



Marketing Strategy

Contents

1

Background

2

Target Customers

3

Strategy & Brand ID

4

Marketing Plan

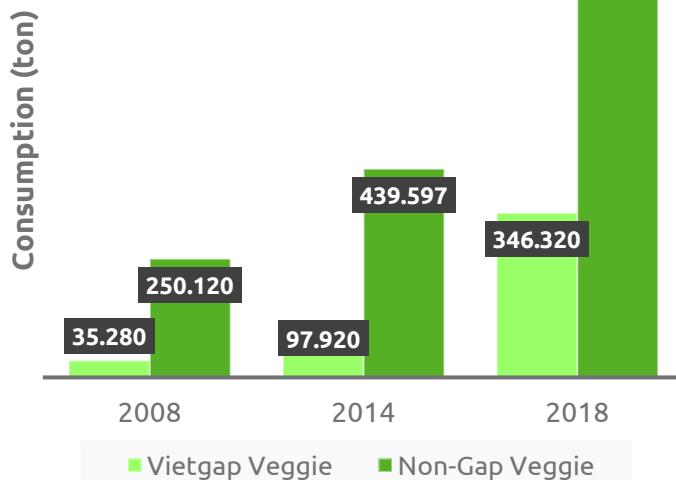
1. Background

Organic Food

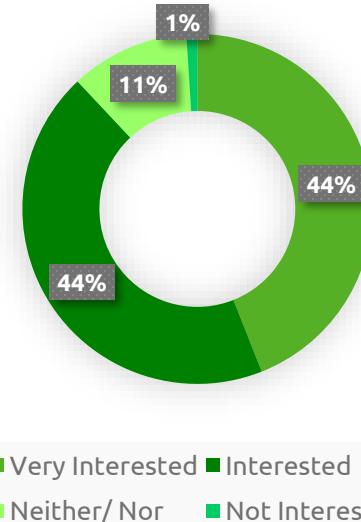


Demand & Supply Ability

Vegetable Demand in HCM



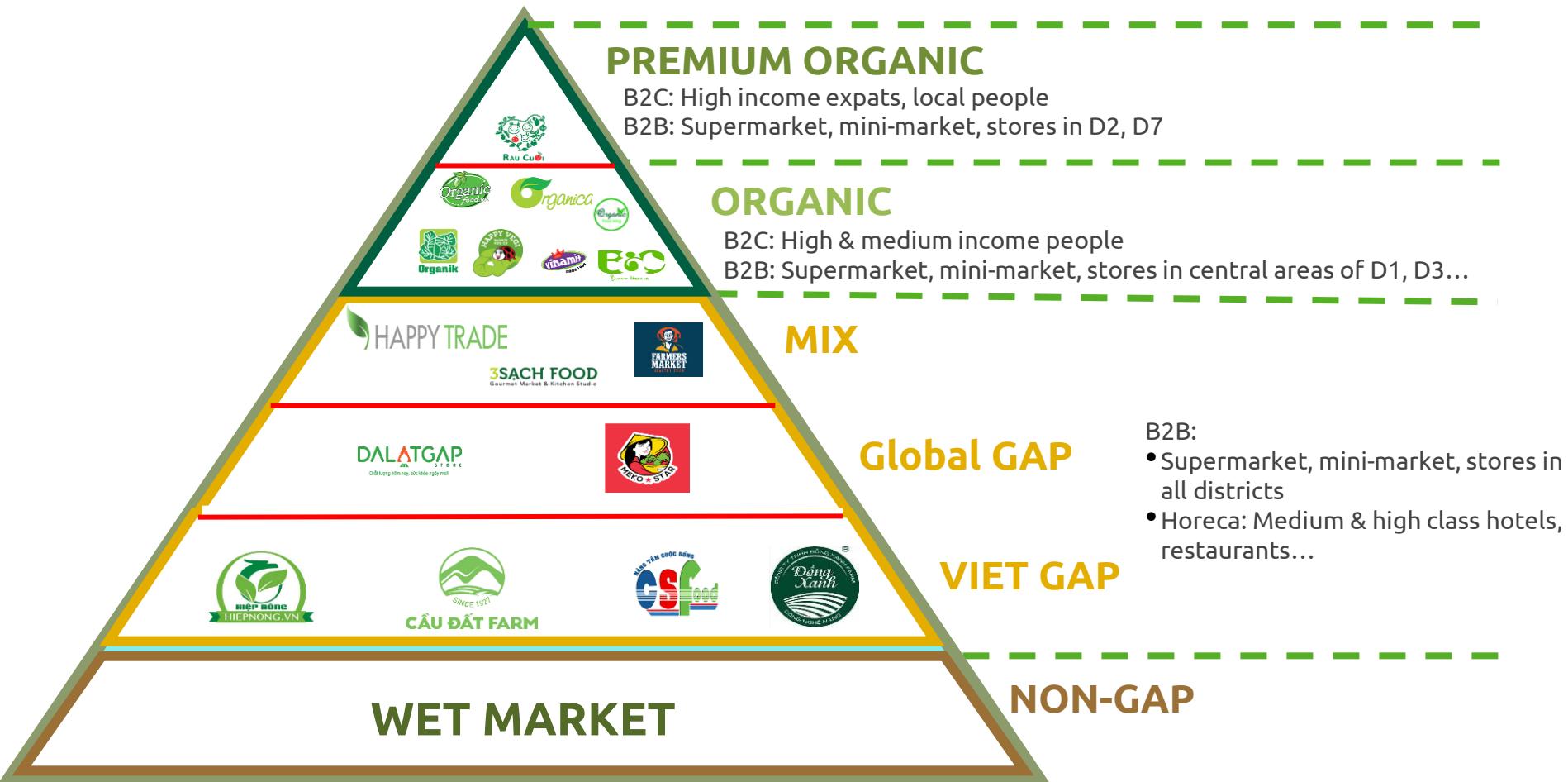
% People are interested in Organic Food



VietGap Veggie Supply = 1/3 of Demand In HCM

88% people are interested in Organic Food

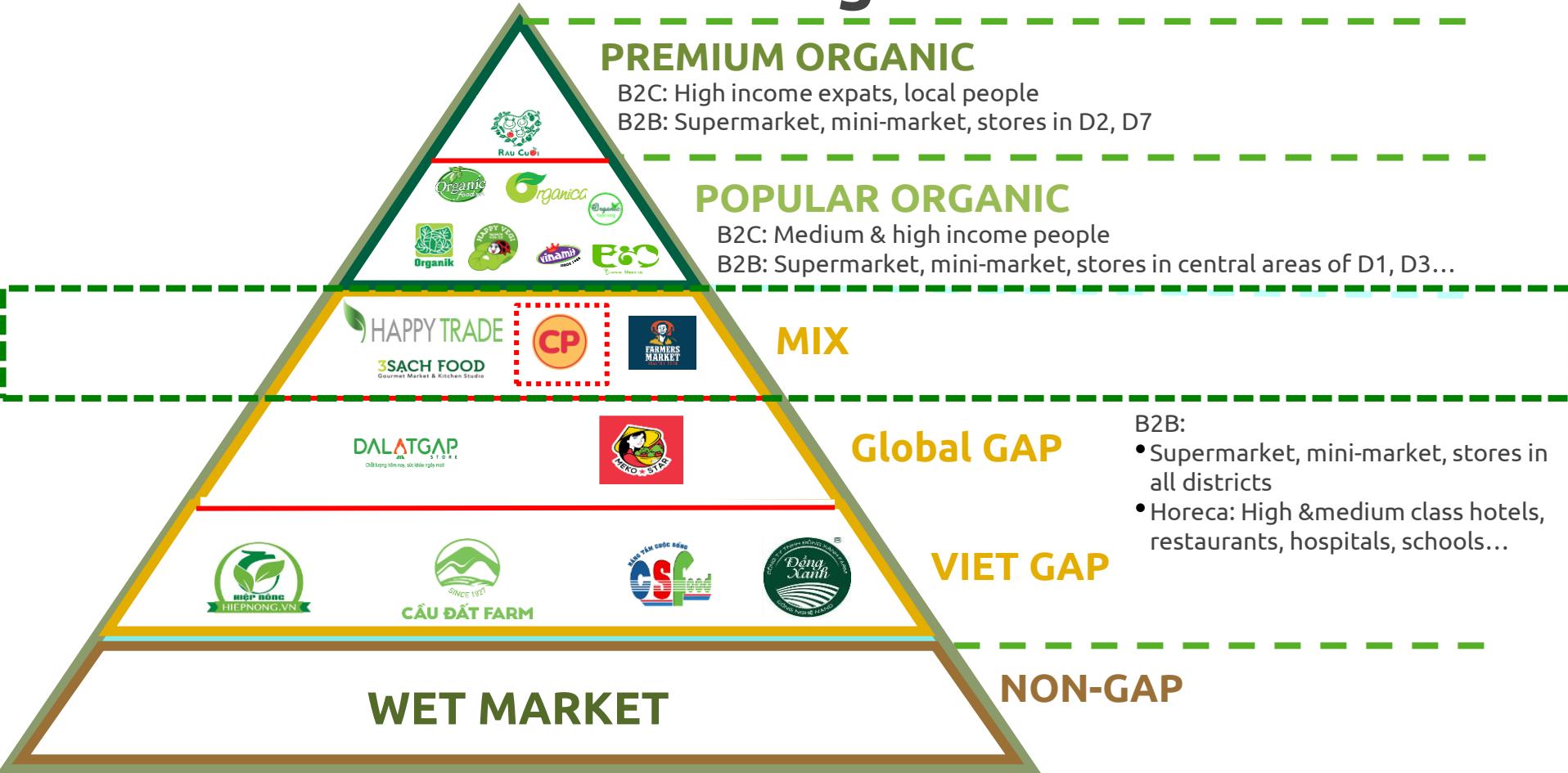
Competitor





2. Target Customers

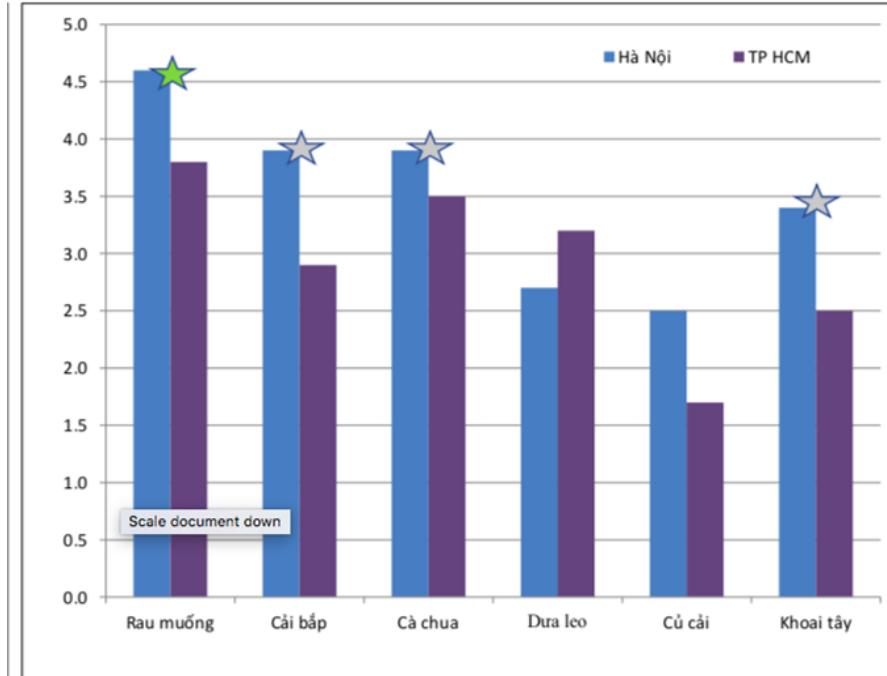
Market Segment



Target Customer

	 HORECA	 RETAILER	 B2C
Organic		Super market/ Mini market/ Store in D2, D7	Expat & Local Female, Age 30+, Have kids, Income >20M
VIETGAP	Hotel 3* above Big restaurant Premium catering	Supermarket/ Mini Market in All Districts	Female, Age 25+ , Have kids, Income >14M
NON-GAP	Individual restaurant Industrial meal	Small stores near traditional market	

Product Suggestion



LIST OF MOST POPULAR VEGETABLES

- ✓ Morning Glory
- ✓ Tomato
- ✓ Cucumber
- ✓ Cabbage
- ✓ Potato
- ✓ Turnip

3. Strategy & Brand ID

Branding Strategy

DISCRIMINATOR

The high-standard veggie from No1 food brand in VN - CP with professional certificates & smart management system.

- Organic: USDA, Traceability system
 - Viet Gap, Non-gap: QA system



BRAND PERSONALITY

Healthy, Eco-friendly, Caring, Safe
Modern, Smart, Active, Professional

OBJECTIVE

- B2B:
 - Build a professional, complied, trustworthy & full service brand
 - Engage with key customers to get long-term partnership & co-branding activities
- B2C: Build a clean, fresh, healthy, high quality, origin-clear & convenient brand with diverse products & reasonable price for everyone

MEDIA CHANNELS

- B2B: Direct MKT Materials (Catalogue, Brochure, Profile...), Farm Tour, Co-branding activities....
- B2C: Website, Facebook, Youtube

Brand ID Suggestion



Brand Name

- | | |
|------------|----------------|
| 1 CP Green | 4 Green Choice |
| 2 CP Fresh | 5 True Fresh |
| 3 CP Farm | 6 EcoFarm |

Tagline

- | | |
|---|-------------------------------------|
| 1 | Grown By Trust |
| 2 | The Flavors Of Nature |
| 3 | Eat Clean, Live Healthy, Stay Happy |

Initial Logo Suggestion



Final Logo & Slogan



Main Logo



Secondary Logo

Brand Identity

FONT

Font main: Arial Rounded MT Bo

A B C D E F G H I K L M N O
P Q R S T U V X Y W

a b c d e g f g h i k l m n o
p q r s t u v x y w

1 2 3 4 5 6 7 8 9 0

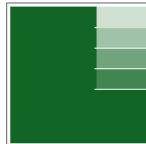
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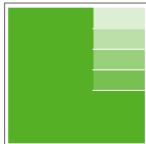
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RGB: R: 18 G: 102 B: 37

PANTONE: #126625



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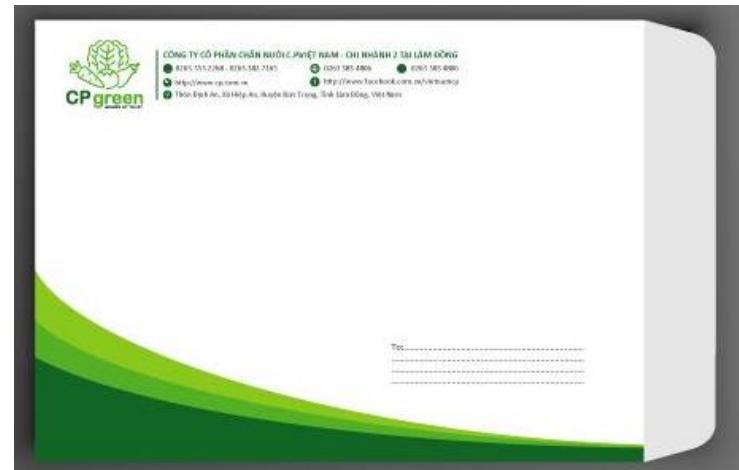
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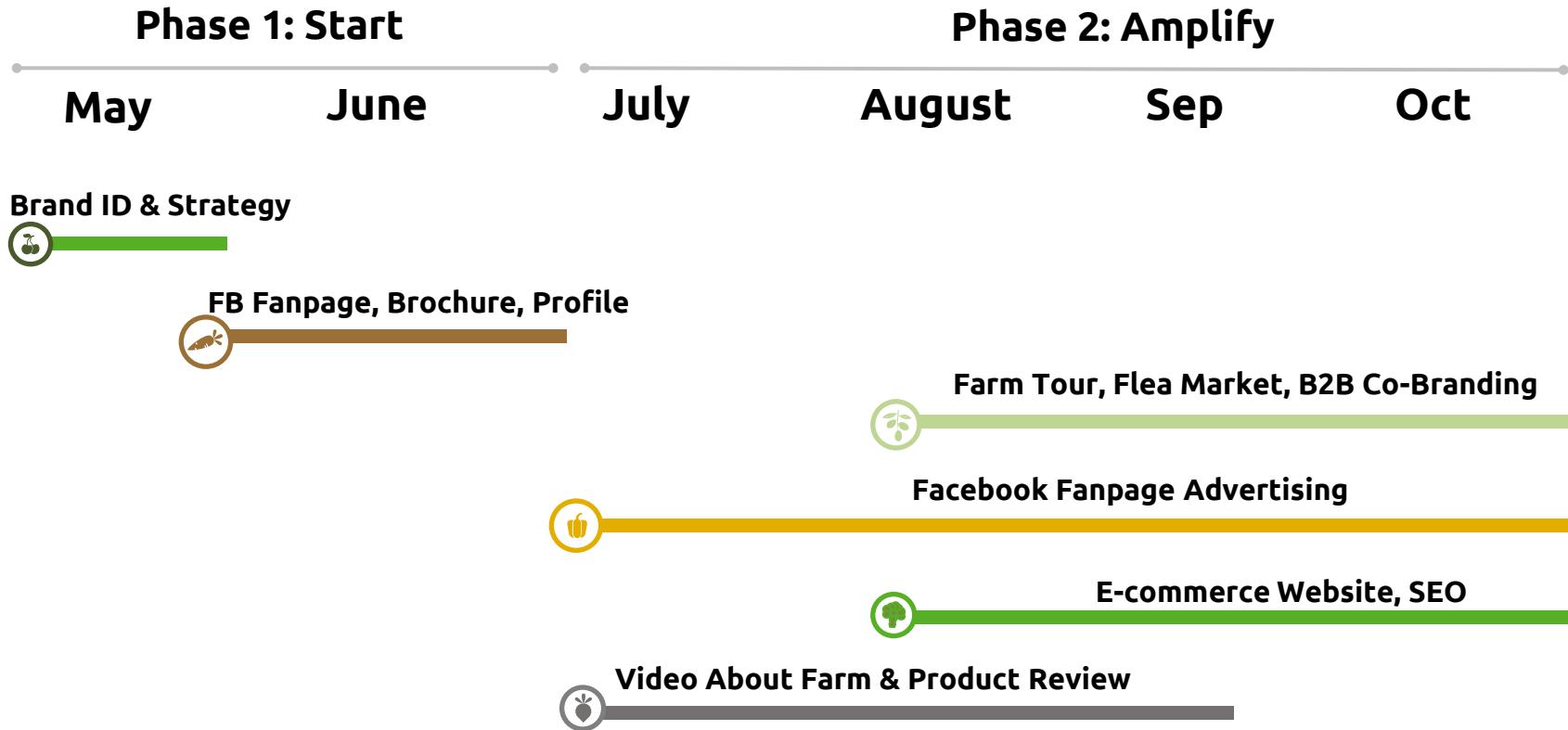
PANTONE: #333333





4. Marketing Plan

6-month Plan



6-month Plan

	STAGE 1 CREATING PROFILE	STAGE 2 BUILDING BRAND	STAGE 3 PUSHING SALES
OBJECTIVE	Soft launching our new brand & showcase products + profile for B2B customer	Earn awareness & engagement for B2C customers	Push sales in online channels (E-commerce, Facebook Comment/Inbox)
KEY HOOKS	<ul style="list-style-type: none">Introduction of new brand from CP – No 1 Food company in VNHigh standard quality verified by certificates, facilities, process	<ul style="list-style-type: none">Inspirational brand empowered by CP – No 1 Food company in VNDiverse product listProfessional certificates, facilities & processReal fresh & friendly photos & images, good packagingInteresting social content	<ul style="list-style-type: none">E-commerce IntroductionPromotion & MinigameBranding + social content
ADVERTISING BUDGET	None	5 mil => KPIs: reach + engagement + Fanpage like	10 mil => KPIs: click/ action

Marketing Activities

MKT Materials :
Brochure, Profiles



Farm Tour



Flea Market



E-com Website

The screenshot shows a product listing for 'Rau ăn lá' (Leafy Vegetables). The products listed are:

Tên Sản Phẩm	Đơn Vị	Giá
Rau ăn lá	kg	78.000đ / 400g
CÀ TÍM	kg	30.000đ / 400g
CÀ RỐT MẮT ĐẤU	kg	40.000đ / 400g
NA LÁCH ROSETT JAVOLLA	kg	32.000đ / 200g
ON THẢO	kg	37.500đ / 200g

Facebook

The Facebook page has a post with the text 'NÔNG NGHIỆP VÌ SỰ SỐNG' (Organic Agriculture for Life) and a photo of a person working in a field. Below the post is a 'Shop' section showing products like 'Jumbo Chips 500g' and 'Mixed Fruit Chips 500g'.

Youtube Video

The YouTube video page has a thumbnail showing a person in a field. The video title is 'Organica - Yêu Hữu Cơ'. The video description includes text in Vietnamese about organic food and its benefits.

Social Content Direction

Branding Content

- Brand Introduction & Inspiration
- Product's Infomation
- Product list update (bi-weekly?)
- Detailed info of best sellers
- Strengths/Reasons to believe: certificates, facilities (garden, freezing room, hub, logistics)
- Distributor list (?)
- Customer Feedback
- Other MKT activities

Viral Content

- Tips to choose good veggie for family
- Tips to process/cook the main dishes or desserts (smoothie/yoghurt) with veggie
- Healthy/organic & clean eating & living style

Engagement Content (For B2C)

- Minigame: Lucky Draw or quiz game in holidays like Mother's Day, Family's Day....
- Promotion: Monthly promotion for Online shopping customers
- Loyalty Program for online customers

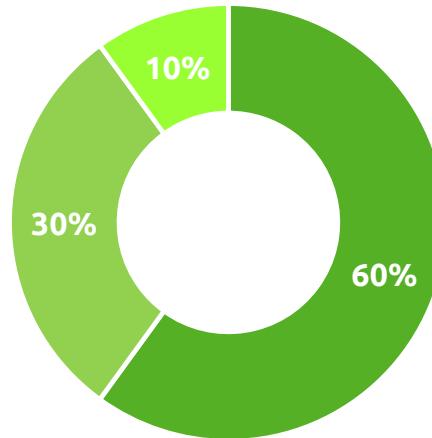
Social Content Direction

Content Collocation

Number of Posts: 13 - 20 posts/month

- Branding : 60%
- Social: 30%
- Engagement: 10%

Veggie Fanpage Collocation



■ Branding ■ Social ■ Engagement

Social Art Material

Fresh, Friendly & Professional Images/videos with Branding posts



Products' photos (overall, focused, flat-lay & with-packaging shot)



Farm's photos (garden, farmers, freezing warehouse, transportation, hub shots)

Social Art Material

Diverse & interesting images, infographic... with social posts



Nguyên liệu

- CÁI THÌA 500 GR
- NẤM ĐÔNG CÔ 200 GR
- CÀ RỒT 1 CỦ
- DẦU HAO CHAY HƯƠU CƠ SAUCECA
- DƯỜNG TRẮNG 2 MUỐNG CÀ PHÊ
- MUỐNG CÀ PHÊ
- NUỐC 200 ML
- BỘT BẮP 1 MUỐNG CÀNH
- TỎI BẮM 2 MUỐNG CÀNH
- HÀM BÀO RỐ 10 GR
- DẦU MÈ 2 MUỐNG CÀNH



Organic
ORGANIC CONVENIENCE STORE
EAT ORGANIC - EAT HEALTHY - EAT BEAUTIFUL



Mockup Layout

CP Green

Thanh Huong Home Create

CP Green
@CPGreenOrganic

Home About Shop Reviews Photos Videos Posts Community Events

Create a Page

Like Liked Following Share ... Send Message

Shop

Product	Description	Price
Rau cải	300g	d25,000
Rau cải	300g	d25,000
Rau cải	300g	d25,000

4.5 out of 5 Based on the opinion of 43 people

How to manage Facebook Fanpage

- Tone & Voice: friendly, professional, fresh, healthy & caring
- Report: Bi-weekly report, in Monday in 1st & 3rd week each month
- Comment & Message Reply Service Package (Optional)
 - + Build auto reply message structure
 - + Reply comments/ messages within 2 hours in office hour, and within 12 hours on weekend or holidays



Budget & KPI (Estimated)

Unit: VND

	June		July		August	
	Price	KPI	Price	KPI	Price	KPI
Copy-writing	8,000,000	20 posts	5,200,000	13 posts	5,200,000	13 posts
Photo/ Video Taking	5,000,000	300 shots			15,000,000	Video
Advertising	2,000,000	1,200 Page Like	5,000,000	Reach: 90,000 Engagement: 1,000	5,000,000	Reach: 90,000 Engagement: 1,000
Comment + Inbox Reply (Optional)	3,000,000	Reply within 2 hours	3,000,000	Reply within 2 hours	3,000,000	Reply within 2 hours
Total	18,000,000		16,200,000		28,200,000	