

Snow World Entertainment x Srijan Mishra

Brand Audit

Amazonia and **KOA** are two restaurants in Mumbai that offer a variety of cuisines, including Chinese, Asian, Japanese, Sushi, Italian, Korean, Salad, and Seafood. They are both located in prime areas, with Amazonia in Bandra Kurla Complex (BKC) and KOA in Juhu as well as an outlet in Thane.

SWOT Analysis

Strengths:

- They have a menu with varied and many options that can be customized for individual diet choices and preferences.
- The customer base being content and happy with eating and satisfying the food and services is the brand.
- They have good online scores on Zomato, Google, and Dineout. However, KOA Thane has a negative review on the Dineout survey.
- Such places are modernized and have a new décor. They create that great feeling while dining, therefore, the people like them.

Weaknesses:

- They face high competition from other restaurants in the same areas, especially those that offer similar cuisines or have a stronger brand identity.
- They have a relatively high price point that may deter some customers, especially in the current economic situation.
- They have not updated their brand identity or positioning in a long time, which may make them seem outdated or irrelevant. Especially when it comes to the website.
- They have not leveraged their social media platforms effectively to engage with their customers or promote their offerings.

Opportunities:

- They can capitalize on footfalls by partnering with platforms that provide top places around them for a luxury dining experience. (eg. Sortmyscene, Takemeout, etc.)
- They can even roll out native apps that provide augmented reality-based realistic photo on the user's phone that shows how a dish would look on their table, this app can even be used to place orders, etc.
- They can provide loyalty-based programs such as membership and referral programs for events as well as dining.
- They can tap into the emerging trends in the restaurant industry, such as sustainability, personalization, and experiential dining, to differentiate themselves and attract new customers.
- They can target the afternoon snack daypart, which is expected to be a lucrative opportunity for QSRs (quick service restaurants) in 2024.
- They can expand their customer base by reaching out to new segments, such as millennials, families, or corporate clients.

Threats:

- They may lose customers to competitors who offer better value, quality, or variety.
- They may face rising costs of food, labor, and rent, which may affect their profitability and margins.
- They may face negative feedback or reviews from dissatisfied customers, which may damage their reputation and trust.

Customer Feedback, Reviews, and Social Media Presence:

Based on the online reviews and ratings, most customers are satisfied with the food and service of Amazonia and KOA. They appreciate the variety, quality, and taste of the dishes, as well as the friendly and attentive staff. Some of the popular dishes are the dragon roll, the cocktails, the cheesecake, and the pizzas at Amazonia, and the dim sums, the Greek pizza, and the Japanese katsu curry at KOA.

However, some customers also have some complaints or suggestions, such as:

- The prices are too high for the portion sizes and the quality.
- The delivery time is too long or the food arrives cold or soggy.
- The ambiance is too loud or crowded or the music is too loud.
- The menu is too confusing or the dishes are not authentic or consistent.
- The staff is not well-trained or courteous or the service is slow or inefficient.

On social media, Amazonia and KOA have Facebook and Instagram pages, but they are not very active or engaging. They mostly post pictures of their dishes or their interiors, but they do not interact with their followers or post any stories, reels, or live videos that include pictures of guests or events. They also do not have any contests, giveaways, or influencer collaborations to generate buzz or excitement. They have a relatively low number of followers and likes, compared to some of their competitors.

Market Analysis:

The restaurant industry in India is expected to grow at a CAGR of 9% from 2020 to 2024, reaching a value of \$113 billion by 2024. The growth drivers include rising disposable income, increasing urbanization, changing lifestyles and preferences, and growing online ordering and delivery adoption.

Some of the current trends in the restaurant industry and consumer behavior are:

Sustainability: Consumers are becoming more conscious of the environmental and social impact of their food choices, and they prefer restaurants that use locally sourced, organic, or plant-based ingredients, reduce food waste, and adopt eco-friendly practices.

Personalization: Consumers seek customized and tailored experiences that suit their preferences, needs, and occasions. They expect restaurants to offer personalized offers, recommendations, menus, and loyalty programs, using data and technology.

Experiential Dining: Consumers are seeking more than just food, they want memorable and immersive dining experiences that stimulate their senses and emotions. They are attracted to restaurants that offer unique themes, concepts, stories, or entertainment, such as virtual reality, live music, or interactive games.

Target Demographics for Amazonia and KOA are mainly young professionals, couples, and families who live or work in the nearby areas. They are affluent, educated, and well-traveled, and they have a high disposable income and a high willingness to spend on dining out. They are also adventurous, curious, and open-minded, and they enjoy trying new cuisines and experiences.

Key Competitors

Yauatcha: A Michelin-starred restaurant that specializes in Asian, Seafood, Chinese, and Sichuan cuisines. It is located in BKC and has a sophisticated and elegant ambiance. It has a high price point and a high rating 4.5 on Zomato.

Bastian: A celebrity-favorite restaurant that offers Asian, Chinese, Continental, and Seafood cuisines. It is located in Bandra West and has a trendy ambiance. It has a high price point and a high rating 4.5 on Zomato.

The Nines: A casual dining restaurant that serves Continental, Asian, North Indian, Pizza, Italian, and Desserts. It is located in Juhu and has a cozy and colorful ambiance. It has a moderate price point and a high rating of 4.1 on Zomato.

Blabber All Day: A cafe and bar that offers Asian, Italian, Pasta, North Indian, Pizza, Chinese, Cafe, and Beverages. It is located in Juhu and has a vibrant and quirky ambiance. It has a moderate price point and a high rating of 4.5 on Zomato.

Target Audience Re-definition

- Young professionals: They are aged between 25 and 40, and they work in corporate or creative sectors. They have a busy and stressful lifestyle, and they value convenience, quality, and variety. They dine out frequently, either for work or for leisure, and they are willing to pay a premium for good food and service. They are active on social media and follow the latest trends and influencers. They are looking for restaurants that offer online ordering and delivery, personalized offers and recommendations, and unique dining experiences.
- Couples: They are aged between 25 and 45, and they are in a committed relationship or married. They have a high disposable income and a high willingness to spend on dining out. They dine out occasionally, either for dates or for celebrations, and they are looking for restaurants that offer romantic dining, special offers for occasions, and experiential dining.
- Families: They are aged between 30 and 50, and they have children aged between 5 and 15. They have a moderate to high disposable income and a moderate willingness to spend on dining out. They dine out rarely, either for weekends or holidays, and they are looking for restaurants that offer family-friendly dining, value for money, and diverse menu options.

Brand Positioning Strategy

Amazonia and **KOA** are restaurants for people who love to explore and enjoy different cuisines and experiences. They offer a variety of dishes, from Chinese to Italian, from sushi to salad, that are made with fresh and quality ingredients. They also offer a modern and attractive ambiance, with music, lighting, and decor that create a pleasant and immersive dining experience. They are the restaurants that make you feel like you are traveling the world, without leaving your city.

The Brand Identity

Logo: The logo can be simplified and modernized, using a sleek and minimalist font and a single color. The logo can also include a symbol that represents the concept of the restaurant, such as bushes, jungle, etc.

Color scheme: The color scheme can be changed to a more vibrant and lively palette, using colors that reflect the diversity and richness of the cuisines and experiences. For instance, Amazonia can use shades of green, blue, and yellow, while KOA can use shades of red, orange, and purple.

Tagline: The tagline can be catchy and memorable, using a phrase that conveys the value proposition and the personality of the restaurant. For instance, Koa can have KOA: Where tradition meets elegance or Timeless pieces, modern style. Whereas Amazonia can have: Amazonia: Your urban escape to the heart of the rainforest, or A taste of adventure, served with a touch of luxury.

Influencer, Celebrity & Event Marketing: Apart from just holding out events, Amazonia & KOA, can leverage the presence of high-end influencers along with celebrity presence by inviting them and offering them various perks, remuneration, free meals, other forms of collaborations, etc. It will help in building the presence of both brands in the market.

Personalized Marketing: To enhance customer loyalty and retention, Amazonia and KOA will use data and technology to create personalized marketing campaigns that target customers based on their preferences, behavior, and occasions. They will use email, SMS, and push notifications to send personalized offers, coupons, birthday wishes, anniversary reminders, and feedback requests. They will also use artificial intelligence and machine learning to provide personalized recommendations and suggestions on their app and website, based on the customer's previous orders, ratings, and reviews.

Experiential Marketing: To attract new customers and create memorable dining experiences, Amazonia and KOA will offer experiential marketing initiatives that stimulate the senses and emotions of the customers. They will use virtual reality, augmented reality, and interactive technology to create immersive and engaging experiences that showcase the diversity and richness of the cuisines and cultures they offer. They will also use live music, storytelling, and entertainment to create a lively and festive atmosphere that enhances the mood and enjoyment of the customers.

Social Media Marketing: To increase brand awareness and recall, Amazonia and KOA will leverage their social media platforms to create engaging and viral content that showcases their offerings, values, and personality. They will use stories, reels, and live videos to give behind-the-scenes glimpses, showcase their chefs and staff, and share customer testimonials and reviews. They will also use contests, giveaways, and influencer collaborations to generate buzz and excitement and encourage user-generated content and word-of-mouth referrals.

Budget Allocation

The rough budget allocation for the marketing:

- Influencer Marketing & Events: 30% of the total budget
- Personalized Marketing: 20% of the total budget
- Experiential Marketing: 25% of the total budget
- Social Media Marketing: 25% of the total budget

The budget allocation is based on the expected return on investment (ROI) of each marketing channel, as well as the current market trends and customer behavior. Influencer, Celebrity & Personalized marketing is expected to have a high ROI, as it increases customer loyalty and retention, and reduces churn and acquisition costs. Experiential and social media marketing are expected to have a moderate to high ROI, as they increase brand awareness and recall, and attract new customers and segments.

Implementation Plan

The timeline for the rollout of the marketing campaign:

- **Phase 1 (Month 1):** Launch the online ordering and delivery app and website, and partner with delivery apps. Start sending personalized emails and SMS to existing customers, and create personalized offers and recommendations on the app and website. Create and post social media content that introduces the new app and website, and showcases the variety and quality of the dishes.
- **Phase 2 (Month 2):** Launch experiential marketing initiatives, such as virtual reality, augmented reality, and interactive games, and host live music, storytelling, and entertainment events. Start sending personalized push notifications to app users, and create personalized coupons and loyalty programs. Create and post social media content that showcases the experiential marketing initiatives, and features customer testimonials and reviews.
- **Phase 3 (Month 3):** Launch social media marketing initiatives, such as contests, giveaways, and influencer collaborations, and encourage user-generated content and word-of-mouth referrals. Start sending personalized birthday wishes, anniversary reminders, and feedback requests to customers. Create and post social media content that showcases the social media marketing initiatives, and features behind-the-scenes glimpses and staff stories.

The resources required:

- **Phase 1:** A team of developers, designers, and testers to create the app and website. A team of delivery partners, drivers, and packers to handle the online orders and deliveries. A team of data analysts, marketers, and copywriters to create personalized emails, SMS, offers, and recommendations. A team of social media managers, content creators, and photographers to create and post the social media content.
- **Phase 2:** A team of experiential marketing experts, event managers, and vendors to create and host experiential marketing initiatives. A team of data analysts, marketers, and copywriters to create personalized push notifications, coupons, and loyalty programs. A team of social media managers, content creators, and photographers to create and post the social media content.

- **Phase 3:** A team of social media managers, content creators, and influencers to create and host social media marketing initiatives. A team of data analysts, marketers, and copywriters to create personalized birthday wishes, anniversary reminders, and feedback requests. A team of social media managers, content creators, and photographers to create and post the social media content.

Measurement and Evaluation

The key performance indicators (**KPIs**) to measure the success of the brand revitalization efforts are:

- **Influencer, Celebrity, Event Marketing:** Engagement brought by influencer/celebrity cafe & bar campaign with a mix of reach, engagement, and conversion metrics. Tracking website traffic, discount code usage, brand sentiment, and even media coverage to gauge the impact and optimize the strategy for maximum ROI.
- **Personalized Marketing:** Number of email/SMS/push notification subscribers, open rate, click-through rate, conversion rate, redemption rate, repeat purchase rate, personalized customer satisfaction, personalized customer retention, personalized customer acquisition cost, personalized customer lifetime value.
- **Experiential Marketing:** Number of customers who participate in the experiential marketing initiatives, number of new customers, number of referrals, experiential customer satisfaction, experiential customer retention, experiential customer acquisition cost, experiential customer lifetime value.
- **Social Media Marketing:** Number of social media followers, likes, comments, shares, views, reach, impressions, engagement rate, number of user-generated content, number of influencer collaborations, social media customer satisfaction, social media customer retention, social media customer acquisition cost, social media customer lifetime value.

The tools and methods for tracking these KPIs

Influencer, Celebrity, Event Marketing: Use analytics tools such as Google Analytics, Hyperauditor, and website performance, user behavior, and online engagement and sentiment report. Use customer feedback tools such as SurveyMonkey, Typeform, or Qualtrics to collect and analyze online customer satisfaction and feedback.

Personalized Marketing: Use email marketing tools such as Mailchimp, Sendgrid, or Constant Contact to create, send, and measure personalized emails and SMS. Use push notification tools such as OneSignal, Pushwoosh, or Airship to create, send, and measure personalized push notifications. Use CRM tools such as HubSpot, Salesforce, or Zoho to create, manage, and measure personalized offers, coupons, and loyalty programs.

Experiential Marketing: Use event management tools such as Eventbrite, Meetup, or Cvent to create, host, and measure experiential marketing events. Use feedback tools such as SurveyMonkey, Typeform, or Qualtrics to collect and analyze experiential customer satisfaction and feedback. Use referral tools such as ReferralCandy, Ambassador, or Extol to create, manage, and measure the referral programs.

Social Media Marketing: Use social media management tools such as Meta, Hootsuite, Canva, or Sprout Social to create, post, and measure social media content and campaigns. Use influencer marketing tools such as AspireIQ, Upfluence, or NeoReach to find, connect, and measure influencer collaborations. Use user-generated content tools such as Bazaarvoice, Yotpo, or Pixlee to collect, curate, and measure user-generated content.

Thank you!

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