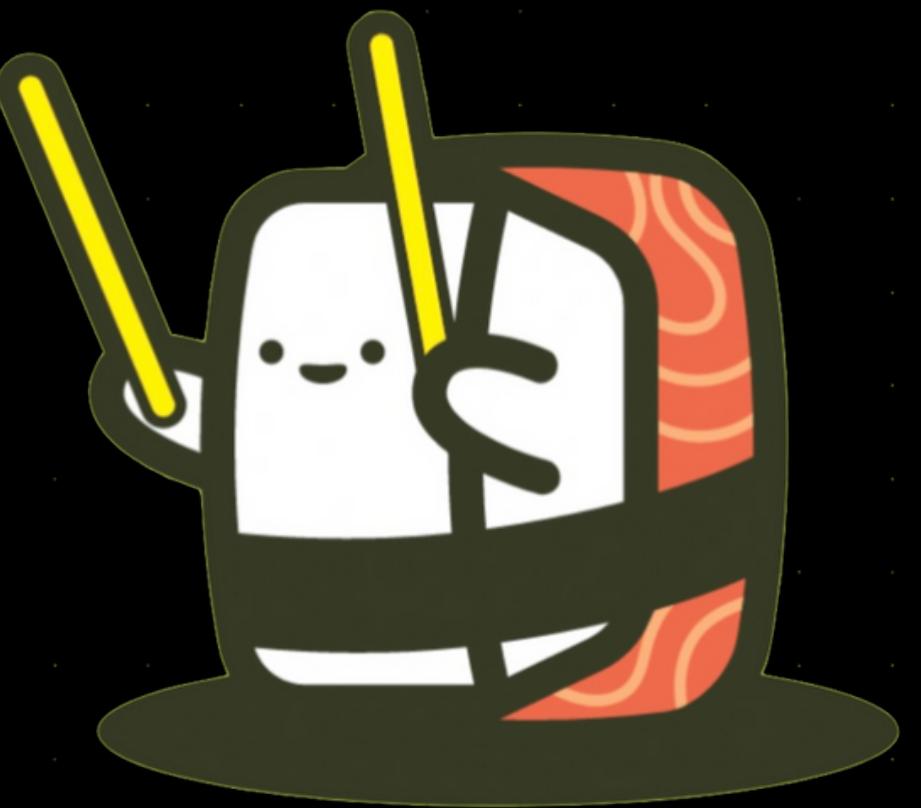


AMEA SUSHI



May 03, 2023

MAXWELL WHEELER
TEAM 2

**CONVERSION CAMPAIGN IMPLEMENTATION
STRATEGY**



Introduction

AMEA Sushi has decided to undertake a conversion campaign over the course of the next three months (08/03 - 08/06) to address the need to convert existing / potential leads into action or purchases of AMEA sushi. We anticipate this conversion campaign to provide us with valuable data and insight into our target audience and ultimately increase sales and gain a competitive advantage in the sushi market.

What's Needed for the Conversion Campaign

- Budget** - \$1,000 - \$5,000 AUD
- Time** - Over a 3 Month Period
- Resources** - Canva, Google Calendar, Facebook Ads, Google Ads, and AMEA Website Domain

Pain Points

- Unethically sourced seafood**
- Limited fresh ingredients**
- Long delivery waiting time**
- Health-conscious options**
- Price of sushi**
- Limited/paid parking**



Executive summary / Brand Overview

AMEA is a take-away sushi store located in Wollongong. Our group chose AMEA as the brand to develop a digital marketing plan for several reasons. Firstly, we wanted to focus on a brand in the F&B industry as it is a diverse field that is not yet saturated, and the demand for food and beverages is an essential need that is unlikely to decrease. We specifically chose sushi as it is a healthy and convenient meal option that is gaining popularity among consumers. Moreover, after surveying various sushi stores in the Wollongong area (both take-away and dine-in), we noticed certain limitations

in their operating hours, as well as some customer concerns regarding Japanese cuisine origin and

ingredients, which are yet to be widely disseminated. Our aim is to address

these concerns and promote AMEA's unique offerings.

We aim to establish it as the preferred sushi store for Wollongong consumers.

MISSION STATEMENT

Our mission at AMEA Sushi is to offer fresh and affordable Japanese cuisine that inspires students to socialise and enjoy themselves in a vibrant atmosphere. Our dine-in, drive-through and takeaway store will strive to be the go-to spot for late-night sushi cravings. Using only the freshest ingredients to create delicious sushi dishes, our store hopes to provide unforgettable sushi for unforgettable memories.

CAMPAIGN TIMELINE

1 Awareness/Reach

Campaign

01/01/2023 • 01/02/2023

2 Lead generation campaign (turning awareness into leads)

01/02/2023 • 01/05/2023

3 CONVERSION CAMPAIGN (ACQUIRE CUSTOMERS)

01/05/2023 • 01/08/2023

4 Retain Customers

Campaign

01/08/2023 • 01/10/2023

5 Build Loyalty campaign

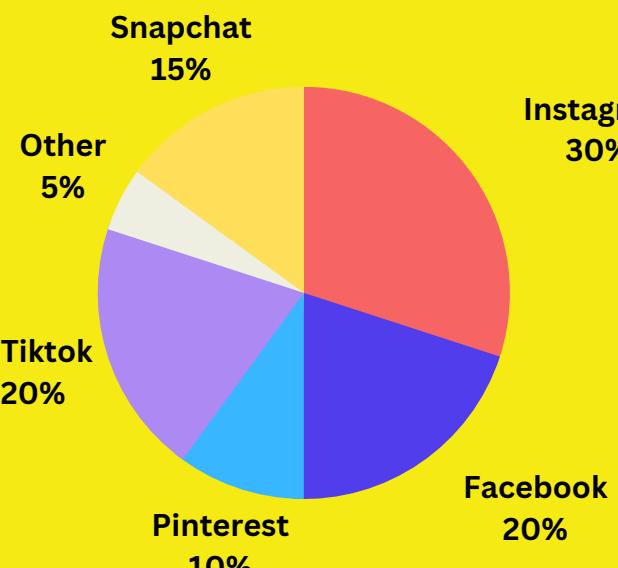
01/10/2023 • 01/12/2023

BUYER PERSONA

| | |
|---------------------------|---|
| Demographic | <ul style="list-style-type: none"> Female 22 years old Low - medium income Lives in Student accommodation |
| Background | <ul style="list-style-type: none"> Full-time university exchange student from Japan Works a casual job as a retail assistant Living out of home and is financially independent |
| Geographic | <ul style="list-style-type: none"> Wollongong (Illawarra region) Population: 312,000 Urban area |
| Needs/ Motivations | <ul style="list-style-type: none"> Strives to be out of her comfort zone Finding new friends and creating memories Nutritional values - high quality fresh foods Saving money - affordable prices Accessible food and restaurants open until late (social and study reasons) |
| Unique characteristics | <ul style="list-style-type: none"> Organised Looks for the newest trends and places Attention to detail Sociable Impatient Bargain hunter Strict time management |
| Budget | <ul style="list-style-type: none"> \$3.00 for a hand roll of sushi \$10.00 for a whole sushi roll Up to \$15.00 for a platter |

PREFERRED NETWORKS

- Instagram
- TikTok
- Facebook
- Pinterest
- Snapchat
- eWOM/WOM Google reviews
- Ubereats/Doordash/Menulog



Average screen time daily:
7.5 hours

Campaign Aims & Objectives

During this campaign, we are aiming to convert leads into sales and create **action**. We are trying to take existing leads of students that have already shown interest in AMEA and convince those customers to make an actual **purchase**.

Objective 1

- We will increase in-store purchases by 25% in the first three months.
 - Effective CTA (call-to-action)
 - Social Media Posts (Insta, Fbook, Tiktok)
 - Cookies, data mining

Objective 2

- We will make 15% of total website traffic result in orders placed within 24 hours by 08/08.
 - sales pages, social proof, and retargeted ads.

We will achieve this by using consistent remarketing, monitoring, testing, and optimization of KPIs generated from our branded content output.

Competitor Analysis

Social Listening

| Key Questions | Responses |
|---|--|
| Select your online community [provide a brief overview] | Students interested in Japanese cuisine |
| Key cultural, characteristics, behaviour insights | Japanese cuisineHealth-consciousnessConvenience seekingBudget consider |
| How do they communicate? | Social media Review sitesDirect communication |
| Key topics of discussion? | Health benefitsBudget considerations Convenience |
| Key attitudes toward the product/service category? | Positive/ Negative Emerging |
| Key patterns or analytics? | Popular dishesSocial media engagement Feedbacks and reviewsRepeat business Sale trends |

| | Network active | No. of followers | Strengths | Weaknesses | Content that resonates |
|---|----------------------------------|-----------------------------------|---|---|--|
| Competitor 1 | Hero Sushi | 1,412 | WOM | Closes at 5:30 and a little bit expensive for student | Pictures of sushi rolls and Japanese dishes, occasional promotions and discounts, showcasing the store and its offerings. |
| Competitor 2 | Moon sushi | 154 | WOM | Closing at 4-5:30 and having poor social media output and limited socials | Pictures of sushi rolls |
| Competitor 3 | Tokyo sushi | ??? | WOM | ??? | ??? |
| Sushi Bay - A popular sushi restaurant chain with multiple locations in Australia, including Wollongong. | Facebook, Instagram, and Twitter | FB: 6,474 Ins: 6,098 Twitter: 126 | A well-established brand with multiple locations across Australia, a large and engaged social media following, frequent promotions and discounts for customers, and a diverse menu with options for all dietary needs. | Poor service Long waiting time | Pictures and videos of sushi rolls and other Japanese dishes, behind-the-scenes footage of the kitchen and sushi-making process, promotions and discounts for customers. |
| Sushia Izakaya & Bar: A modern Japanese restaurant in Wollongong that offers sushi and other Japanese cuisine. | Facebook & Instagram | FB: 745Ins: 798 | A modern and trendy atmosphere that attracts younger crowds, high-quality and visually appealing dishes, occasional events and specials, and a strong focus on customer service. | Limited social media presence and engagement, lack of diverse content. | Pictures of sushi rolls and Japanese dishes, occasional promotions and discounts, showcasing the store and its offerings. |
| *Sushi Katsu: A small sushi takeaway store in Wollongong that specialises in sushi rolls. | FB, Instagram | FB: 745Ins: 789 | Affordable prices, a wide variety of sushi rolls, friendly and efficient service, and a convenient location. | Limited social media presence and engagement, lack of diverse content. | Pictures of sushi rolls and Japanese dishes, occasional promotions and discounts, showcasing the store and its offerings. |
| Sushi Train: A sushi chain with over 40 locations across Australia, including a restaurant in Wollongong. | FB, Instagram, Twitter | FB: 46,200Ins: 2,603Twitter: 182 | A unique and interactive dining experience with a sushi train, frequent promotions and discounts for customers, a diverse menu with options for all dietary needs, and a well-established brand with many locations across Australia. | Mixed reviews on social media platforms related to the quality and freshness of sushi, occasional service issues. | Pictures and videos of sushi rolls and other Japanese dishes, promotions and discounts for customers, showcasing new menu items and store locations. |
| Kanji Japanese Restaurant: A Japanese restaurant in Wollongong that serves sushi, sashimi, and other Japanese dishes. | FB, Instagram | FB: 2,445Ins: 2,187 | A traditional and authentic Japanese dining experience, high-quality and fresh ingredients, a diverse menu with options for all dietary needs, and a reputation for excellent service and hospitality. | Limited engagement on social media platforms, lack of diverse content. | High-quality pictures of Japanese dishes, occasional promotions and events, showcasing the interior and ambiance of the restaurant. |

Social Media Audit

| Key Questions | | | |
|--|--|--|--|
| Name of platforms? | Instagram | TikTok | Facebook |
| Number of followers? | 1000 | ~2000 | 650 |
| Level of engagement? | high | high | medium |
| In relation to your product/service category - What content resonates on the site? | - Photos of dishes- Photos of seasonal menus, and promotion- Short reels of the cook preparing food- Stories to update the store's daily routine | - Videos of staff and chef participating in trending videos- Videos of the platters and variety of our products | - Announcement - Events and promotions- videos of the |
| In relation to your product/service category - Key trends in the site? | - Healthy eating- Budget cut down- Fusion sushi (sushi bowl, sushi tacos, sushi burritos, etc.)- Take out (delivery)- Sustainable and ethically sourced fish | - Sushi making videos- Healthy eating- Budget cut down- Sushi mukbang- Take out (delivery)- Make customise sushi rolls- Sustainable and ethically sourced fish | - Cooking videos- Healthy eating- Budget cut down- Take out (delivery)- Sustainable and ethically sourced fish |
| What's helping grow the brand's audience (and what's not)? | - Cooking videos of sushi- Promotions- Hashtags - Consistent content | Humorous videosFollow the trendsCollaborations Hashtags rate with other famous TikTok usersTry to provide hilarious responses to the comments | Events and promotions |
| Which new ideas will help the brand grow? | Sushi fusion Customised sushi | Sushi fusionCustomised sushi | Sushi fusionCustomised sushi |
| How does the platform contribute to your goal? | Social Reach | Social Reach | Social Reach |

Two Key insights

- 1.** Firstly, there's a clear comparison between competitors, all competitors lack in their socials and their social media campaigns with inconsistent posts and limited social media accounts. All competitors have great strengths in WOM and have stores in heavily populated areas.
- 2.** Secondly, Facebook and Instagram are the two most commonly used social media platforms among sushi stores. This is likely due to the fact that sushi is a type of cuisine that heavily relies on visual appeal. Therefore, presenting customers with images and colours of the food can attract and stimulate their imagination and anticipation of the taste and aroma of the dish, more so than mere textual descriptions.

STRENGTHS

An interactive environment with our customers through social campaigns, something that other local sushi restaurants are not doing

WEAKNESSES

Being a new company with already established sushi restaurants within the area

OPPORTUNITY

If there is another lockdown, our restaurant will remain open due to the takeaway drive-through, unlike other sushi restaurants in shopping malls.

THREATS

- Covid19 Pandemic
- Uncertainty of economy
- Price inflation of supplies

BRAND VOICE AND CONTENT STRATEGY

Content Strategy

- Promote our MAILING LIST - remind customers of special that won't last forever.
- Collaboration with Australian Conservation Foundation (3months).
- We will use leverage of social proof (Chef Masatos own words) Encouraging customers to share their experience.
- Product / Service updates (new dishes, new sides, free mochi)

LOGO

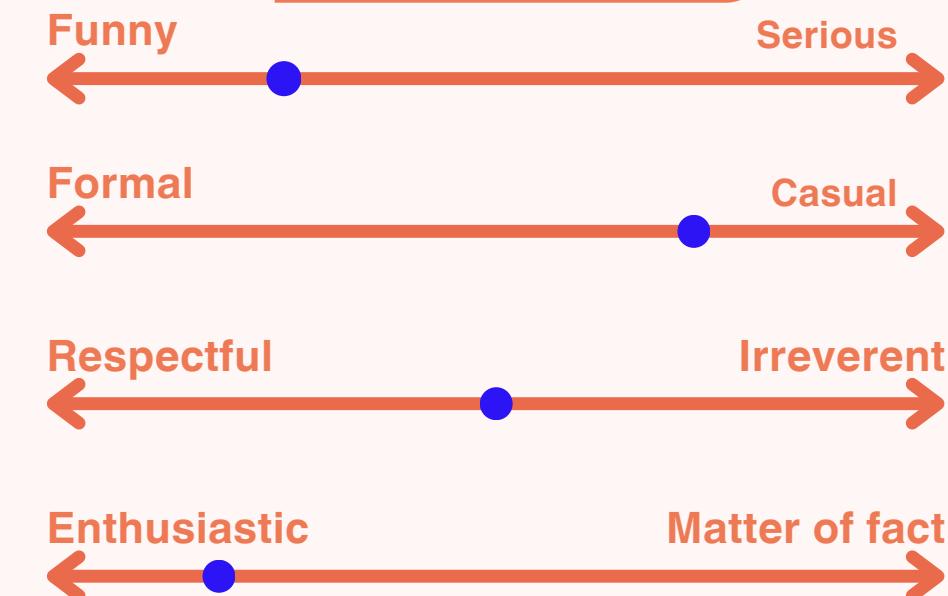
- Cartoon image
- rounded details
- bright
- vivid color.



VOICE

- Fun/humorous
- Welcome/warm

tone of voice

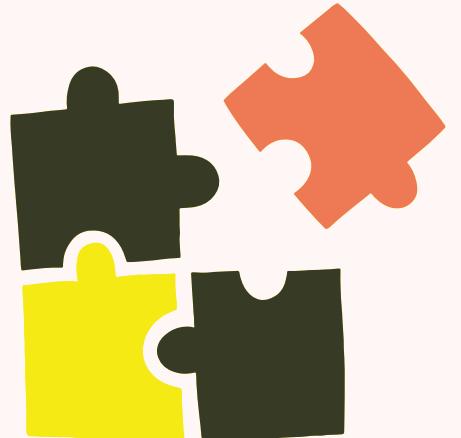


CONTENT THEMES VISUALISATION



Problem Aware (Awareness stage)

- Unethical Food Sourcing
- Best place to go / best deal
- Concerns regarding seafood/ fresh seafood
- Price



Solutions Aware (Consideration Stage)

- If sushi is sourced ethically and the company takes steps to protect the environment.
- Which sushi shop is the hottest spot for uni students
- Is there daily caught fresh sushi - many types of chicken and vegan options?

Provide Aware (Decision/recommendation stage)



- Partnership with Australian Conservation Foundation
- Free Side deals - a sushi roll with a meal purchase get free mochi.
- Happy hours - offer discounted prices during a specific time of a day
- Many menu options - not just sushi rolls, ramen, tempura, sukiyaki, etc.
- Proof of fresh fish and quality food rated by TV stars and master chefs.

CONTENT CREATION

PAID MEDIA

- We will use retargeting as a form of paid advertising.
- We will target individuals who have visited AMEA sushi, Australian Conservation Foundation, and UOW company websites.
- We will use tracking tech such as cookies, to identify who has shown interest
- We will channel our paid media through social media, search engines, and display ads
- By doing so we will have control over our target audience and ad placement and drive conversions on existing customers.

OWNED MEDIA

- We will use a sales page short video that will be promoted and shared through various channels such as
 - Facebook, Instagram, display ads, and TikTok
- With the use of our sales page, we will use as a tool created by AMEA to persuade and convert potential customers into making a purchase.

EARNED MEDIA

- We will use a food blog review of AMEA sushi by a renown TV star and masterclass chef. Chef Masato
- We will use this as a source of external validation and leverage our social proof for the public WOM and other EWOM to strengthen our online presence and convince students to buy as the best has done the same.
- We will channel this food blog through various social media channels, display ads, review platforms, and our own website under testimonials.

A/B Testing

We have conducted A/B testing through an SRS (simple random sampling) Interview of 20 random uni students. The conditions of these students are:

- 20-25 yrs of age
- Living on own
- Financially Independent
- Wollongong Local and on Social Media

CONSIDERATION STAGE

PAID MEDIA

A VOTES
07/20



GOAL:
Email subscriber
sign-ups
Purchase of AMEA
sushi
Website Clicks

VS

RESULTS

Version B was found:

- Less crowded
- More ACF focus
- "Clearer Message"
- "More focus on email sign-up"

B VOTES
13/20



AWARENESS STAGE



VOTES
11/20

GOAL

- Convince patrons to purchase meals to receive free mochi, sides
- Convert seafood concerned patrons into buying
- Website Clicks and Sales

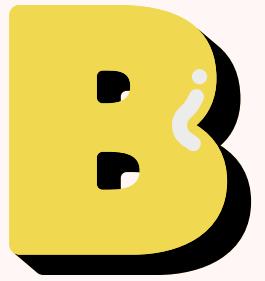
RESULTS

- Students said they saw "more of what to offer"
- Found to lead more focus on the website link

OWNED MEDIA



AWARENESS STAGE



VOTES
09/20

GOAL

- Convince patrons to purchase meals to receive free mochi, sides
- Convert seafood concerned patrons into buying
- Website Clicks and Sales

RESULTS

- "Less flavor X3"
 - More oriented on sushi rather than the brand
- AMEA

OWNED MEDIA

DECISION STAGE

EARNED MEDIA

GOAL

A



15/20

- Serve as Social Proof for WOM
- convince students AMEA is the best
- Bring leads into our store and make purchases

B

VOTES
05/20

CHEF MASATO

I wish I had access to sushi like this back when I was in uni

10 / 10

Comments shared by Chef Masato on 06/06/2023

"AMEA Sushi Company: A vibrant oasis where affordable, fresh Japanese cuisine delights the palate, while the friendly atmosphere, crafted by a team of energetic uni students, adds an extra touch of charm to the dining experience."

- Chef Masato

Full Blog Review @www.ameasushico.com

VS

RESULTS

- Post A felt more "real"
- Post A was more associated with AMEA sushi
- Post B was directed more towards Chef than AMEA

CHEF MASATO

Don't just take our word! Listen to what TV Star Chef Masato Has to say about AMEA!

"AMEA Sushi Company: A vibrant oasis where affordable, fresh Japanese cuisine delights the palate, while the friendly atmosphere, crafted by a team of energetic uni students, adds an extra touch of charm to the dining experience."

- Chef Masato

Full Blog Review @www.ameasushico.com

SOCIAL MEDIA AD IMPLEMENTATION CALENDAR

05/08/2023-06/08/2023

Throughout the course of 30 days; with one post each day.

Facebook Ads X16, Instagram X16, Pinterest X16, and Tiktok Ads X4 will be created and published to obtain reach to our customers.

- These social media ads, blogs, display ads will reach our target audience and create views, clicks, likes, and shares, which will in return increase orders and most importantly covert leads into SALES

| | | | | | | | | |
|------------|---|---|-------------------------------|---|---|-------------------------------|---|--------|
| | 2023-05-15 | "Australian Conservation Foundation" - \$1 donation PROMO | Instagram Facebook, Pinterest | 2023-05-29 | "Australian Conservation Foundation" - \$1 donation PROMO | Instagram Facebook, Pinterest | | |
| | 2023-05-16 | "Chef Masato Food Blog Review" | Instagram Facebook, Pinterest | 2023-05-30 | "Chef Masato Food Blog Review" | Instagram Facebook, Pinterest | | |
| | 2023-05-17 | "AMEA sushi sales page video AD" | Instagram Facebook, Pinterest | 2023-05-31 | "AMEA sushi sales page video AD" | Instagram Facebook, Pinterest | | |
| | 2023-05-18 | "Unveiling our Secret Sauces: Enhancing the Sushi Experience" | Instagram Facebook, Pinterest | 2023-06-01 | "Sushi Fusion: Exploring the Harmonious Blend of Flavors" | Instagram Facebook, Pinterest | | |
| 2023-05-08 | "Australian Conservation Foundation" - \$1 donation PROMO | Instagram Facebook, Pinterest | 2023-05-22 | "Australian Conservation Foundation" - \$1 donation PROMO | Instagram Facebook, Pinterest | 2023-06-05 | "Sushi Rolls Challenge: Get Creative with Sushi Making" | TikTok |
| 2023-05-09 | "Chef Masato Food Blog Review" | Instagram Facebook, Pinterest | 2023-05-23 | "Chef Masato Food Blog Review" | Instagram Facebook, Pinterest | 2023-06-06 | "Sushi Tasting Adventure: Exploring Unique Flavors" | TikTok |
| 2023-05-10 | "AMEA sushi sales page video AD" | Instagram Facebook, Pinterest | 2023-05-24 | "AMEA sushi sales page video AD" | Instagram Facebook, Pinterest | 2023-06-07 | "Sushi Artistry: Turning Sushi into Edible Masterpieces" | TikTok |
| 2023-05-11 | "Mouthwatering Creations: Our Chef's Signature Sushi Rolls" | Instagram Facebook, Pinterest | 2023-05-25 | "Sushi and Beyond: Exploring Japanese Cuisine" | Instagram Facebook, Pinterest | 2023-06-08 | "Quick and Easy Sushi Hacks: Time-Saving Tips in the Kitchen" | TikTok |

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