

TOP Taste

Proposal for CDG Application

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Tittle should be action verb oriented
picture change to their stratzgy

1. Full names
2. Disclaimer
3. Date

The following report prepared by Top Taste Pte Ltd (“Top Taste”) is for the purpose of applying for the Capability Development Grant (CDG) by SPRING Singapore for our Branding and Marketing Strategy Development. The objective of this report is to present our research, analysis, action plans and detailed descriptions on how we intend to utilize the CDG. The methodology applied in our research was mainly primary sources of information which includes the conducting of a survey, interviews as well as focus group studies. Coupled with secondary sources of information, we have localized most of our findings and prepared the report with coverage of only Top Taste’s operations in Singapore. The proposed budget includes \$30,000 from CDG and an additional \$20,000 investment from Top Taste..

Situational Analysis

Highlight the issue more clearly

Top Taste manufactures and distributes bottled and canned herbal tea to various retailers in Singapore. However, sales have started to slow down and Top Taste is trying to increase its customer profile from mainly “Baby Boomers” (age 52 – 71) to the “Millennials” (age 12 -34). As such, we have decided to improve its branding and marketing strategy to attract the newly defined market. Through a SWOT analysis on Top Taste, we decided to focus our efforts in tackling existing weaknesses and tapping onto potential opportunities to help Top Taste extend its customer base. We continued to analyze Top Taste’s past and current marketing efforts and developed a tri-focal strategy to successfully reposition Top Taste.

Key Findings and Key Success Factors **Also used focus groups**

Through survey and interviews, certain key findings are identified and these include: similar herbal tea consumption pattern within the Millennials, deficiency in outreach to target segment and strong existing customer loyalty. Secondary research has also shown the key success factors that will help Top Taste to achieve its strategic objective include: strong aesthetic image, better outreach in social media and high availability of its products.

Key Issues (found in situational analysis)

1. Sales to baby boomers started to slow down
2. Increasing customer profile to include millennials
3. Lack of publicity

Proposed Action Plans **Solutions**

The following action plans have been proposed to improve their branding and marketing strategy and eventually their sales:

- Repackaging of Top Taste products and redesigning of Top Taste logo through packaging and branding consultants
- Increasing activity and engagement with customers through investment in social media marketing campaigns
- Strategic partnerships with schools and corporate offices, through sponsorships and the setting up of a new distribution channel via vending machines

Focus group findings showed that both existing and potential customers are receptive to these recommendations and confirmed the feasibility of our action plans.

Instead the key issues should be

1. Lack of strong aesthetic image
2. Poor outreach
3. Lack of accessibility to pdt

ISSUES ARE NOT PROPERLY DESCRIBED WITH CLARITY!!!

Conclusion

With the growing affluence of Millennials and rising trend in health consciousness, this is the best opportunity and time for Top Taste to increase our market share through improved marketing. Guided by SPRING Singapore’s three strategic outcome, CDG will help us be the next success story to inspire many young, local enterprises.

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Clear overview of proportion dedicated to each section

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Introduction

Introduction

The following report is a proposal by Top Taste for the application of CDG from SPRING Singapore. Top Taste aims to develop on its branding and marketing strategy through the CDG. A brief background is provided, followed by an analysis of Top Taste's current position in the industry and its marketing efforts. Thereafter, survey and interviews are conducted to determine the key issues and success factors that will drive Top Taste to greater success in the herbal tea industry. An action plan will be proposed and focus group discussions are conducted to find out the rate of acceptance. Lastly, the respective budgets of the action plans are estimated with the aid of CDG and upcoming strategies are proposed to strengthen its competitiveness.

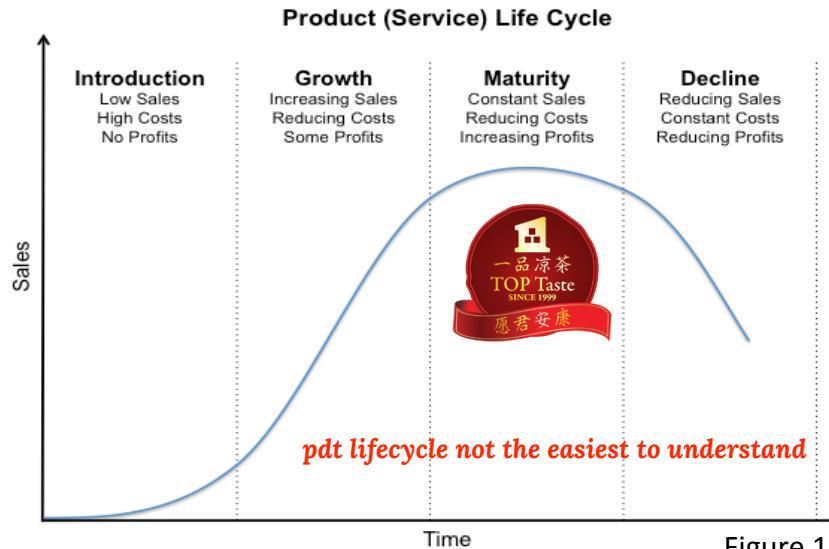


Figure 1

Company Background

src pic missing. missing in-text citation

Top Taste is a family business that manufactures and distributes bottled and canned herbal tonic drinks to various retailers in Singapore. Started in 2000, Top Taste aims to bring the healthiest and most natural of tastes to its customers. Its unique value proposition comes from its products containing only the freshest natural ingredients with no preservatives or artificial flavouring added.

you can cite here

Currently, Top Taste's main customer profile is people from the Baby Boomers. However, it is currently at the maturity stage of the product life cycle. Sales growths are beginning to slow down and we are anticipating that in the near future sales may even dip. At this stage, Top Taste has to start to extend their customer profile to the Millennials to put them back into the growth stage. We will thus improve its branding and marketing strategy to attract the Millennials. To do so, Top Taste will require investments and it hopes to leverage on the CDG to help finance their strategy.

SWOT Analysis

Strengths

- # Management Competency
- # Suppliers Relationship
- # No Preservatives

Opportunities

- # Trend of Health Consciousness
- # Technological Advancement in Production Process

- # Lack of External Expertise
- # Lack of Effective Publicity
- # Lack of Recognition in Terms of Certifications & Standards

Weaknesses

have to read entire para to understand what is all about -> slow down reading and understanding very much

use headings or sub-headers to summarise the para

Threats

Figure 2

Through a SWOT analysis (Figure 2), we have identified the various attributes in each category. One of the opportunities is the growing trend of health consciousness in the Millennials. This trend has a great potential which helps Top Taste to attract them. In addition, its strengths include healthy, no preservatives drinks which further helps to attract the health conscious Millennials.

However, Top Taste's main threat is the strong competitors in the industry which necessitates us to eliminate our weaknesses in order to differentiate from them. Top Taste's weaknesses are of greatest concern. Top Taste has invested in marketing but was ineffective in attracting the Millennials. In addition, as a family business, it lacks external expertise like marketing as it has yet to consult with external professionals. Such weaknesses need to be eliminated through improvement on the branding and marketing strategy.

Situational Analysis – Marketing

Top Taste has been using different advertising channels and distribution channels to promote its products to the Millennials. However, the effectiveness of these efforts are limited. Therefore, we conducted a study on the past and current marketing efforts to analyze the marketing efforts.

- good pictorial way of using headings and subheadings
- include charts/table to demo difference btw each advertising channel



In the past, TV commercials were used to advertise Top Taste herbal tea. Advertisements were played on MediaCorp Channel 8 to target the Baby Boomers. The advertisement was able to successfully attract some of the Baby Boomers. However, the effectiveness of TV commercial, especially with MediaCorp Channel 8, is limited to attract the Millennials since it is targeted at the older generation.



In order to target the Millennials, Top Taste tried to explore new advertising channels and started a Facebook page and Instagram account a year ago. The Instagram (Appendix A.1) has limited followers and posts with only 15 – 25 ‘likes’ per post. There are also no interaction or comments on the posts. This shows the lack of outreach to the Millennials via Instagram even though an account was created.



The Facebook page was slightly more effective with over 4,000 ‘likes’ since its creation. However, based on the analytics from Facebook (Appendix A.2), Top Taste has infrequent posts on its page. In addition, there is limited post reach* and engagement with its selected audience. This shows a lack of active participation in social media platforms to attract or engage the consumers.

Traditionally, Top Taste sells its products to retailers and small businesses such as supermarkets, coffee shops and traditional Chinese medicine stores. Recently, Top Taste also tried other distribution channels that are popular among the Millennials. E-commerce platforms such as Qoo10 (Appendix B.1) and Carousell (Appendix B.2) are used for direct selling to consumers rather than through retailers. Such channels are useful as the Millennials are familiar with these platforms. However even with the appropriate channels, sales may not increase if the targeted consumers are not familiar with the brand. In this case, Top Taste’s social media marketing has not been very effective to gain awareness by the Millennials. Thus, the new distribution channels are less effective than its desired effect.

Based on Top Taste’s marketing efforts, we find that there is a lack of understanding in this customer profile. We need to understand the Millennials’ perception of Top Taste and the herbal tea industry in order for these efforts to be effective.



*Post reach is the number of people who have seen your post. Your post counts as reaching someone when it's shown in News Feed. Figures are for the first 28 days after a post was created and include people viewing your post on desktop and mobile.

We conducted a survey (Annex A) on the Millennials and also interviews (Annex B) with retailers that Top Taste partnered with. Based on the survey and interview results, key insights are drawn to guide us towards the direction of our strategy.

not directly linked to key issues

data presented doesn't address one of their key issue

1) Top Taste should target across all groups of the Millennials as a generation. **explain where there needs to be shift from baby boomers to millennials**

Our survey has classified the participants into three age groups - pre-tertiary, tertiary and working. Income level of each participant is also recorded to analyze relationship. Based on the survey (Figure 3), the different age groups has a direct relationship with income levels. In addition, the percentage of the participants drinking herbal tea are relatively consistent through all three age groups. A significant amount of them drink herbal tea on a monthly basis regardless of age or income. This shows that age, as well as income, has no relevance to the frequency of them drinking herbal tea.

How often do you drink Herbal Tea?

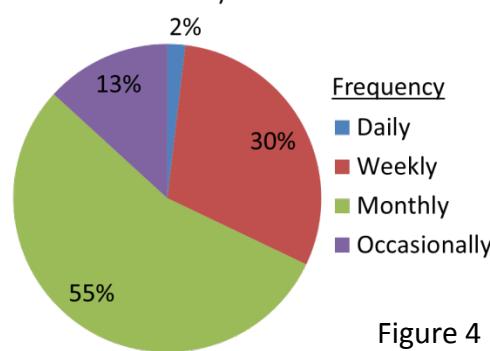


Figure 4

Based on the survey (Figure 4), large amount of Millennials are drinking herbal tea on a monthly. This proves the potential in promoting the consumption of herbal tea to weekly or even daily. Interviews done with the retailers have shown that current customers (mainly Baby Boomers) are loyal and recurring even with little marketing efforts. But in the recent years, sales are starting to reach the younger generations on top of the current customers.

2) Top Taste can extend their efforts to the Millennials to promote higher frequency of consumption of herbal tea and yet not at the expense of the Baby Boomers.

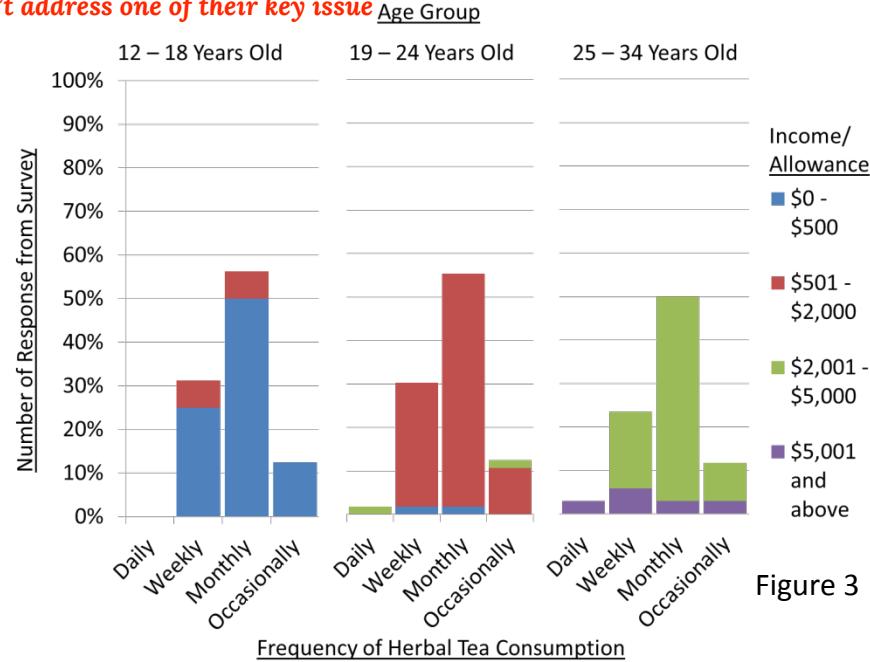


Figure 3

graphs all over the place - consistency in format

How familiar are you with Top Taste?

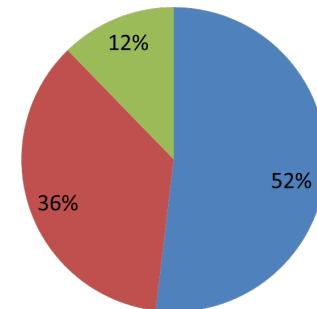


Figure 5

Our survey (Figure 5) has shown that Millennials are not familiar with Top Taste with 52% of them indicating that they only have minimal or no knowledge of the brand.

We also conducted a study on different leaders of other beverage industries in Singapore to find out their strengths. Beverages companies have historically been unable to differentiate themselves due to their similarity. Yet, some brands have successfully emerge from the rest distinctively and have since been the clear market leaders in their respective industries. More specifically, Millennials have a brand in mind when it comes to coffee, tea or even bubble tea and these brands have successfully captured their attention.



The TWG Tea team takes pride in shaping the aesthetic image underpinning all its products. It constantly updates the notion of TWG Tea while respecting the Asian and European traditions of elegance and beauty on which it is based, and spiced with a touch of sensuality and originality. TWG's aesthetic image in its products can be associated to quality in the customers' mind and stand out from competitors.

aesthetic is impt

These brands attract the Millennials using different marketing techniques but with a common objective of becoming integral to consumers' daily lives. We can learn from these leaders in other beverage industries and apply it to help Top Taste be a leader in the herbal tea industry. As such, we hope to position Top Taste as a lifestyle brand that consumers can identify with when it comes to herbal tea.

not key success factors here but rather competitor analysis

Need to link this back to the top 3 issue



No matter which Starbucks social platform you visit, the Starbucks touch is evident. The company's social channels all have the same look, feel, and tone as their stores. Although the marketing team takes a slightly different approach from Twitter to Instagram to Facebook, the content is consistently unified around the company's mission, message, and goals.

social media platoform

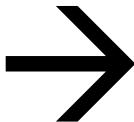


With 67 outlets (and growing) in Singapore alone, one of the ways Gong Cha attracts and stands out from the rest is its availability to their customers. To illustrate the extent of its availability, Koi, its closest competitor has only 36 outlets in Singapore. Gong Cha cultivates a loyalty in its customers with its extensive presence.

accessibility

Action Plan – Branding & Packaging

Format 1
I1 - evi
I2- evi
Rec
R1 -



Format 2
Intro - needs to clearly states issue and rec
I1- R1
I2 - R2

Rerepackaging of Top Taste Products

**Recommendations is associated with the aesthetics
No smooth flow from issues to recommendations**

One insight we got from our interview is the dull, traditional appearance of Top Taste's existing products that are not appealing to the Millennial, and we aim to improve the aesthetics of our products. As far as Top Taste dates, it has been designing cans based on the traditional notion of Chinese medicine, using Chinese characters written vertically. This is due to the existing customer group Top Taste focuses, the older generation of "Baby Boomers", who tends to favour packaging that are more down-to-earth and reliable. However, with Top Taste's current intention to broaden its customer base to the younger generation of "Millennial", it prompts the company to consult professional consultants to undergo a repacking process.

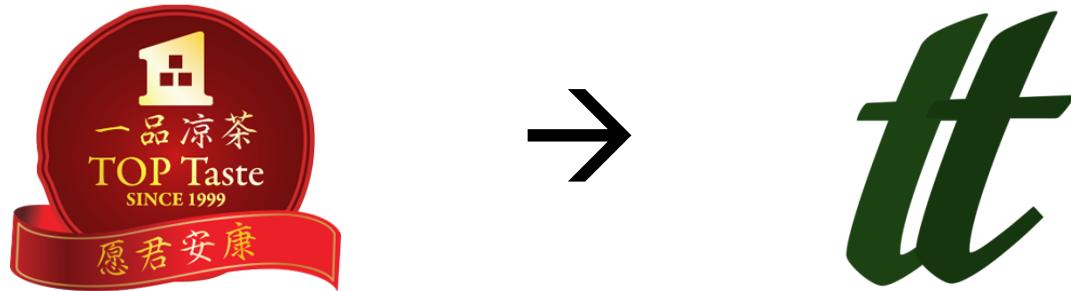
The design shown above is a preliminary idea by Top Taste, and we will communicate our intentions to the consultants to eventually decide on the final packaging designs. The packaging will include minimal words with English name on one side and its Mandarin name on the other side. This is suggested in accordance to research on Millennial marketing, where the Millennial is moving towards minimalism, preferring product packaging to be simple and clean. Therefore, such packaging can attract the Millennials and at the same time retain the current customers from the older generation.

Crowdsourcing Marketing

This doesn't align with the first issue - organisation problem

An improvement in the packaging of Top Taste's existing products will allow room for crowdsourcing marketing, which is a cheaper advertising option. Upon purchasing an aesthetically appealing herbal drink, customers, especially the Millennial are more likely to photograph it and share it on their social media. In that way, Top Taste can seek newer and deeper levels of brand engagement with customers, as we will gain valuable insights of what customers generally expect from food products, herbal drink or even Top Taste as a brand.

At the same time, this kind of consumer generated marketing is proven to be a more effective and reliable to other consumers as they generally trust other consumers' experiences more than direct marketing from the retailers. Especially for the more tech-savvy Millennial, this generation usually refers to and relies on online reviews before making a purchase. Hence crowdsourcing marketing appears to be equally or more effective than traditional marketing at a lower advertising cost.



Redesigning of Top Taste Logo This should be in slide 9 instead that focus issue

For the past 20 years, Top Taste has also maintained its company logo at status quo. However, based on our interview with the retailers, the logo seems to be ineffective as even a huge percentage of the retailer do not recognise Top Taste products from our logo. In this way, we can deduce that customers are also likely unable to instantly connect their minds to Top Taste even though the company logo remained the same.

In addition, the logo appears to be too clustered with words. With the prevalence of mobile usage, the details in the current logo may not be clearly visible, and the public may not be able to distinctively identify Top Taste from its logo. Hence Top Taste will need simpler logo designs to adapt to various electronic devices and social media platforms (citation). This can also improve Top Taste aesthetic image which is one of the key success factors identified.

Furthermore, consumers generally want to feel that the company they are purchasing from is up to date, and a logo redesign can show that Top Taste is evolving and changing to keep up with the modern world. For instance, Top Taste's catch phrase of “愿君安康” which signifies well wishes for health and wellness is good but may not resonate with the potential Millennial customers. On first sight, majority of the potential customers may not fully apprehend the phrase, and instantly link the phrase to wellness and healthiness of Top Taste's products, hence Top Taste fails in conveying its message.

Therefore, we recommend that Top Taste should hire professional graphic design firm to redesign its current ineffective logo to undergo a rebranding process. The logo should be made more eye-catching to captivate both the “Baby Boomers” and “Millennial”. To allow our current and potential target customers to easily recognise and remember, we suggest a simple logo as shown above utilising green, which signifies natural, safe and healthy products. In addition, research has shown that humans are visually driven, and visuals are processed way faster in the brain as compared to text. Therefore, in the new logo design, Top Taste should try to cut down on words, and create a memorable logo that customers can remember.

The first section of our focus group studies was conducted starting with a showcase of our new herbal tea packaging as well as the new logo of Top Taste, followed by questions that invoke discussion between the participants. Some of the questions that we asked during the studies are as follow:

- Do you think that packaging and logo is important for a product?
- What do you like and dislike about our new packaging and logo?
- Do you think that the new packaging of Top Taste makes our product more shareable on social media?
- What do you think about joining traditional products such as herbal tea with modern and sleek designs such as the ones that we have shared with you?

*Evidence to support recommendation
use focus group to pilot test
Arrows for boxes*

Current Customers

As most of our current Top Taste customers are recurring and regularly purchase our products, they were more curious on the reasons why we change our designs than deterred by the idea. Some also expressed that they have actually grown bored of the same packaging over the last decade and look forward to the upcoming changes in Top Taste appearance.

Potential Customers

We found out that the Millennials pay a lot of attention on the appearance of the products they are buying off-shelf and the corresponding branding of the company they are buying from. Upon presenting the intention to repackage and redesign, they are supportive of the idea to make Top Taste more up to date and keep up with the younger generation. They have also expressed great interest in sharing our products online as they look “cool” and “sleek”.

Acceptance Rate of Idea

The focus group is very encouraging with regards to the product repackaging and the redesigning of our logo. 90% of the participants felt that with Top Taste quality and natural products, better marketing and branding especially on the appearance of both the products and company will reach out to the mass public more, both the Baby Boomers and the Millennial.

Concerns Raised

Some of the current customers felt that others may lose familiarity with Top Taste when the new packaging and logo is introduced initially. In order to ease the introduction process, we will be pasting Top Taste’s original packaging over the new packaging and instruct our customers to peel it off after purchase. This creatively encourage customers to accept the new packaging with little resistance.

Action Plan – Social Media Strategies

not in text citations for figures

Poor Transitions - R2

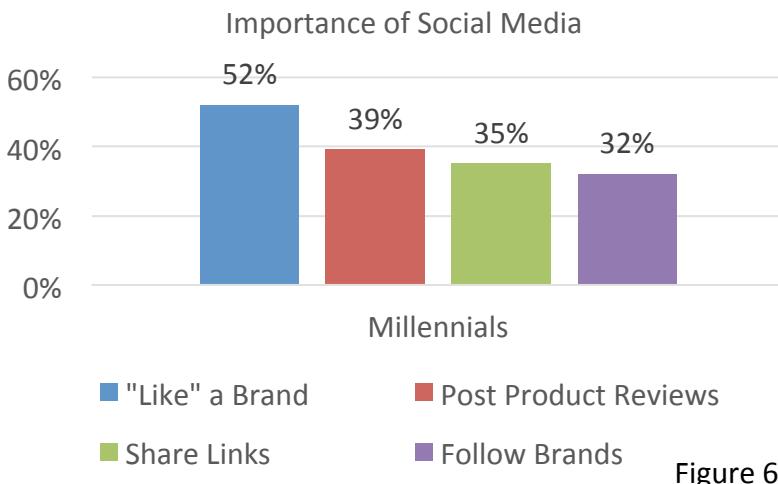


Figure 6

According to Boston Consulting Group's 2013 Global Consumer Sentiment Survey, Millennials engage with brands more deeply through social networks: 52 percent said that, at least occasionally, they use their mobile devices on social media to note that they "like" a brand. In "liking" brands, Millennials are actually showing their approval towards the brand as well as their willingness to show support. Also, 39 percent of them post product reviews which shows that they are not only using the product from the brand but also willing to take the extra effort to share their thoughts on it. Finally 35 percent share links about products, and 32 percent said that they follow brands on social media platforms. In each cases, the percentage of Millennials who reported these activities exceeded that of boomers by 150 to 250 percent.

Graphs flushed to one side

Instead of describing graph -> interpret it

The latest Global Web Index summary in 2015 (Appendix C) showing social network account ownership and active usage helped us to narrow down the start of our social media campaign to two of the most popular social media platforms – Facebook and Instagram.

Objectives that we set for our social media marketing strategy are to

- Enhance familiarity of brand image for Millennials;
- Increase the number of Millennials as Top Taste consumers; and
- To promote crowdsourcing marketing among the Millennials.

We have thus designed specific banners and Facebook Ad Sets as well as Instagram contest campaigns that cater to our target audience.

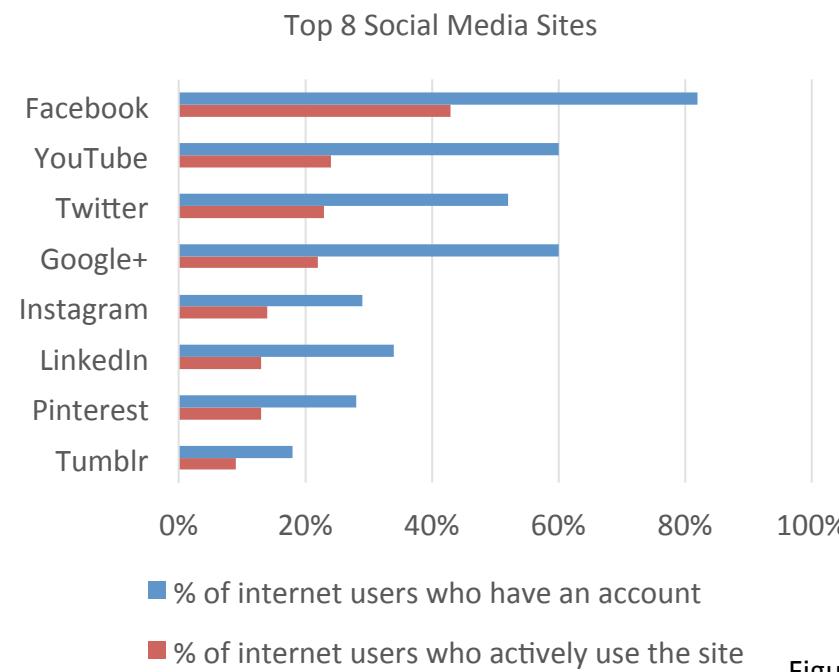


Figure 7

We will begin our Facebook Marketing Campaign with split testing in order to pick out the most effective advertising for the Millennials before focusing our remaining budget on the best combination.

Age: According to key finding 2 presented on Slide 7, there is no need for us to differentiate between the age group among the Millennials. Hence, we will keep the age group of our ad sets consistent at 13 – 34 years old.

Interests: Interests selected will determine the target audience we will reach with our paid advertisements.

- Group 1: Includes Green Tea, Hojicha, Sencha, Black Tea or Red Tea.

We have selected these interests as we believe that they will allow us to reach out to a group of consumers that value the well-being of their health and have displayed their willingness to invest in healthy drinks. The interest group consists of non-herbal tea drinks. We seek to convert them into herbal tea drinkers and may even gain insights on types of drinks that we can venture into. (Appendix D.1)

- Group 2: Includes Herbal Tea, Honey, Peppermint Tea, Almond Milk, Ginseng or Chrysanthemum Tea. This interest group consist mainly drinks that Top Taste currently produce and we hope to reach out to the existing group of consumers that likes the various flavours that we have. (Appendix D.2)

Banners: Both banners that we have designed were based on a minimalistic theme that will have less words and more graphic. This is also important in ensuring that we satisfy Facebook's requirement to have less than 20% words on our banners in order for us to promote them. *Recommendations for I2 before it recommends it tests the strategy [GOOD]*

- Banner 1: Shows only the product. (Appendix E.1)
- Banner 2: Shows both product and human. (Appendix E.2)

The banners have been designed such that we can very clearly understand what resonates with the Millennials and later on use the more effective banner for the rest of the campaign.

S\$50 will be spent on each combination of the split testing process (i.e. Banner 1 & Banner 2 on Interest Group 1 and Banner 1 & Banner 2 on Interest Group 2). Thereafter, we will successfully find the most effective banner for each target group and continue the campaign using the preferred banner by each interest group.

Our Instagram campaign focuses on contests to generate hype and awareness. Inside which, we have added an element of crowdsourcing marketing that will complement and boost the effectiveness of the campaign.



One of our campaign is the introduction of our new hashtag **#whatslifewithouttea** (Appendix F). We invite our customers to post a photo of themselves with any one of our drink and their captions must exclude "T" or "t" in every words. These creative captions leave very strong impressions on those who read and encourage them to spread the words of healthiness while flaunting their creativity.

The second section of our focus group studies were conducted starting with an introduction of our proposed social media strategies, followed by showcasing of our mock-ups that we have designed for Facebook/Instagram and lastly questions that invoke discussion between the participants. Some of the questions that we asked during the studies are as follow:

- How often do you use social media platforms such as Facebook and Instagram and what do you usually do?
- Have you shared any posts or pages of brands that you like and what do you usually do when your friends do so?
- Have you joined any Instagram contests before? What do you think about them?
- What do you think about joining traditional products such as herbal tea with modern communication tools such a social media?

Current Customers

We were pleasantly surprised during our focus group session to find out that our initial objective to reach out to the Millennials has a positive spill over effect on our current customers. Instead of being foreign to social media, this group of older generation that we talked to are actually rather familiar with Facebook and they enjoyed browsing it to stay relevant to the society.

Potential Customers

The Millennials in our focus group were introduced to our Facebook page, Instagram page as well as our website. The results agreed with our initial hypothesis that social media is an important platform for brands to engage with them. They have also showed susceptibility towards sharing posts about brands that they like and often check out brands that their friends share as they believe sharing of post by friends is an affirmation of quality.

Acceptance Rate of Idea

100% of our focus group participants felt positive about Top Taste advertising on social media and engaging them at a more personal level. This assured us that our initial worries that given Top Taste's traditional herbal tea products may not resonate so well with social media. We were also glad that more than half of the Millennial focus group expressed interest in joining our Instagram contest and look forward to it.

Concerns Raised

Main concern that the focus group participants have mentioned was that they are unable to purchase directly from Facebook or Instagram when they see the posts. However, we believe that based on the objectives that we have set for our social media strategies which emphasise more on brand awareness, no adjustments are needed in our strategy.

Our survey showed us that out of all the respondents, 50% of them selected availability as the top three main factors that affect their decision in purchasing. This also ties to the key success factor identified earlier. We believe through this marketing method, we are able to reach a larger audience and further push Top Taste in terms of market outreach.

We have chosen to target the educational institutions and corporate offices to cultivate consumption behavior before these population enter into workforce and yet remain available even when they start working. This can increase our long-term customers in the long run.

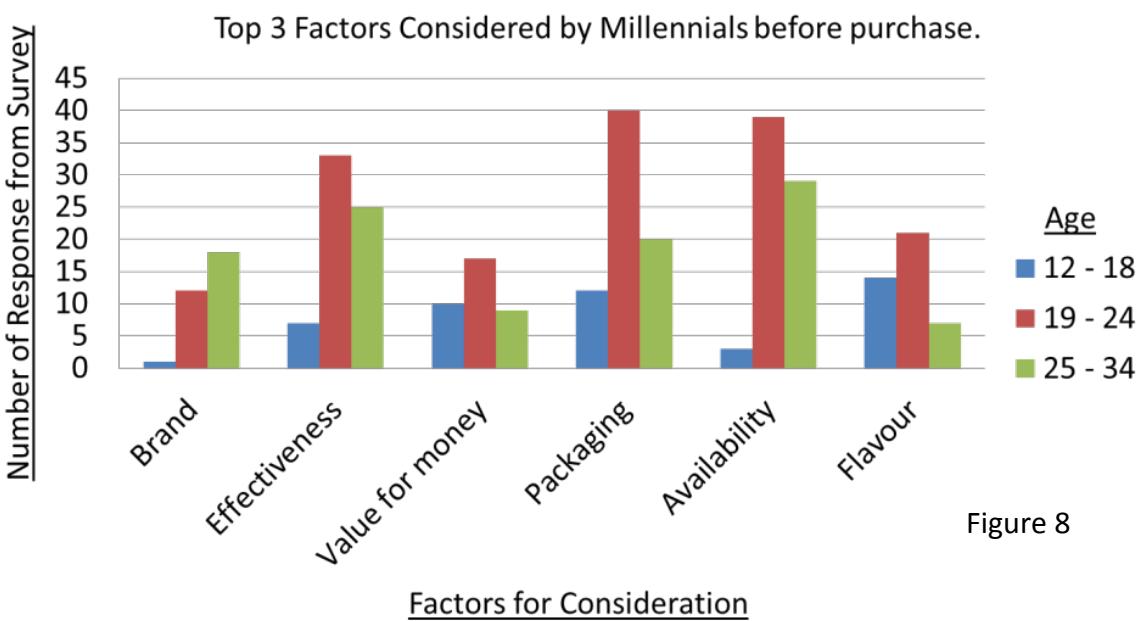


Figure 8

Strategy 1: Sponsorships

According to research, sponsorship is the highest growing form of marketing, and food and beverage companies often use sponsorship to encourage sampling and sales (citation). As such, we suggest that Top Taste can form partnerships with schools and corporate offices to sponsor Top Taste drinks at cost price for major events and distribute them at the events. This is to raise awareness of Top Taste as a brand, and also to encourage future potential customers to try out its products for the first time. We hope to partner with Nanyang Technological University (NTU), National University of Singapore (NUS) and Singapore Management University (SMU) in our initial stage and sponsor drinks at cost price for events such as university career fairs and open house. These are usually the major events with large number of people in the Millennials. The sponsorship can allow participants to sample Top Taste drinks and helps to leave a good impression on them.



NANYANG
TECHNOLOGICAL
UNIVERSITY



NUS
National University
of Singapore



SINGAPORE MANAGEMENT
UNIVERSITY



Strategy 2: Vending Machines

We also intend to form long-term partnerships with corporate offices as well as educational institutions. This is done through the creation of another distribution channel for our products that can serve them 24/7 – vending machines.

Vending machines will be distributed in the specific locations to dispense our beverages on a 24 hours basis. Vending machines in the past have been analog devices. However, this is evolving now with technology where these machines have become smart, networked devices for the ongoing quest for more convenience, interaction and a better consumer experience.

We will implement the placement of vending machines in a few phases, starting from placing 2 machines in NTU and 1 machine in an SME. NTU will be a more effective pilot test between the schools as we are more aware and familiar with areas with higher human traffic. For the SME of choice, we are intending to look for companies in industries where they often work overtime. As such, they might have more compelling need for a vending machine that can serve them even after usual office hours. In the second phase, we deploy an additional 4 machines, 2 each to SMU and NUS respectively and an additional 3 machines in the corporate setting.

Past success stories from other beverages companies – Coca Cola

Vending machines do not necessary just serve as a beverage dispenser. Coca Cola has been the leading example in using their vending machines for guerrilla marketing. We have seen their Happiness Strikes, Small World Machines, Hug Me, 'Tis the Season for Song machines and many more.

As we continually expand our distribution channel through the use of vending machines, Top Taste will establish its footprints in various institutions as well as in the corporate world. The next phase of our marketing strategies may then move towards guerrilla marketing techniques which can clearly distinguish us from the other herbal tea brands that largely remained stagnant. At that point of time, we will put together lessons learnt from past success stories such as Coca Cola and improvise them for the benefits of Top Taste.

*Borrowed ethos from coa-cola
Good strategy - but poor transition*



The last section of the focus group focuses on the last proposed plan of strategic partnerships in schools and corporate offices. Due to the nature of this recommendation, it will not have much impact on the current customers of Baby Boomers. As such, the last section was only conducted with the Millennials. A brief summary of the proposed and its rationale will be given to the group before the discussion. Thereafter, a couple of questions will be raised to find out their opinions on the action plan and level of acceptance on it. The questions raised in the focus groups are as follow:

- How often do you attend school or corporate events and are you aware of the sponsors?
- Does the sponsors provide free gifts or samples to test out their products?
- If yes, do you find these free gifts and samples useful to learn more about the sponsors?
- How often do you purchase drinks from vending machines and why do you usually purchase from there?
- Will you choose herbal tea if it is available in vending machines? Do you think it is a good way to bring herbal tea closer to you?

Potential customers

This group of people find that sponsorship on school and corporate events is a very efficient way to gain awareness of the product. In addition, the Millennials will be able to sample on the drinks and have a positive impression on it. They also find that having the option there when they see the vending machine serves as a form of reminder advertising which reinforces the previous promotional efforts. Seeing the option of a healthier choice rather than the usual of having coffee or soft drinks for a ‘perk-me-up’ in the dull office hours will cause them to switch over in hopes to maintain their health while in a stressful environment. We find that there will be a huge increase in sales after capturing this market segment since the convenience will allow them to easily purchase the products. This is especially so since they are people who do not have much free time to spare.

Acceptance rate of idea

As such, there is an almost 100% acceptance in this idea as consumers feel that Top Taste's sponsorship in school and corporate events can increase awareness and try out their products. In addition, having vending machines with healthier option within their reach will always be beneficial since they are getting more health conscious.

Concerns raised

One of the concern raised during the focus group was that the herbal tea drinks may not be fresh when placed in vending machines. However, we assure that the drinks are equally fresh with the advanced can technology to preserve its freshness even without preservatives.

Mission: Help Singapore enterprises grow and build trust in Singapore products and services

Vision: Global Singapore Enterprises



Audience

1. Management
2. SPRING

Reader-benefits: what happens if u adopt our proposal

Productive, Innovative and Resilient Industries and Enterprises

We continue to invest heavily, with the help of SPRING, in our brand and marketing strategies not only to make Top Taste more resilient as a company but also to boost the herbal tea industry. We focus very much on connecting with the Millennials, the future generation, and ensure that the industry can withstand the test of time.

Increase in productivity is equally important for us as with CDG, we are rolling out our brand new line of vending machines that will greatly increase our distribution capability.

We believe that herbal tea as a traditional product can also be innovative in other aspects such as marketing strategies as seen in our Instagram contest.

Good Jobs

With the help of SPRING, Top Taste will be able to grow organically and increase the number of skilled workers that we will employing.

Success following the new packaging and change in logo, will be followed up by a new creative team in Top Taste that will constantly pursue visual improvements of our products and work closely with the marketing team to produce attractive banners.

Success following our social media strategies will be enhanced by a new digital marketing team that will continuously improve our ways of communication with our consumers.

Trusted Products and Services

With the implementation of our three action plans, Top Taste will gradually take its place as the "go to" brand for herbal tea.

Our success will not only be recognised in Singapore. As we build our social media outreach and generate shareable content through aesthetically pleasing packaging, we aim to also penetrate into neighbouring countries and establish Top Taste as a trusted brand and product in the region.

Our continuous efforts to be available for our consumers will in the long-term form a bond and connection built solely on trust and sincerity.

cost benefit analysis for each Issue and Reccomendations

In addition to the S\$30,000 grant that we are seeking from CDG, Top Taste will also be investing an additional S\$20,000 as a confirmation of trust that we believe in our proposed actions. This brings the total budget of our project to S\$50,000.

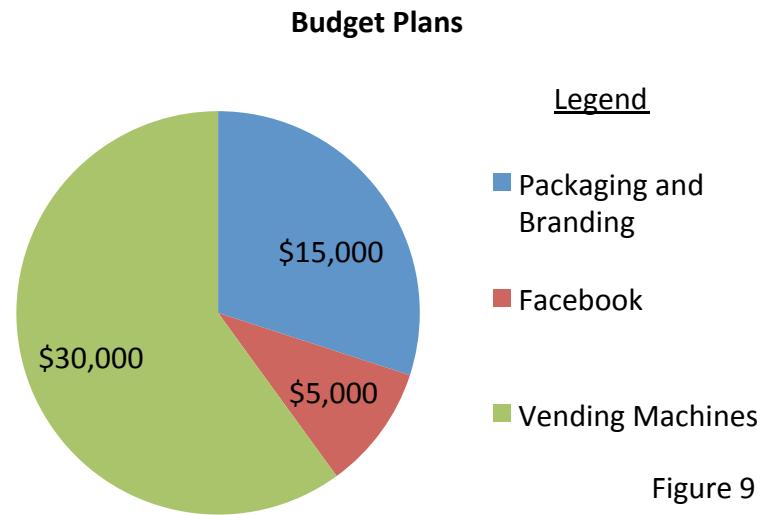


Figure 9

With the S\$50,000 injection of funds, we have apportioned the amount to the three upcoming action plans according to the details mentioned in previous slides.

Firstly, packaging and branding will utilise S\$15,000 which can be further broken down in S\$5,000 for the new logo design and S\$2,000 for each of the 5 new can packaging designs.

Secondly, Facebook marketing will take up S\$5,000 with S\$200 utilised for split testing in the early phase followed by a S \$4,800 marketing budget for the next 5 months.

Lastly, vending machines will take up S\$30,000 as we acquire 10 such machineries to be deployed.

Upon implementation of our action plans in the first 6 months, we are targeting to achieve an increase of sales of \$50,000 cumulative by the end of 12 months.

Expenditure will only take place in the first 6 months as we create our new logo, create our new packaging, embark on Facebook marketing and deploy all our 10 vending machines.

By the end of the 6th month, we expect sales to improve by at least S\$5,000. By the end of the 9th month, we expect sales to improve by S\$20,000 cumulative. And by the end of the 12th month, we expect sales to improve by S\$50,000 cumulative. Hence, reaching our objectives.



Figure 10



After completing phase 1 of improving Top Taste's Branding and marketing strategy, we are intending to focus our efforts in **Enhancing Quality and Standards** through strategic certifications. These certifications include:



- **ISO22000 - Food Safety Management**

We continuously seek ways to increase consumers' confidence and display our commitment to consumers' well-being.

- **Halal Certification**

Top Taste wishes to break the current mind-set of herbal teas being predominantly catered to the Chinese. We wish to extend our reach to halal consumers which will be exceptionally important when we expand to neighbouring countries.

- **Healthier Choice Symbol**

We want to assure our consumers that producing healthy is one of the most important values of Top Taste.

Abrupt conclusions with no closure

Conclusion -> Future plans -> POC

Phase 3 of our project focuses on improving Top Taste's efficiency through **Technological Innovation**. This aspect's main objective is to source and acquire new machineries or software.



- **Anti-Bacterial Units ("ABU")**

Our current ABU is able to process only up to 700 cans/day and we are intending to acquire a machine that will increase our production capacity by 50% to 1,100 cans/day.

- **Enterprise Resource Planning ("ERP")**

We are intending to invest in an ERP system that will help us integrate the various functions of our business such as the accounting and inventory systems.



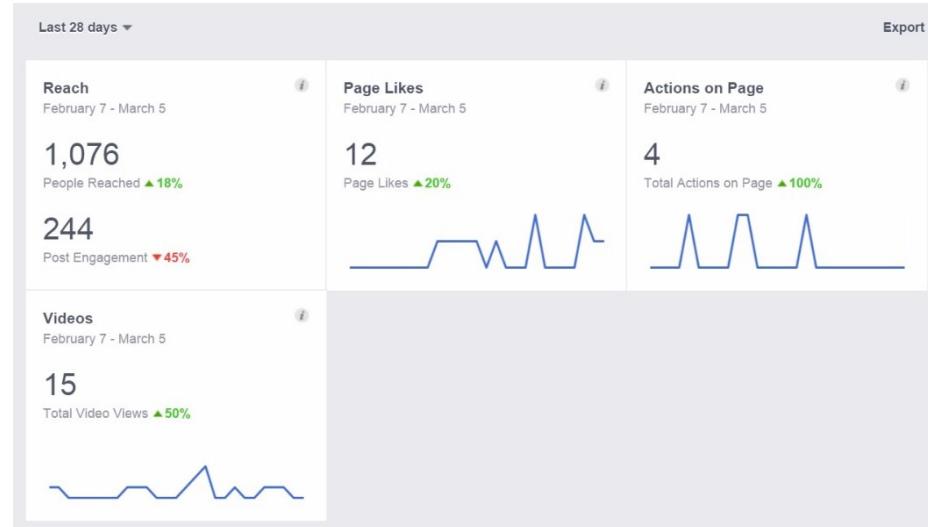
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Appendix A



Appendix A.2 Instagram Screenshot



Appendix A.1 Current Facebook Analytics

3 Appendix

1. Primary - Focus

2. Secondary

3. Interview with vendors - no transcript with them

Appendix B

The screenshot shows the Qoo10 website interface. At the top, there are navigation links: Sign in, Register, My Qoo10, Cart, Qbox, Mobile, Help, Language, and Share. Below the header, a search bar contains the text "Yi Ping Liang Cha". The main content area displays a product listing for "Yi Ping Liang Cha". It includes a thumbnail image, the shop name "Yi Ping Liang Cha", a "Join Fellow" button, a rating of 4.5 stars, and a count of 6 items on sale. There are four tabs: All Items (selected), Shop Specials, Q&A-FAQ, and Shop Info. Below these tabs, there are filters for "All" and "Baby & Food", and a category "Drinks & Sweets(6)". Further down, there are price filters (Price: Direct, All ~\$20, \$20 ~ \$50, \$50 ~ \$100, \$100 ~), sorting options (Sort by: Q Ranking), and delivery options (Store Pickup, Free Shipping). The product listing shows five items:

Product Name	Description	Review Count	Price
Premier Items!! 一品馬蹄水/Yi Ping Water Chestnut Drink /240ml	2 reviews, \$18.00	Review(4)	\$18.00
Premier Items!! 一品帶荷蜜/Yi Ping Peppermint Honey Drink /240ml	3 reviews, \$13.50	Review(3)	\$13.50
Premium Items!! 一品茅花茶/Yi Ping Chrysanthemum /240ml x 2	5 reviews, \$21.00	Review(5)	\$21.00
Premium Items!! 一品蘿漢果/Yi Ping Luo Han Guo / 240ml x 2	5 reviews, \$13.50	Review(5)	\$13.50
Premier Items!! 一品杏仁露/Yi Ping Almond Drink / 240ml x 2	7 reviews, \$24.00	Review(7)	\$24.00

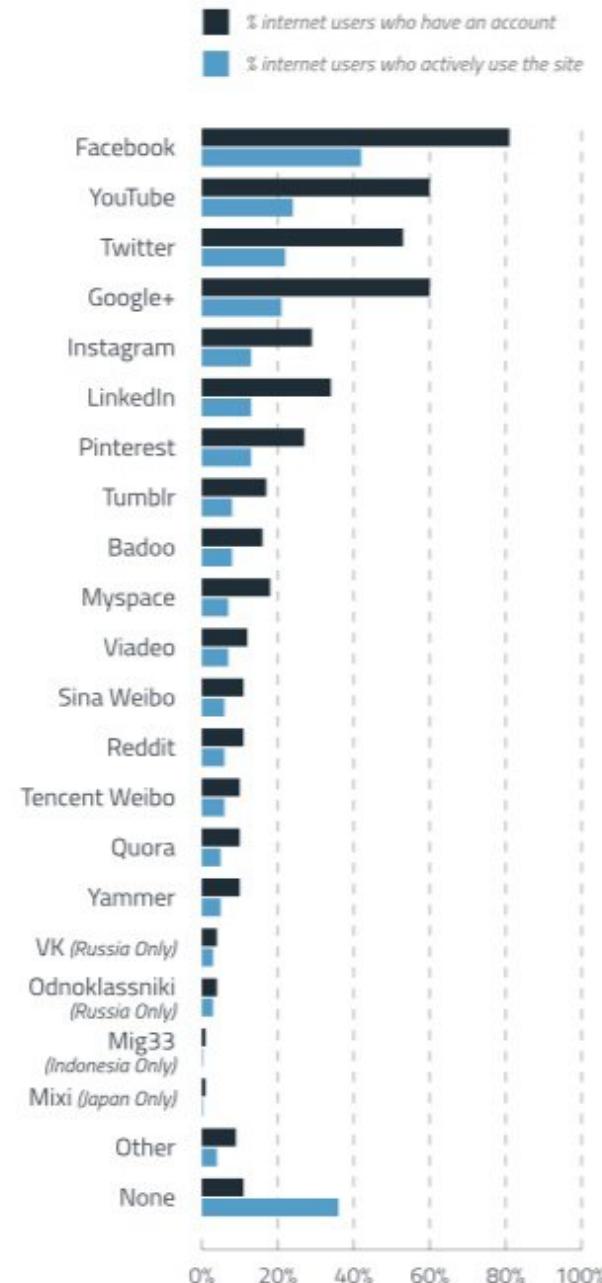
Appendix B.1 Qoo10 Screenshot



This screenshot continues from the previous one, showing the same product listing for "Top Taste PTE LTD". It includes the product image, seller information, price, location, description, and interaction metrics. At the bottom, there are three buttons: a greyed-out heart icon with the number 2, a "Chat" button, and a blue "Buy Now" button.

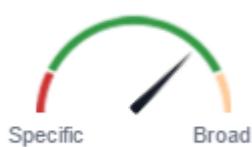
Appendix B.2 Carousell Screenshot

Chart 7: TOP 20 SOCIAL PLATFORMS -
ACCOUNT OWNERSHIP AND ACTIVE USAGE



Appendix C Top 20 Social Platforms

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - Singapore
- Age:
 - 18 - 34
- People Who Match:
 - Interests: Black tea, Red Tea, Green tea, Matcha, Sencha or Hojicha

Potential Reach: 140,000 people

Appendix D.1 Interest Group 1

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - Singapore
- Age:
 - 18 - 34
- People Who Match:
 - Interests: Herbal tea, Chrysanthemum tea, Ginseng, Almond milk, Honey or Peppermint tea

Potential Reach: 210,000 people

Appendix D.2 Interest Group 2

Appendix E



Appendix E.1 Banner 1



Appendix E.2 Banner 2



Appendix F Instagram Example

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Total Respondents	106
1. What is your age group?	
12 - 18	16
19 - 24	54
25 - 34	36
2. What is your gender?	
Male	56
Female	50
3. What is your education level?	
PSLE	5
O'Levels	11
A'Levels	52
Diploma	33
Bachelor	5
Masters	0
PhD	0
4. What is your monthly income/allowance?	
\$0 - \$500	16
\$501 - \$1000	70
\$1,001 - \$2,000	15
\$2,001 and above	5
5. How often do you drink Herbal Tea?	
Daily	2
Weekly	32
Monthly	58
Occassionally	14
Never	0

Annex A (Continued)

6. Why do you drink Herbal Tea?

Taste good	24
Good for health	66
Affordable	15
Habit	1
Others	

7. What factors do you consider when deciding on your choice of Herbal Tea?

Brand	58
Effectiveness of Herbal Tea towards health	101
Value for money	24
Packaging	62
Availability	53
Flavour	20

8. Which of the following Herbal Tea brands have you heard of?

Jia Jia Liang Teh	106
Top Taste	52
Tian Ran Zhong	44
Yi Deng	61
Jia Duo Bao	79

9. On a scale of 1 - 10, with 10 being the most, how familiar are you with the brand Top Taste?

1	54
2	0
3	1
4	10
5	16
6	11
7	1
8	1
9	2
10	10

10. If you can only use one word or phrase to describe the Herbal Tea industry as a whole, what would it be?

Our analysis is that, health is the main image in everyone's mind.

The Herbal Tea industry has already focused a lot on health benefits.

However, there is rising need to improve the package, availability and branding in this industry.

Surprisingly, most people have not heard of Top Taste despite its long history in the Herbal Tea industry.

Old-fashion. Hard to find, Uncool, Traditional,

A large number of people find it old and traditional. Surprisingly, a significant number of people find it cool to be seen holding a traditional drink.

11. What is the change that you would like to see in the Herbal Tea industry?

Most popular answers:

More availability

More flavours

More health benefits

More appealing packaging

Clearer information about herbal drinks and benefits

Top Taste Interview

Target Audience – Current retailers carrying Top Taste products in their stores

1. How long has your store been carrying Top Taste products?

Objective: To determine the average age of Top Taste customers. (Fast changing or long term customers)

2. On a scale of 1 to 10, with 10 being the highest, how well would you rate the sales of Top Taste products?

Objective: To determine the satisfaction of retailers with Top Taste product sales.

3. Other than profitability, what is your favourite aspect of Top Taste? (E.g. taste, service, quality)

Objective: To find out the strengths of Top Taste in the eyes of retailers.

4. Who usually buy Top Taste? (Past v Present)

Objective: To find out customers demographics.

5. If there is one thing you wish for Top Taste to improve on, what would it be?

Objective: To find weakness of Top Taste in the eyes of retailers.