IMC PLAN

Final

Team 1

THE COFFEE HOUSE

2023

Table of Content

1. Company Overview
2. Target Audience
3. Big Idea
4. Master Plan
5. Execution

1. Company Ovewiew

THE COFFEE HOUSE

The Coffee House is literally a familiar brand when it comes to those coffee enthusiasts in Vietnam. Established in 2014, this cafe has left a strong impression by its fast growing speed in the F&B market

THE COFFEE HOUSE

Vision

I Am Quality – You Are Healthy!
Becoming the leading coffee brand chain in Vietnam and reaching out to the world.

Mission

"Deliver Happiness": Giving happiness, The Coffee House believes that when working with all sincerity and respecting the original values of each employee and customer, everyone who comes to The Coffee House will receive joy small, get better and make others better day by day.

THE COFFEE HOUSE

Be Sincere

Starting from the mission "Deliver Happiness" - Giving happiness , they believe that when working with all sincerity and respecting the original values of each employee as well as customer, everyone comes With The Coffee House

Be Consistent

Each product and campaign of The Coffee House always revolves around people. We put our customers, employees and community at the heart of every decision.

Be Creative

We want to make a difference for Vietnamese coffee with kindness and care.

Be Brave

At The Coffee House, like-minded souls work hard together and join hands for great goals. Every day for us is a day of learning, experiencing new things, taking on challenges and embarking on the road ahead.

THE COFFEE HOUSE

USP

USP is a factor that differentiates the product or service from their competitors, such as lowest cost, highest quality, first in the market or some differentiation.

Right from the naming, we can see that The Coffee House's USP is becoming "The House". This brand doesn't just deal in coffee cups, they really do business in a space or a coffee house. Besides the coffee, they want to give customers a good experience here.

2. Target audience

Our customer

- Students, Office staffs aged between 18-35 years old.
- Income: medium to high
- Looking for a spacious, quiet, comfortable space to study, work and create.

Buying behavior of target audience

1. Student (18-25)- Gen Z:

- Ready to change, follow trends, new trends
- Often go to coffee shops to chat, surf the web, study.
- Have a habit of ordering through the app more.
- Likely affected by social factors: friends, family, relatives, .. especially KOLs, influencers, Idols,..
- Generous spending

2. Office staffs, freelancer,..(26-35)- gen Y:

- They trust the product experience of friends, peers, ... more than advice from product introduction experts (inluencers, KOLS, ...)
- They almost go to the cafe every day mainly to work
- Care about product quality (origin, taste)

What do customers think?

- People go to cafes to meet deadlines, work quietly, but sometimes the shop is too crowded and there is no division of the area, making the shop noisy.
- Wish there was more space for virtual check-in.
- Many people come to a coffee shop mainly to work, but that doesn't mean they just invest in space and ignore the quality of the product. If drinks are not good, not have anything new, they will not come back again.

Persona

Tuấn Kiệt

- Income: 7.000.000vnd
- Student
- Age: 20
- Studying at university in HCM city
- Frequency of visit: 1-2 times/week to study
- Looking for a clean, spacious space to study or group meeting

Persona

L A N V Y

- Income: 15.000.000 vnd
- Freelancer Designer
- Age: 25
- Single
- Living in Ho Chi Minh city
- Frequency of visit: 3-4 times/week to work
- Looking for a quiet, comfortable space to be creative

3. Big Idea

Big idea - "Nhớ "

CONCEPT

Use pictures, details, stories to remind

THEME

An ingenious combination of old and modern elements

MOOD AND TONE

Create a feeling of nostalgia, old, experienced

Key message 1 - "Chiếc hộp ký ức"

The feeling of nostalgia of students when they just stepped on the threshold of university, the homesickness of adults who work away from home

Key message "Chiếc hộp ký ức"

- Target customer: Grade 12 preparing to go to college
- (Students from small provinces to Ho Chi Minh City)(main object)
- Office workers and other target customers (sub-objects)
- Message: “ Ba mẹ ơi con đã về nhà rồi"
- Mood and tone: Nostalgia, Grief -> Eager
- Concept: Red, deep red, a bit classic

Timeline

8 9 10 11 12

Phase 1: from August 2023 - October 2023
Goals: Educate 12th graders' emotions, nurture emotions from the very beginning, Increase the recognition of The Coffee House(10% total population)

Phase 2: From October 2023 - December 2023
Goals: Call to action, increase sales, increase revenue 15%

Key message 2- "Nhà "

Who back home or stay here, no matter where you go, TCH still miss you.

Target customer: Young people away from home (Age from 18-25 years old)
Message: “Đến đây là về nhà”
Mood and tone: Missing -> Fluttering, nostalgic
Concept: Brown orange, like The Coffee House's logo color, Warm colors

Key message 2 "Nhà "

Timeline

Phase 1: From December 2023 - February 2024
Goals: Build brand loyalty (10% retention rate)

Phase 2: From February 2024 - April 2024
Goals : Remind people of The Coffee House, increase sales again (15%)

4. Master Plan

	2023				2024			
Tool	Aug	Sept	Oct	Nov	Jan	Feb	Mar	Apr
PR	→	→			→	→		
OOH	→	→						
Ads	→	→	→	→			→	→
TVC					→	→		
Sponsor					→	→		
Contest					→	→		
Sale Promotion			→	→			→	→

Master Plan In Detail

Click Here

Executive

1. Phase 1

   PR, ADS, OOH

2. Phase 2

   PR(KOLs), Sale promotion, SMM, DM

3. Phase 3

   ADs (TVC), Contest, Sponsorship, PR

4. Phase 4

   Sale promotion, PR, Mobile Marketing, OOH

Content Calendar Demo

August							
Phase 1: Buiding Brand awareness							
Week 1 (1.8 -7.8.2023							
Day of week	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Content	Hành trình từ quê lên thành phố của sinh viên và chuyện tình yêu với cà phê (post)		Top 5 món nước uống tăng cường năng lượng cho sinh viên (video tiktok)		Chia sẻ các bài viết về lịch sử phát triển của The Coffee House (post)		The Coffee House - Điểm đến yêu thích của sinh viên (post)
Week 2(8.8-15.8.2023)							
Day of week							
Content		Socola, matcha, hay trà đào? Chọn gì cho thức uống của bạn? (post Instagram)		Tìm hiểu về cà phê nguyên chất (Tiktok video)		Hướng dẫn tự làm cà phê đá tại nhà (tiktok -video)	
Week 3(16.8 - 23.8.2023)							
Day of week							
Content	Sự kết hợp hoàn hảo giữa cà phê và socola (IG post)		Từ sự kết hợp độc đáo: Bánh mì nướng phô mai cà phê tại The Coffee House (Post FB)		Chia sẻ các bài viết về lịch sử phát triển của The Coffee House (post)		The Coffee House - Điểm đến yêu thích của sinh viên (post)
Week 4(24.8 - 30.8.2023)							
Day of week							
Content		Các loại bánh ngọt mới của The Coffee House (Story FB)		Giới thiệu mẫu ly mới tại The Coffee House (IG)		Tâm hồn của những chiếc bánh ngọt tại The Coffee House (IG story)	

KPI

- 3-4 Content post
- 14 Contents per month

Click here

Phase 1 Brand Awareness

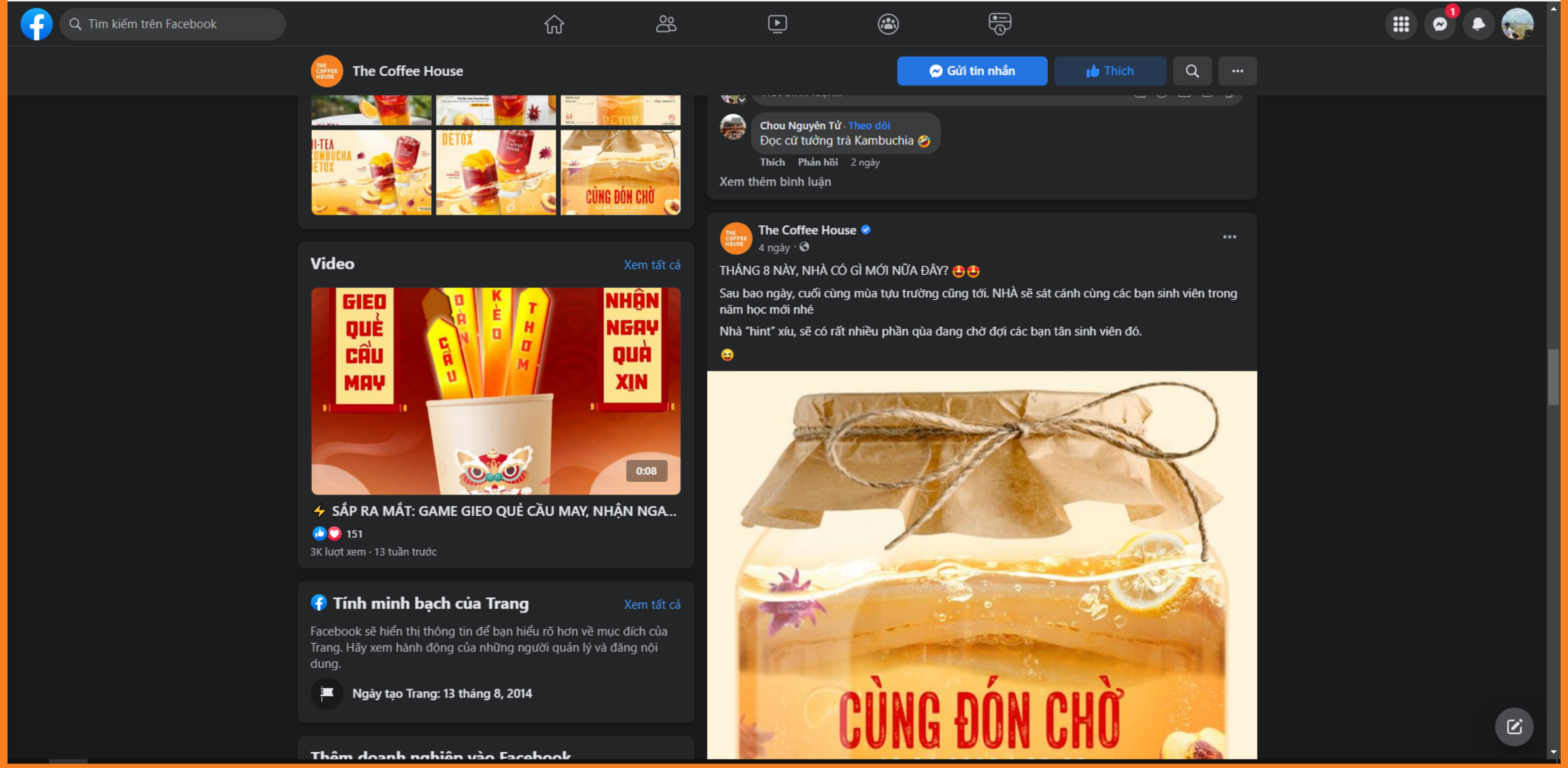
1/8 -> 31/10

Timeline & Budget Phase1

		1/8/23	1/9/23	1/10/23	1/11/23	1/12/23	Budget
PR	Facebook						115,000,000
Advertising (TVC)	Facebook ads						90,000,000
	Youtube ads						
OOH	Shopping mall						530,000,000 ₫
	University elevator						725,000,000 ₫
	Billboard						330,000,000 ₫
TOTAL							2,105,000,000

PUBLIC
RELATIONS
00:01:16:21
825963
996801
999724
94.05%
32.21%

Time	Content	Channel	Type	Goal
Early August 2023	Share The Coffee House's TVC "Ba mẹ ơi con về rồi" and introduce customers' feelings about TVC and memories at The Coffee House	Facebook	PR	Increase brand awareness and arouse feelings of memory in customers
Early September 2023	Announcement of the end-of-season sale and gifts for customers who order online at The Coffee House, and introduce some new products of The Coffee House.	Facebook	PR	Increase sales, increase brand awareness and create customer interest in The Coffee House's new campaigns



Article will be posted at 20h 1/8 and 1/9

Each rented page will be written in a different way but convey the same meaning

Phase 1 - PR

50.000 views - 2k reacts/ 1 article

30.000 views - 1k reacts/ 1 article

50.000 views - 2k reacts/ 1 article

ADS
COLOR
STYLE
SKETCH
CREATIVE
DRAWING
PERSPECTIVE
PRINT
ENGINEERING
PROJECT
INFORMATION
TYPOGRAPHY
LABEL
IDENTITY
MODERN
DESIGNER
CREATIVE
ADVERTISING
GRAPHIC
BRAND
CONCEPT
INTERNET
TYPOGRAPHY
ART
PICTURE
WALLPAPER
IDEA
PRINTING
SUCCESS
COMMERCIAL
MARKETING
BANNER
TEMPLATE
ARCHITECTURE
ARTIST
FORM
TREND

Channel	Goals/KPI	Budget
YouTube (official channel,ads) 1/8 - 31/10/2023	Official channel: 200k views Ytb ads: 500k views	Ytb ads: 50tr VND
Facebook (official page, ads) 1/8 - 31/10/2023	Official page: 2k reacts Facebook ads: 2k reacts	Facebook ads: 40tr VND

Phase 1 - ADs (TVC)

Phase 1 - ADs (TVC)

Phase 1 - ADs (TVC)

Phase 1 - ADs (TVC)

Nhớ hãy ghé "Nhà"

Phase 1 - ADs (TVC)

Location	KPI	Budget
Shopping mall (31 locations included GO!, Emart, Lotte mart, Vincom) 1/8 - 31/10/2023	reach 1,5mil people	750tr VND
University elevator (UEH, UEF, ĐHQGTPHCM,HIU,VLU) 1/8 - 31/10/2023	reach 1mil people	525tr VND
Billboard 1/8 - 31/10/2023	reach 1,5mil people	330tr VND

Phase 1 - OOH

OUT OF HOME, BUT NOT OUT OF EYE
YOUR AD HERE
MEDIA
CANDIES
CANDIES
MEDIA

FIFA WORLD
LIVE THE GAME
WWW.FIFAWORLD.COM
boredpanda.com

VNPT
MEDIA BOOKING
0969.39.89.89
06:04 PM

USE THIS
PHOTOSHOP
MOCK-UP
TO SHOWCASE
YOUR
DESIGN

THE COFFEE HOUSE

PHASE 2:

Sale Increase

(01/08/2023-09/02/2024)

Phase 2: PR (Kols): 1/8 - 30/8

THE COFFEE HOUSE

- Read the code "name of KOLs" and buy a bill over 120K will get 1 voucher for the next bill.
- Limited to 1000 vouchers for HCM city.

**The program will end soon when the number of vouchers is exhausted.*

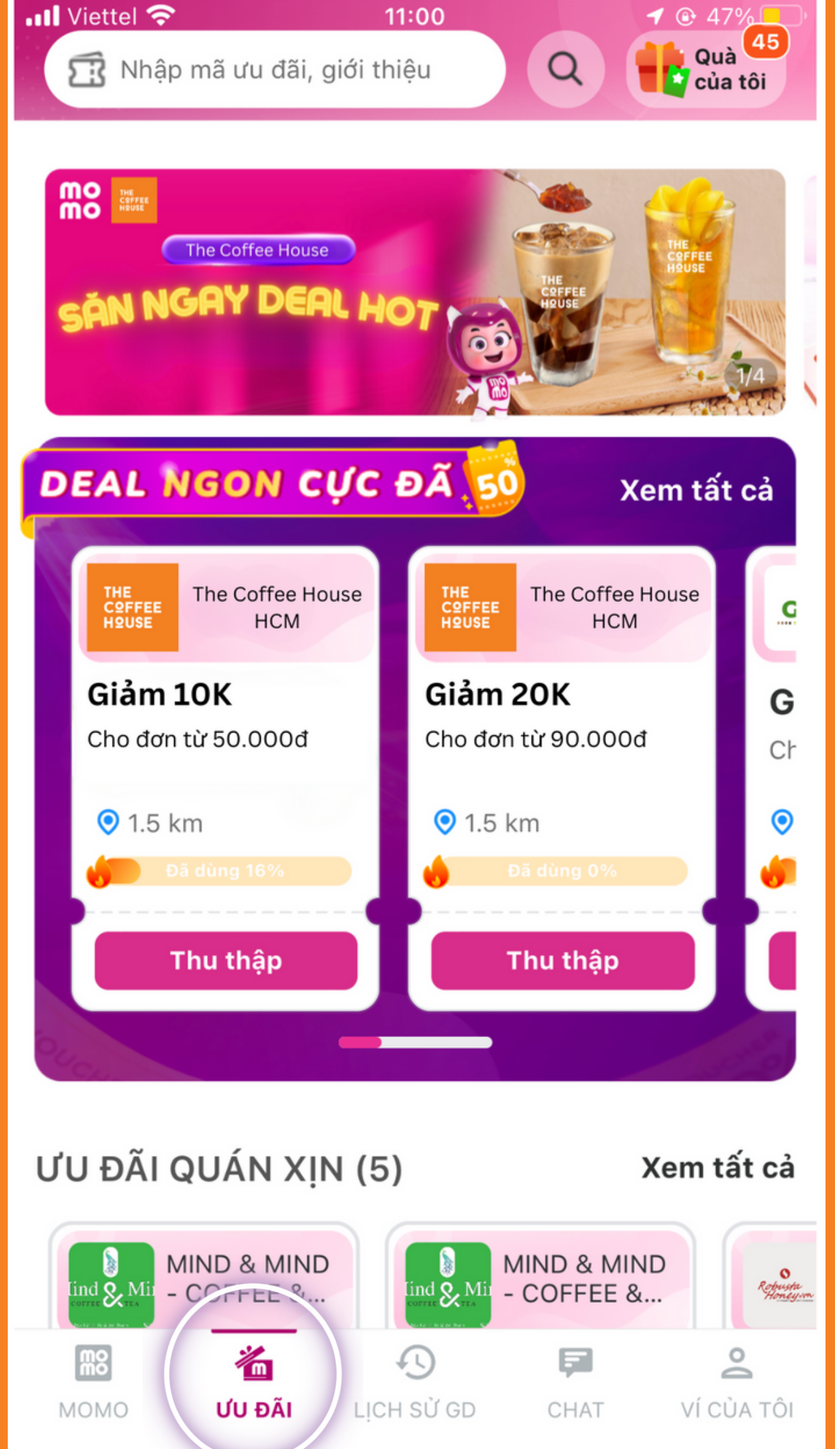
Phase 2: Sale Promotion

- Discount 10K for bill over 50k (700 vouchers)
- Discount 20K for bill over 90k (700 vouchers)

*The program will end soon when the number of vouchers is exhausted.

- Get 1 "Bánh mì chà bông phô mai" free when paying with bills over 120k (amount of 50 vouchers, applicable for postpaid wallets).

*The program will end soon when the number of vouchers is exhausted.



1. Click on "Ưu đãi"
2. At "Deal ngon cực đã", collect voucher.

Sale Promotion

ShopeeFood

BAE MIN

"Sáng năng lượng

Trưa tiếp sức"

- Time for sale: 7 am - 1 pm
- 20 slots/each/store/app

Flash Deal

"Cà phê sữa đá" & "Cà phê đen đá"

- Time for sale:
  7 am - 9:30 am (Mon, Wed, Fri)
- Price: 20.000 vnd (25.000 vnd)
- 20 slots/each/store/app

"Latte đá" & "Caramel Macchiato đá"

- Time for sale:
  7 am - 9:30 am (Tue, Thu, Sat)
- Price: 40.000 vnd (55.000 vnd)
- 20 slots/each/store/app

Flash Deal

"Hi-Tea Vải" & "Trà đào cam sả"

- **Time for sale:**
  2 pm - 4:30 pm (Mon, Wed, Fri)
- **Price:** 39.000 vnd (49.000 vnd)
- 20 slots/each/store/app

"Trà đen Macchiato" & "Trà sữa Olong"

- Time for sale:
  2 pm - 4:30 am (Tue, Thu, Sat)
- Price: 45.000 vnd (55.000 vnd)
- 20 slots/each/store/app

Phase 2:
Sale Promotion

Combo gift for "Tet"

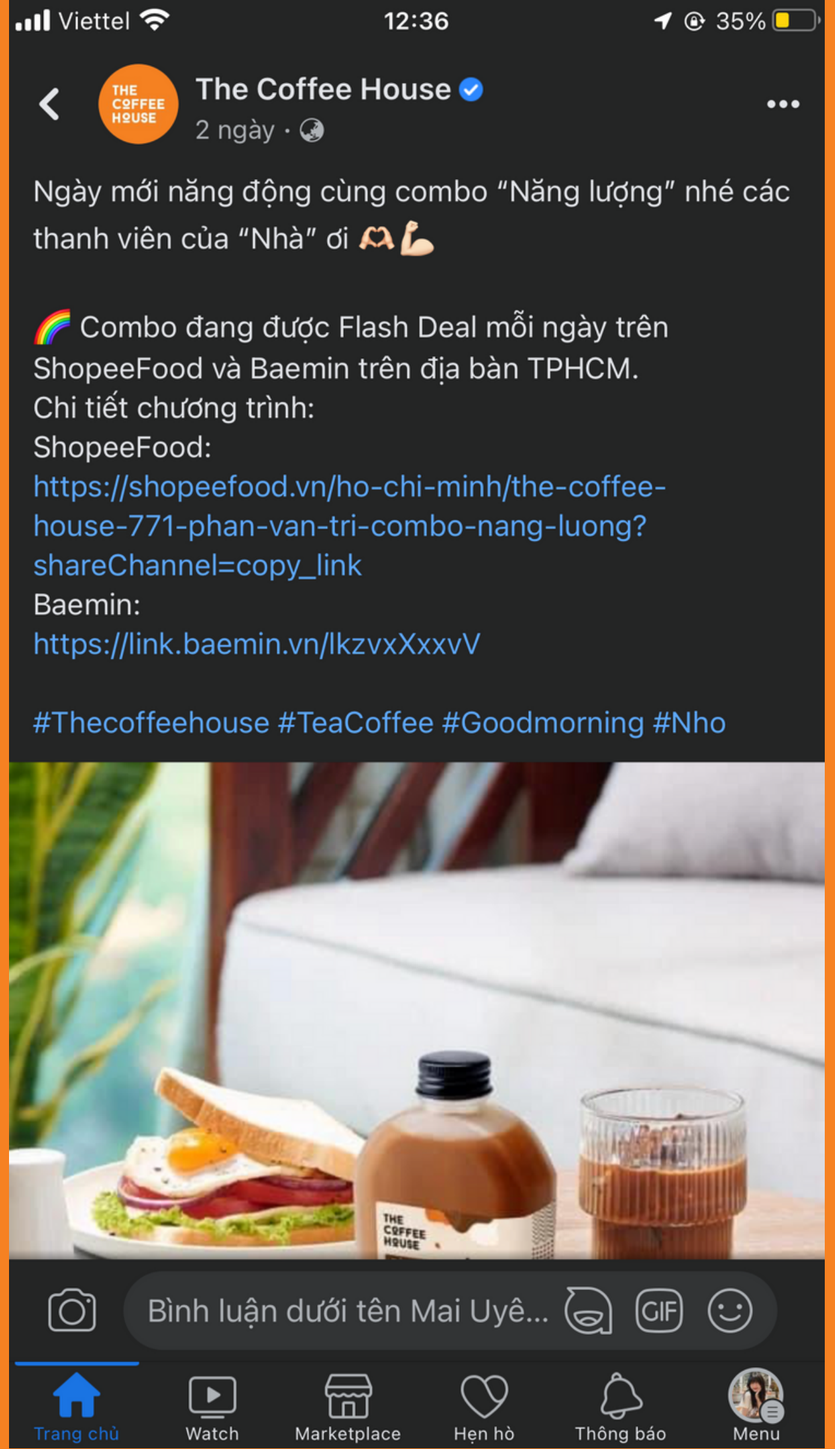
" Bừng tỉnh sắc xuân "

175.000

" Tươi mới sắc xuân "

98.000

Phase 2:
Social Media Marketing



Phase 2:
Direct Marketing

		8/23	9/23	10/23	11/23	12/23	1/1/24	31/1/24	1/2/24	9/2/24	Budget
PR (KOLs)	Vĩnh thích ăn ngon										120,000,000
	Kiên Hoàng & Heo Mi Nhon										
	Long Chun										
Sale Promotion	Momo										11,000,000
	ShopeeFood										50,000,000
	Baemin										
	Combo "Tet"										310,000,000
SMM											
DM											
TOTAL											491,000,000

PHASE 3:
Brand loyalty
(07/01/2024-29/02/2024)

THE
COFFEE
HOUSE

PHASE 3:

Brand loyalty

(07/01/2024-29/02/2024)

<u>Target:</u>

- 10% increase in loyal customers
- The existence of The Coffee House in the eyes of customers
- Steady maintenance of sales during Tet

Advertising (TVC)

Viral clip

- Objective: TVC helps The Coffee House increase recognition, increase loyal customers through insight into target audience.
- Message: "The second house, the house of memory."
- The Coffee House."
- Contents: Old Tet, this Tet and association with relatives during Tet
- Length: 1 minute.

TVC opens with the scene of the ward streets on Tet preparations days, the streets are busy, the streets are full of apricot and peach shops all over the streets. The son who is far from home expects a warm Tet.

" Tet is here..."

2 0 2 4

People in the city who took a walk on the street in the days before Tet saw the scene on the road reminiscent of old memories of Tet celebration with their families.
Children away from home are working or studying in big cities, looking out the window of the bus and remembering old memories of welcoming Tet with their families.

" Heart warms up, looking forward to spending Tet with family and loved ones."

In the past, his parents, brothers and sisters were busy preparing for New Year's Eve. The whole family expressed their love with good gifts and wishes

"The images of the full tray of rice, brilliant apricot flowers and the echoing laughter in my head always make me miss the warm and happy old days."

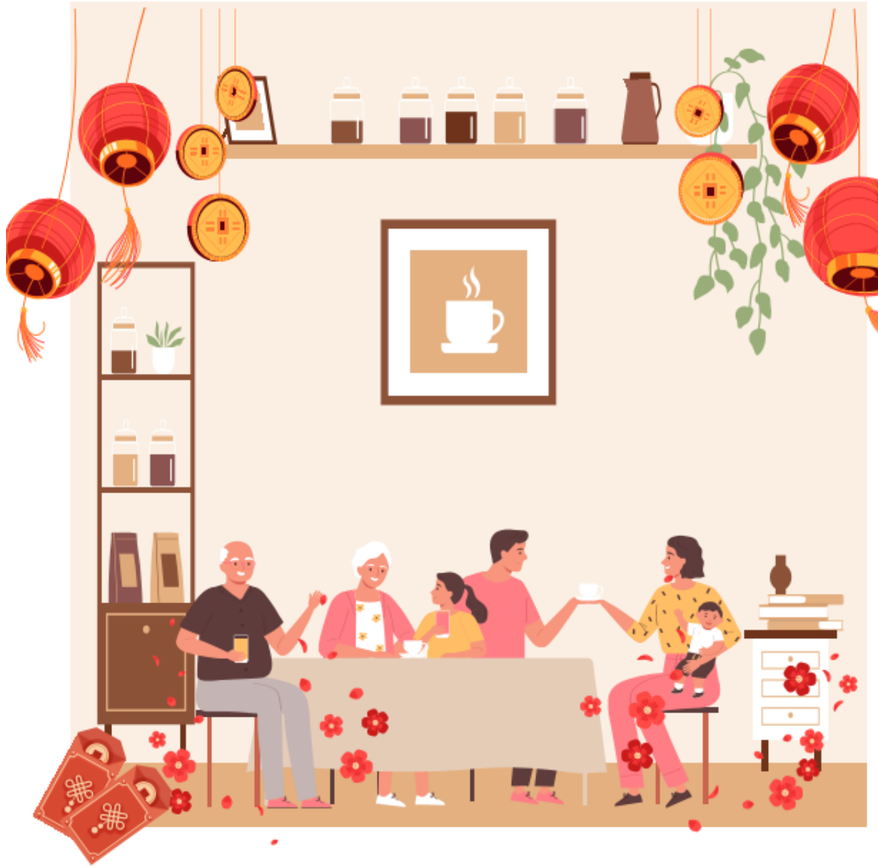
The family discussed it together but everyone was looking at their phone screen. They don't talk to each other, don't share memories or laugh together.

"Technology and telephony have become an integral part of life, people gradually forget about connections and sharing in the real world."

The Coffee House article on the theme of "Memory House."

"Share and create memories with family, friends, lovers"

The main character decided to go to The Coffee House to make memorable memories with his family, friends, and lovers.



"The second house, the house of memory
The Coffee House."

Advertising (TVC)

KPI:

- "Memory House" on Facebook ads: 1 minute
- "Memory House" on Tiktok ads: 15 sec
- "Memory House" on Youtube ads: 1 minute

- 100.000 views
- 100.000 views
- 100.000 views

Facebook ads

TikTok Ads

YouTube | Advertising

Contest

The Coffee House - "Memory House" contest to create a space for customers to find their memories of Tet and share good memories during Tet.

- First prize: 2 million VND and 1 set of The Coffee House souvenirs.
- Second prize: 1 million VND and 1 set of The Coffee House souvenirs.
- Third prize: 500,000 VND and 1 set of The Coffee House souvenirs.

KPI: 100 participants

Contest

Competition rules:

- Register to participate in the competition at The Coffee House stores nationwide from 12/02/2024 to the end of 22/02/2024.
- Participated in the contest by taking photos at the special decoration corner of The Coffee House and sharing memories of Tet in the article.
- Post an article on Facebook's personal page, Tiktok with hashtag #The Coffee HouseNhaLuGiuKyUc and tag The Coffee House.
- Unlimited number of photos, unlimited articles, videos. Customers can participate many times.
- The judges will select the top 3 articles based on the award.

KPI: 100 participants

Sponsorship

Rules:

1. Subject to support: Workers in difficult circumstances, working in industrial parks in Ho Chi Minh City.
2. Contents of support: Providing free tickets so that workers can go home to celebrate Tet with their families.
3. Support period: The time to register and receive tickets is notified in advance, usually 2 to 3 weeks before Tet.
4. How to register: Workers who need to register to receive tickets to their hometowns for Tet can register via the Google Form link or registration points in industrial parks.
5. Ticket acceptance conditions:

- As workers working at the sites listed in section 1.
- Difficult circumstances include: low income, no local relatives.
- Have a valid identification to register for the ticket.

6. Number of tickets: 1500 tickets

KPI:1500 people

The Coffee House will convert VND 5,000 from the revue of 100,000 cups to the fundraiser tickets to their home town for Tet.

PR

Detail & Demo

Title: "The Coffee House supports free Tet return tickets for the needy: What a wonderful thing to be with the community!"

Content:

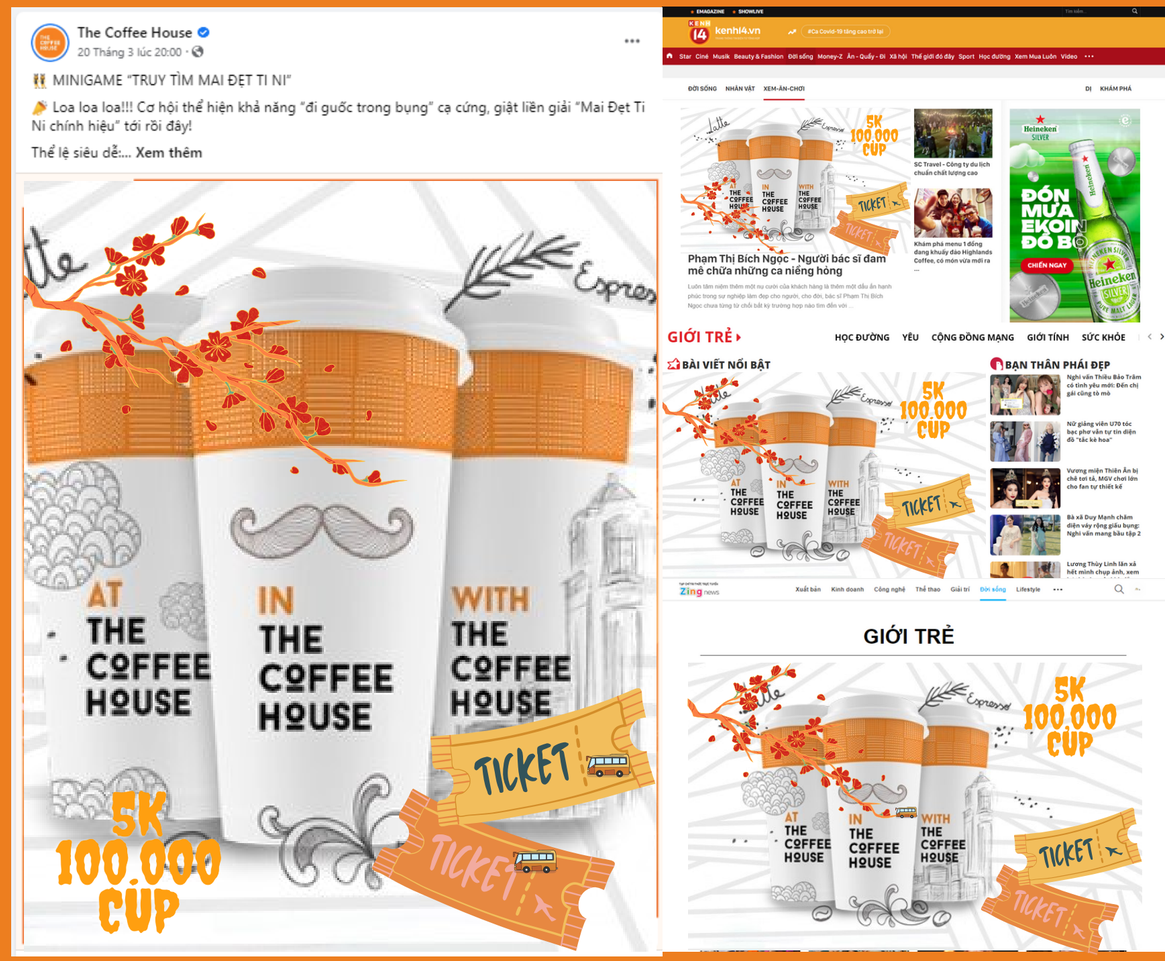
To help workers return to their hometowns to reunite, celebrate Tet with their families, The Coffee House gives them 1,500 bus tickets home. We hope our workers will have a meaningful and happy Tet holiday.

Online newspaper: (YAN-Giới trẻ, Zingnew-Giới trẻ, Kenh14-Xem-Ăn-Chơi)

- Post date: 25/02 2024
- Location: Top of page
- Time: 4 days

Facebook:

- Post date: 25/02 2024
- Location: Fanpage The Coffee House



KPI

Online newspaper:

- Zing News: 100.000 views
- Kenh14: 100.000 views
- YAN News: 100.000 views

Facebook:

- Like:500
- Comment:500

Timeline & Budget

		07/01/2024	15/01/2024	31/01/2024	10/02/2024	14/02/2024	29/02/2024	Budget
Advertising (TVC)	Facebook ads							220,000,000
	Tiktok ads							
	Youtube ads							
Contest	Facebook							10,000,000
Sponsorship	Newspaper website Facebook							500,000,000
PR								135,000,000
TOTAL								415,000,000

Phase 4: Sales Increase

19/2/2024 - 30/4/2024

SALE PROMOTION

COMBO

19/2/2024 -25/3/2024

Turn on "Balance" mode with The Coffee House. A balanced diet is when we all have a breakfast with delicious food and water full of energy to be able to 'fight' all day.

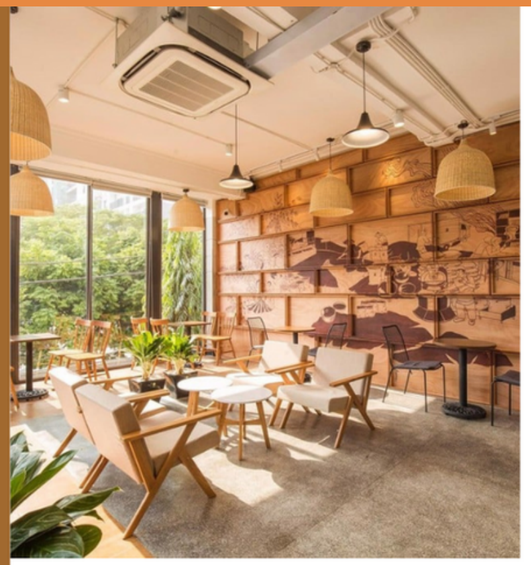
THE COFFEE HOUSE

Xin chào các khách hàng thân yêu của The Coffee House!

FREE UP SIZE

TỈNH TÁO TRONG CÔNG VIỆC
NẠP NĂNG LƯỢNG CHIẾNIMỌI DEADLINE.

- *13h00 - 18h00*
- *Ưu đãi từ 1 tháng 4 năm 2024 đến 30 tháng 4 năm 2024.*
- *Ưu đãi áp dụng tại tất cả cửa hàng The Coffee House.*
- *Ưu đãi có thể kết thúc sớm hơn dự kiến, do số lượng có hạn.*



FREE UPSIZE

26/3/2024 - 30/4/2024

Recharge more energy.
Be alert at work, fight every deadline.

PR

TẠP CHÍ TRI THỨC TRỰC TUYẾN Zing news

Xuất bản | Kinh doanh | Công nghệ | Thể thao | Giải trí | Đời sống | Lifestyle | •••

Trung Nguyên và Highlands so kè

08:22 23/12/2022

Highlands Coffee và Trung Nguyên là hai thương hiệu nằm trong danh sách những quán cà phê được nghĩ đến đầu tiên (top of mind).

Giới trẻ rủ nhau săn lùng chiếc ly đổi màu

19:00 20/12/2022

Bộ sản phẩm trà sữa Merry CloudTea với chiếc ly đổi màu từ The Coffee House khiến giới trẻ "đứng ngồi không yên" để tìm cách sở hữu.

The Coffee House thu hơn 2 tỷ đồng mỗi ngày

13:50 17/11/2022

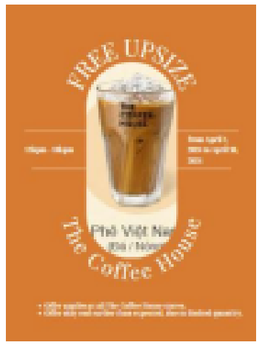
Trong 9 tháng đầu năm, The Coffee House mang về 564 tỷ đồng doanh thu. Đến nay, chuỗi đồ uống này đã có 157 cửa hàng và sẽ mở lại chi nhánh Signature.

30.000 views

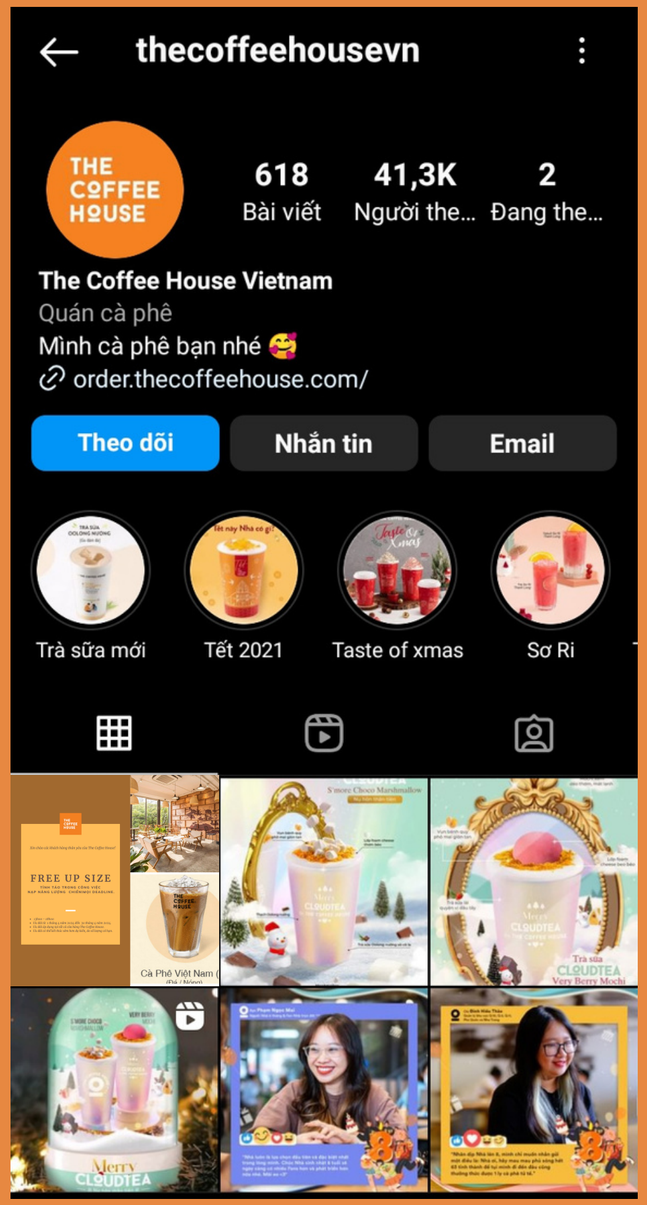
The Coffee House và Những Ưu đãi

The Coffee House đã chính thức ra mắt chương trình ưu đãi "Combo" và "Free upsize" đặc biệt dành cho khách hàng thân thiết. Theo đó, khi mua combo một bánh mì Việt Nam và một nước size M, khách hàng sẽ được giảm ngay 15% tổng hoá đơn. Đây là cơ hội tuyệt vời để thưởng thức những sản phẩm tuyệt vời của The Coffee House mà không cần lo lắng về giá cả.

Ngoài ra, với chương trình "Free upsize", khi khách hàng mua một nước size M trong ngày hôm nay và mua nước cùng loại size M + hóa đơn cũ trong ngày hôm sau, họ sẽ được up lên size L miễn phí. Điều này giúp khách hàng tiết kiệm được chi phí và tận hưởng đầy đủ hương vị và chất lượng của các loại nước của The Coffee House.

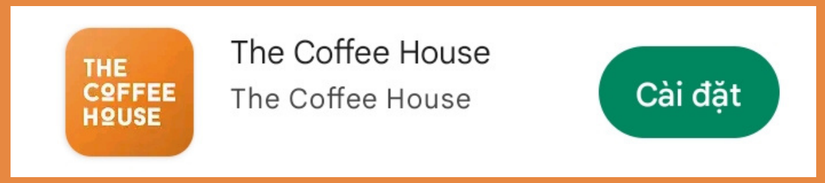


Đặc biệt, mỗi chương trình có số lượng combo và upsize có hạn, và chương trình sẽ kết thúc sớm khi đủ số lượng. The Coffee House hướng tới tệp khách hàng là sinh viên và nhân viên văn phòng, vì vậy chương trình này sẽ giúp các bạn tiết kiệm được chi phí và thưởng thức những sản phẩm tuyệt vời của The Coffee House mà không cần lo lắng về giá cả.



5000 like, 200 shares, 1000 cmt.

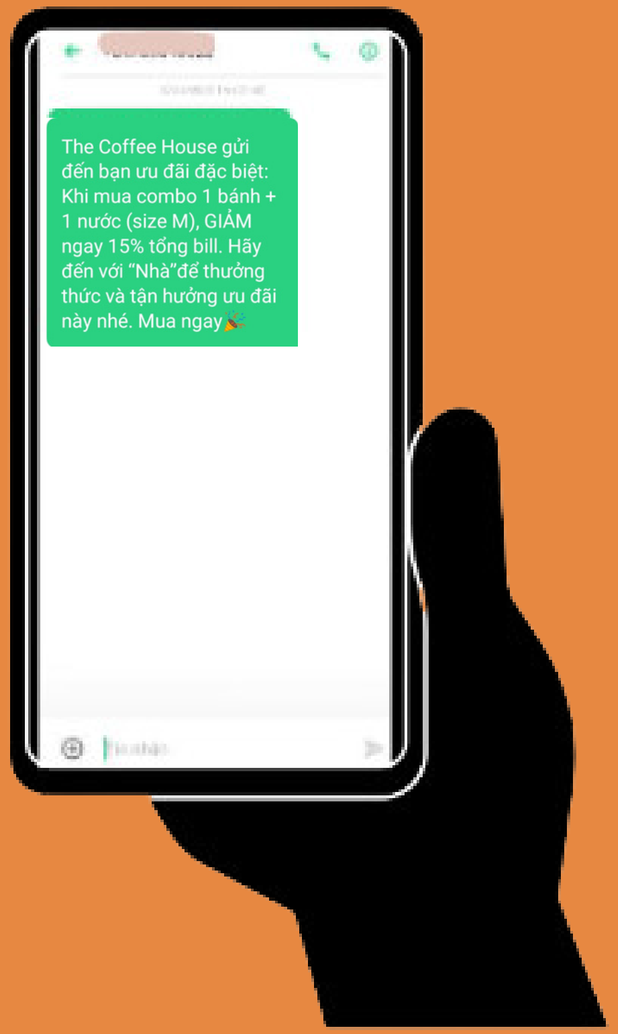
5000 like, 500 share, 500 cmt



100.000 views

Mobile Marketing

Send SMS messages to customers about promotions going on in the store.



OOH

The main color is classic orange, the main color of The Coffee House. Next is the information of the promotion program and product images.

Timeline & Budget

		19/2/2024	29/2/2024	1/3/2024	31/3/2024	1/4/2024	30/4/2024	Budget
sale promotion	combo							31,000,000
	upsize							25,000,000
PR	Newspaper website Social networks: FB, IG TikTok							310,000,000
Mobile Marketing	SMS							2,400,000
OOH	Supermarket billboards, university elevator decals							800,000,000
TOTAL								1,112,400,000

Location	KPI	Budget
Supermarket billboards (GO, Emart, lotte mart, coopmart, Van Hanh Mall)	1,5 mil people	200,000,000
university elevator decals (UEF, HIU, ĐHQG TP.HCM)	1mil people	600,000,000

Total Budget In Detail

Click Here

THANKS
FOR YOUR TIME