factors leads to not using Yindii? 如選擇「否」，甚麼因素導致您不會考慮使用 Yindii? (可多選) (To Q17)

Price 價錢

Food hygiene 食物衛生

Convenience 便利程度

Stores available for selection 供選擇的店舖

Others (Please specify) 其他 (請列明) \_\_\_\_\_

10. How do you know Yindii? 您通過以下哪些渠道認識 Yindii? (可多選)

Social Media 社交媒體 (Instagram, X, Youtube)

Media Coverage 媒體報道

Official Website 官方網站

Restaurant Referral 餐廳推介

Friend Referral 朋友推介

Others (Please specify) 其他 (請列明) \_\_\_\_\_

11. What is your frequency of using Yindii? 您使用 Yindii 的頻率為？

More than once in a month 每月多於一次

Once in a month 每月一次

Once in few months 數個月一次

Once in six months 每半年一次

Once in a year 每年一次

Less than once in a year 少於每年一次

12. When you are using Yindii, which store would you visit? 使用 Yindii 時，您會光顧那些店舖？(可多選)

Bakery and pastry shops 麵包店

Supermarket and groceries 超級市場及雜貨店

Hotels 酒店

Restaurants 餐廳

13. Your view towards Yindii 您對於 Yindii 的

- 13.1 Degree of Liking 喜愛程度 (5 point scale 1 : 非常不喜愛、5 : 非常喜愛)  
13.2 Degree of Practicality 實用程度 (5 point scale 1 : 非常不實用、5 : 非常實用)  
13.3 Degree of Attractiveness 吸引程度 (5 point scale 1 : 非常不吸引、5 : 非常吸引)  
13.4 Degree of Recommendation to others 推薦程度 (5 point scale 1 : 非常不推薦、5 : 非常推薦)

14.What factors led you to use Yindii? 甚麼因素導致您使用 Yindii? (可多選)

- Price/ Discount 價錢／折扣  
Stores available for selection 供選擇的店舖  
Sustainability 環保／可持續發展  
Others (Please specify) 其他 (請列明) \_\_\_\_\_

15.Apart from Yindii, which food-saving apps have you heard of? 除了 Yindii，您還聽過以下哪些惜食應用程式？

- CHOMP  
X Bag  
Others (Please specify) 其他 (請列明) \_\_\_\_\_

16.Apart from Yindii, which food-saving apps have you used? 除了 Yindii，您還使用過以下哪些惜食應用程式？

- CHOMP  
X Bag  
Others (Please specify) 其他 (請列明) \_\_\_\_\_

### **Part 3 Personal Information**

- 17.Age 年齡  
Below 18 18 歲以下  
18-30 years old 18 - 30 歲  
31-50 years old 31 - 50 歲  
51-65 years old 51 - 65 歲  
Over 65 65 歲以上

- 18.Educational Background 教育程度  
Secondary education or below 中學教育或以下  
Tertiary education 大專／大學教育

Masters/ PHD 碩士／博士  
Prefer not to tell 選擇不透露

19. Monthly Income (In HKD) 每月收入（以港元計）

\$15,000 or below \$15,000 或以下

\$15,001 - \$20,000

\$20,001 - \$40,000

\$40,001 - \$60,000

\$60,001 or above \$60,001 或以上

Prefer not to tell 選擇不透露

## 11.2 Interview Questions

General situation

1. When did your brand join Yindii?
2. How many blind boxes are sold every day?

Customers

3. Who are your customers?
4. Are consumers repeated consumers or new joiners?

Merchants

5. How would you manage the stock and update the app?
6. Have you ever canceled an order, why?
7. Have you noticed any change, for instance sales or customer base, after joining this app?
8. Any further comments on Yindii?