



A Refreshing Sunrise in every Sip

New Product Launch

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Cafe Amazon

BACKGROUND HISTORY

- Founded in 2002 by PTT Co.has Ltd
- Has over 3000 cafes around the world
- Operates in 11 countries
- Cultivates cozy,relaxing and shady environment with slogan “Taste of Nature”



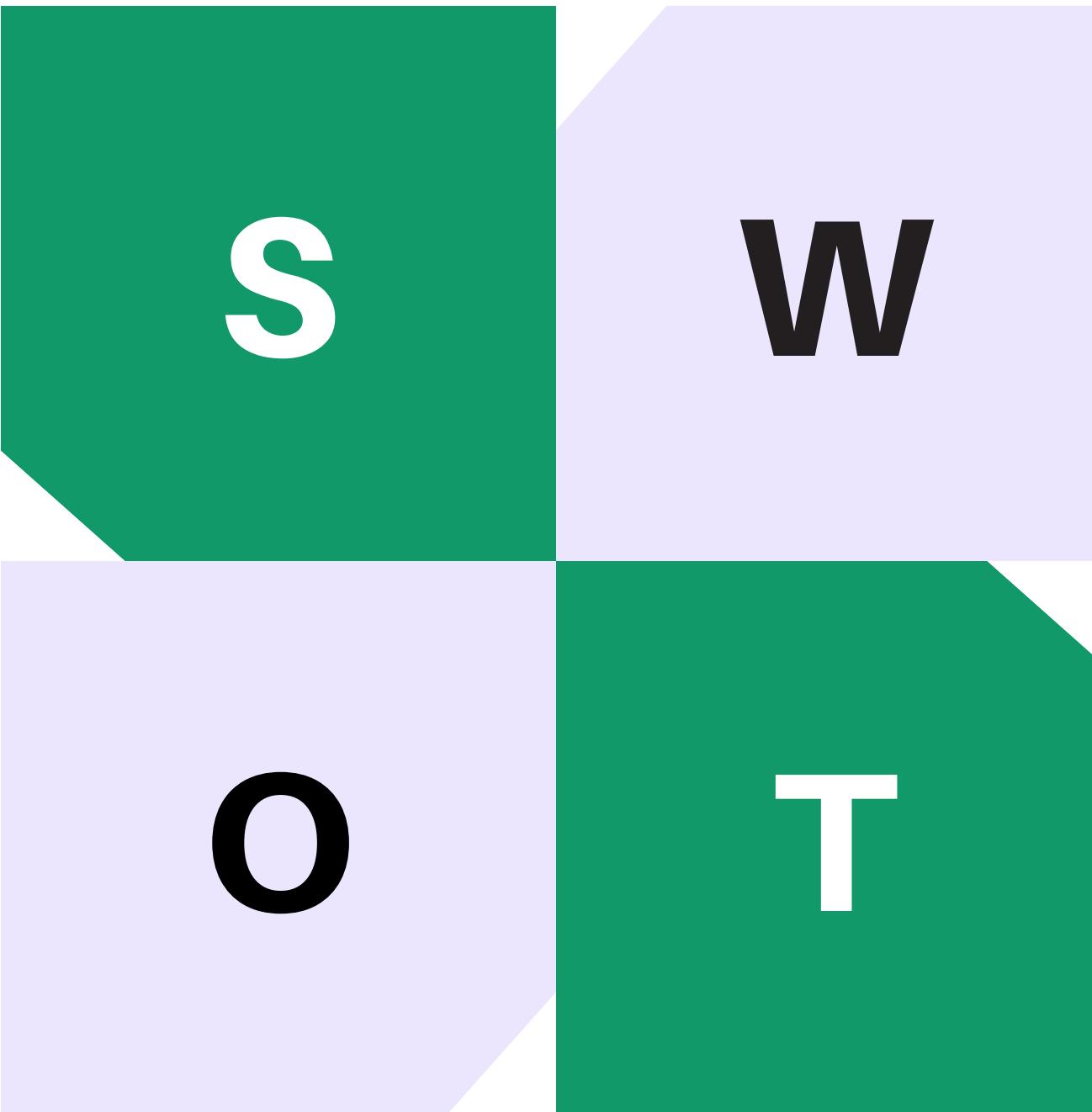
SWOT Analysis

STRENGTHS

- Established brand presence
- Health benefits
- Product differentiation
- Brand image

OPPORTUNITIES

- Current Trends
- Expansion of Product line
- Digital Marketing
- Collaborations/ Partnerships



WEAKNESSES

- Limited Awareness
- Ingredient Sourcing
- Price Sensitivity

THREATS

- Competition
- Market behavior
- Economic Factors

PRODUCT NAME

“ButterflySunrise”

KEYS INGREDIENTS

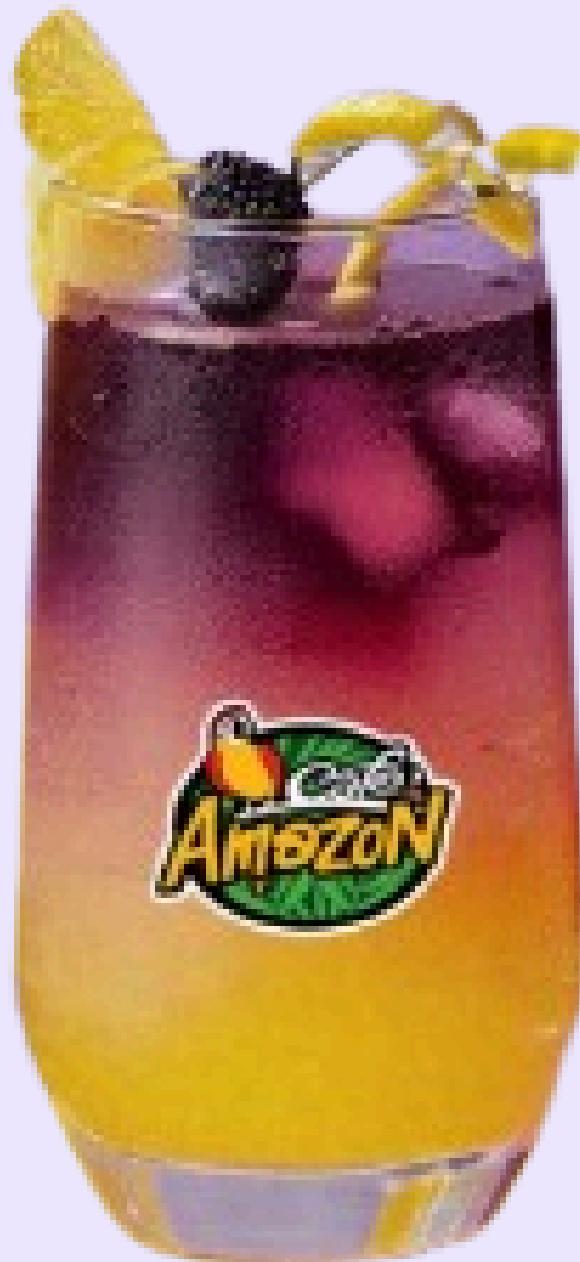
- Lemonade for lively freshness.
- Butterfly pea flowers for bright blue color and health benefits.

HEALTH BENIFITS

- Enhances vision.
- Reduces fatigue.

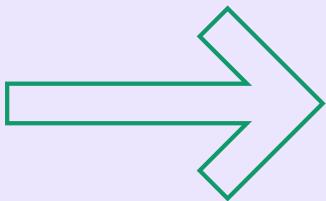
VISUAL APPEALS

- The mix of butterfly pea and lemonade creates an attractive lavender color.
- Adds to the refreshing and uplifting experience.



Goals & Objectives

To increase the sales of new product
“ButterflySunrise” from Cafe Amazon Thailand



Objective #1

Build Product Awareness

Objective #2

Drive Sales of New Product

Objective #3

Enhance Brand Credibility

Target Audience



WORKING PROFESSIONALS

Age: 22-35

Gender: All

Work professionals, Employees
Middle to Upper-middle class
Living in Thailand

Needing a boost of energy and concentration
during long hours of works, Seeking an
afternoon pick-me-up to stay alert and
productive during work hours.



STUDENTS

Age: 17-21

Gender: All

High school students, University students,
Middle to Upper middle-class
Living in Thailand

Looking for a healthy and refreshing
drink to stay awake during study
sessions, being stress and struggle with
assignment and group works



TATICS



1. SOCIAL MEDIA PROMOTION

Social Media Platforms: Facebook, Tik Tok and Instagram

Goal: Boost brand visibility and audience interaction.

2. CELEBRITY EVENT

Artists: Win Metawin, Baifern Pimchanok.

Goal: To reach more audience through media coverage and engage the fan base of them.

3. INFLUENCER COLLABORATIONS

Plan: Partner with popular influencers to reach a wider audience

4. EVENT SPONSORSHIP

Objective: Increase brand awareness through strategic event sponsorships.

Timelines

A Refreshing Sunrise in
every sip

Week 1

- Introduce teaser posts on FB
- Launch a Tik Tok and Instagram reel

Week 2

- Announce the celebrity partnership in a Facebook post
- Host the event

Week 3

- Find and contact potential influencers for collaboration.
- posting content about our product and its benefits

Week 4

- Identify a charity event to sponsor



Key Message

“A REFRESHING SUNRISE IN EVERY SIP”

Communication
Channels

Digital Marketing

Influencer Marketing

In-store Promotions

Collaboration with Schools
and Universities







cafeamazonofficial

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A Refreshing

BUTTERFLY SUNRISE

In Every Sip

NEW



156 likes

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Catch the butterfly fever at any Cafe' Amazon!
Our Butterfly Sunrise is here to stay.🦋

#CafeAmazon



Café Amazon

12h ·

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Catch the butterfly fever at any Cafe' Amazon!

Our Butterfly Sunrise is here to stay.🦋

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BUTTERFLY SUNRISE

In Every Sip

NEW



345

14 comments 39 shares



Like



Comment



Send



Share



Evaluation Techniques

MONITORING MEDIA PLATFORMS

CALCULATE ROI

COLLECTING AND ANALYZING FEEDBACK

KPIs AND METRICS

Reach & Engagement
feedback
sales

- increase by 20% in the first two weeks
- analyze the survey results
- increase by 15% in the first quarter of campaign