Gong cha
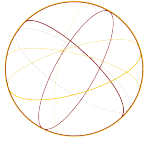
Mid-Semester Deliverable

Our Team

Isabel Lee

Ashley Liu

Brooke Hill

Chelsea Uy

Caden Jang

Kevin Bao

Jay Wang

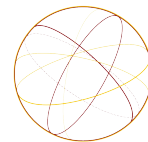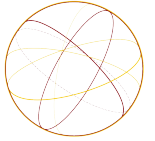# Today's Agenda

Introduction

Research

Analysis

Recommendations

Conclusion

Gong cha

- International beverage franchise
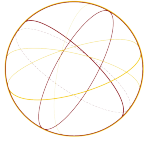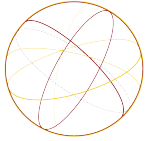- Specialty in bubble tea
- Premier brand positioning

Project Scope

Evaluate **current digital presence** and leverage social media marketing strategies to **promote brand awareness** and increase their online **engagement**

Instagram Findings

Content is too **professional** and **business-like**

Posts have **inconsistent** themes

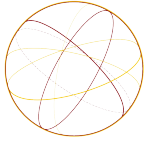Captions are **uncompelling** and generic

Instagram Findings

Content

- ➔ Comment section lacks interactions

- ➔ Puts too much focus on formality

- ➔ @gongchatea is not verified

Instagram Findings

Content

➜ Comment section lacks interactions

➜ Puts too much focus on formality

➜ @gongchatea is not verified

Theme

➜ Excessive colors

➜ Inconsistent fonts

➜ Feed is messy & unmethodical

Instagram Findings

Content

→ Comment section lacks interactions

→ Puts too much focus on formality

→ @gongchatea is not verified

Theme

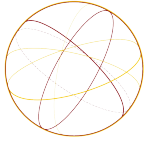→ Excessive colors

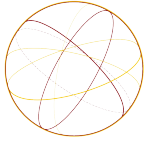→ Inconsistent fonts

→ Feed is messy & unmethodical

Captions

→ Basic and generic

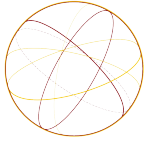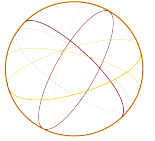→ Does not trigger emotional connection

→ No call to action

Instagram Competitor Analysis

Key Features

➜ Aesthetically pleasing and cohesive feeds

➜ Trend in content (recipe reels, new flavors, highlights, giveaways)

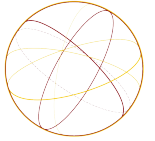➜ High engagement measured by likes and comments

TikTok Competitor Analysis

Key Features

➜ Content is very casual and comedic

➜ Drinks aren't the main focus of the videos

➜ Follows current memes and trends on the app
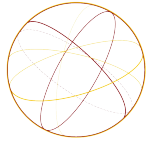
TikTok Competitor Analysis

Key Features

➜ Quick, smooth editing

➜ Emphasis on food preparation

➜ High video and audio quality

Food Accounts

@emilymariko, @nabela, @foodmymuse

Key Takeaways for Instagram

Diversify content

Have a consistent theme

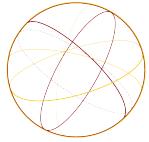Increase entertainment value

Specific posts generate higher engagement

Key Takeaways for TikTok

Capitalize on trends

Stick to a content style

High quality production
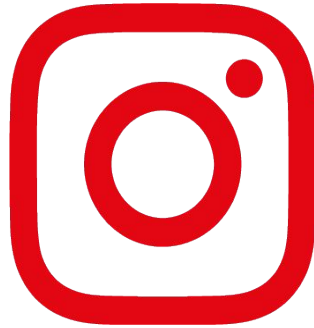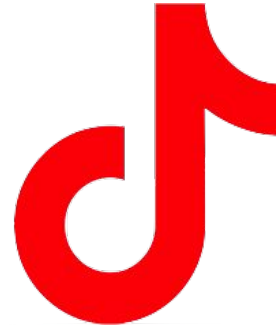
Recommendations

Instagram

TikTok
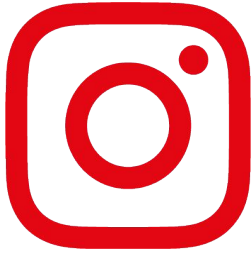
Recommendations

Instagram

Giveaways

Merchandise

Grand
Openings
Promotions

Recommendations

TikTok

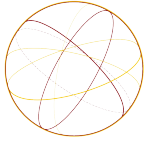- Create aesthetic ASMR drink videos
- Grow following through consistency
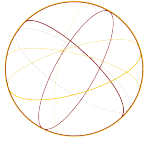- Capitalize on trends
- Decide on theme

Timeline

1st Client Meeting

2nd Client Meeting

Mid-Semester Check In

Final Deliverable

| Stage 1 3.1 | Stage 2 3.2-3.27 | Stage 3 3.28 | Stage 4 3.28-4.1 | Stage 5 4.4 | Stage 6 4.5-4.24 | Stage 7 4.25 |

Secondary Research

Research Competitors

Actionable Steps

Introduction   Research   Analysis   Recommendations   **Conclusion**

Thank You