

# Brand Revitalization Plan

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KOBA

CAFE & BAR

JUHU

amazonia

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# A TASTE OF THE WORLD **IN YOUR CITY**

- Amazonia and KOA offer a diverse menu of cuisines, including Chinese, Asian, Japanese, Sushi, Italian, Korean, Salad, and Seafood.
- They are located in prime areas of Mumbai: Amazonia in BKC and KOA in Juhu and Thane.
- Both restaurants cater to a wide range of palates and preferences.



A hand holding a magnifying glass over a hexagonal grid. The grid contains various business-related icons: a bar chart with a rising line, a group of three people, a document with a checklist, and a pie chart. The word 'Audit' is prominently displayed in a white hexagon in the center.

**Audit**

# 01

## **BRAND AUDIT**

A brief SWOT analysis



amazonia

 amazoniamumbai

Powered by  HypeAuditor

Audience Quality Score

27

 Could be improved

Share



 Followers

8.7K

 Engagement Rate

3.62%

# SOCIAL MEDIA ANALYSIS

- The social media pages of Amazonia and bar looks elegant and classy.
- Most of the images are curated of the dishes served with a slight hint of ambiance.
- User generated content is barely found on the social media handles.
- The page lacks in consistency of posts & reels when it comes to proportion & ratio.
- Contact, bio & link needs to be optimized.

**4.0K Followers**



**@koacafeandbar**

**Engagement Rate**

**0.80%**

**Average Interactions per post**

**83 likes**  
**0 comments**

# **SOCIAL MEDIA ANALYSIS**

- The social media pages of KOA and bar looks aesthetically pleasing.
- Engagement rate needs a lot of improvement with respect to the followers.
- The page lacks in consistency of posts & reels when it comes to proportion & ratio.
- The page needs collaborations and reposts from the top tier influencers and celebs who tagged the page in their posts.

# STRENGTHS & WEAKNESSES

## STRENGTHS

- Varied and customizable menu options
- Satisfied customer base with positive online reviews
- Good online scores on Zomato, Google, and Dineout
- Modern and attractive ambiance

## WEAKNESSES

- High competition from other restaurants offering similar cuisines
- Relatively high price point
- Outdated brand identity and website
- Lack of effective social media engagement



# UNTAPPED **POTENTIAL**

## Industry & Opportunity

- The Indian restaurant industry is expected to grow at 9% CAGR, reaching \$113 billion by 2024.
- Emerging trends include sustainability, personalization, and experiential dining.
- Partnering with event platforms, offering loyalty programs, and targeting new segments are potential growth opportunities.
- Including technological advancements in the industry to create buzz and PR traction.







## VOICE OF CUSTOMER

- Customers appreciate the variety, quality, and taste of the dishes.
- Popular dishes include dragon roll, cocktails, cheesecake, pizzas (Amazonia), and dim sums, Greek pizza, Japanese katsu curry (KOA).
- Some concerns include high prices for portion sizes and quality, long delivery times, and loud or crowded ambiance.
- Customers also suggest menu updates, improved service, and better staff training.

## SOCIAL MEDIA UNDERUTILIZED

- Amazonia and KOA have Facebook and Instagram pages, but they lack engagement.
- They primarily post pictures of dishes and interiors, with limited interaction with followers.
- No stories, reels, or live videos showcasing events or guests are present.
- Influencer collaborations, contests, or giveaways are missing, hindering buzz and excitement.
- They have a relatively low number of followers and likes compared to competitors.







# 02

## TARGET AUDIENCE

Redefined target audience



## REDEFINING TG

- Young professionals (25-40 years old): Busy and value convenience, quality, and variety. Dine out frequently and are willing to pay for premium experiences.
- Couples (25-45 years old): Seek romantic dining and special offers for occasions.
- Families (30-50 years old): Desire family-friendly dining, value for money, and diverse menu options.
- Celebrities, influencers, industry professionals looking for an experiential dining.



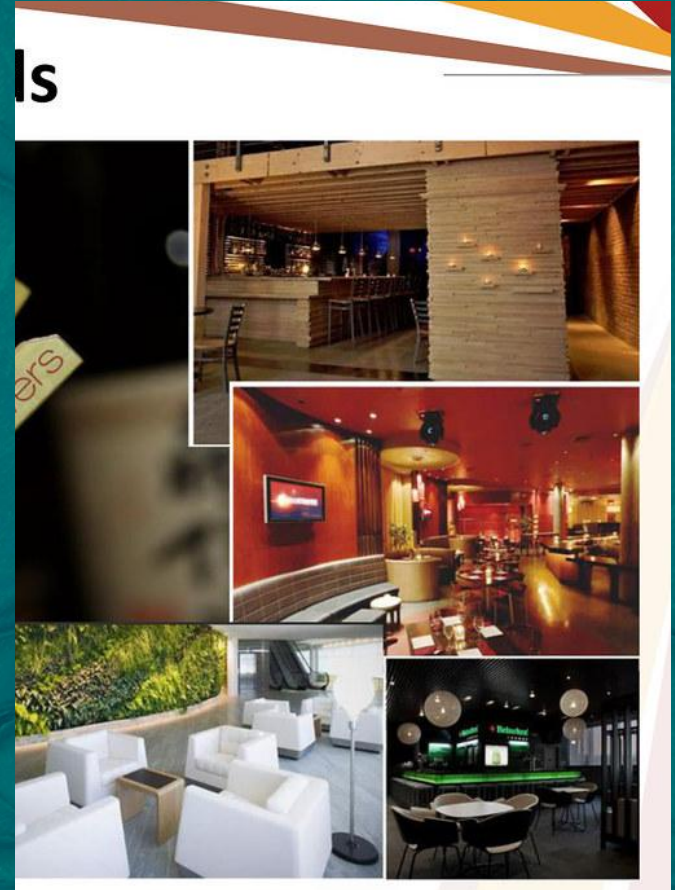


03

**BRAND POSITIONING**

# BRAND POSITIONING

- Positioning: Restaurants for people who love exploring different cuisines and experiences.
- Logo: Simplify and modernize using a sleek font and single color, with a symbol representing the restaurant concept.
- Color scheme: Change to a vibrant and lively palette reflecting the diversity of cuisines and experiences.
- Tagline: Create a catchy and memorable phrase conveying the value proposition and personality.







# MARKETING STRATEGIES

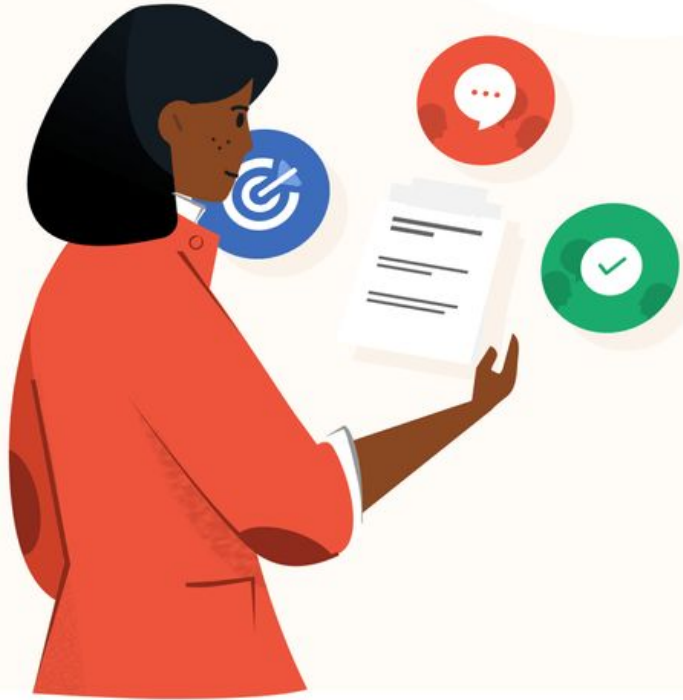
Please note these are rough strategies, and blogs & affiliate marketing haven't been included

# MARKETING & GROWTH

- Influencer & Event Marketing: Partner with relevant influencers and host engaging events to attract new customers and enhance brand awareness.
- Personalized Marketing: Leverage data and technology to offer targeted promotions, recommendations, and loyalty programs.
- Experiential Marketing: Create immersive dining experiences using VR, AR, and live entertainment to differentiate from competitors.
- Social Media Marketing: Utilize social media platforms to connect with customers, run interactive campaigns, and encourage user-generated content.







# 05

## TIMELINE & KPIs

Rough estimation of timeline and the KPIs used to measure the success of campaigns

# TIMELINE & IMPLEMENTATION

- Phase 1 (Month 1): Launch online ordering app/website, partner with delivery apps, send personalized emails/SMS, create social media content.
- Phase 2 (Month 2): Launch experiential marketing initiatives, send personalized push notifications, create social media content showcasing initiatives.
- Phase 3 (Month 3): Launch social media marketing initiatives, send personalized birthday/anniversary wishes/feedback requests, create social media content showcasing initiatives.

**1407**

Simon Du Bouchet, chamberlain to king Charles VII, became the first lord of Montaupin

Geoffroy Du Bouchet, his son, became lord of Montaupin

**1475**

Jean Du Bouchet inherited Montaupin, which he exchanged for the Dreuserie, another land of the Sarthe region

**1486**

Guyonne Du Bouchet went to court to reclaim the Montaupin property before selling it to her brother-in-law, Jacques de La Chevière, husband of her sister Alette Du Bouchet

**1488**

Perrine de La Chèvière, Lady of Montaupin by right of succession, brought the property as a dowry to Jacques D'Aubigné

**CIRCA 1510**

Jean III D'Aubigné de Montaupin wed Olive Bousseron before inheriting the castle as his brother died without heirs



# MEASUREMENT & KPIs

Influencer & Event Marketing: Engagement, website traffic, discount code usage, brand sentiment, media coverage.

Personalized Marketing: Email/SMS/push notification subscribers, open rate, click-through rate, conversion rate, redemption rate, repeat purchase rate, customer satisfaction, retention, acquisition cost, lifetime value.

Experiential Marketing: Participant numbers, new customer acquisition, referrals, customer satisfaction, retention, acquisition cost, lifetime value.

Social Media Marketing: Follower growth, likes, comments, shares, views, reach, impressions, engagement rate, user-generated content, influencer collaborations, customer satisfaction, retention, acquisition cost, lifetime value.

## Tools & Methods:

Website analytics, social media analytics, customer feedback tools.

Email marketing tools, push notification tools, CRM tools.

Event management tools, feedback tools, referral tools.



# 06

## RESOURCES

Website used to search and curate data, assets & information



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**END OF PRESENTATION**

**THANKS!**

**DO YOU HAVE ANY QUESTIONS?**

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