

Promotion Plan For Food and Beverage

2

Goal: Opportunity of **Branding** for promotion and advertising campaigns

The need for branding:
Brand derives from identification number to distinguish the livestock.
Overflowing information in the modern society,
Differentiate by building a brand is a minimum requirement for growth.



Brand Strategy

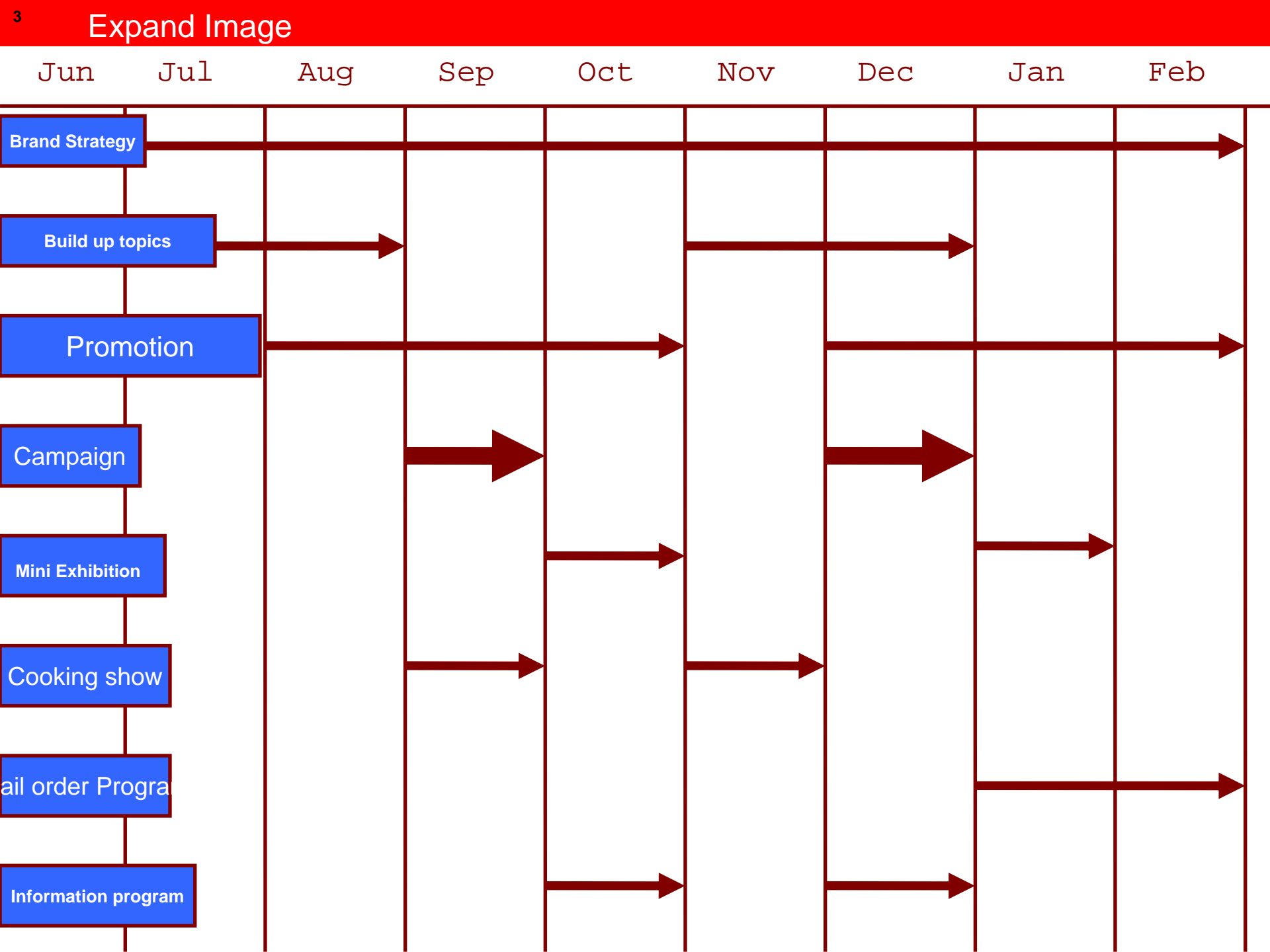
1 Brand Strategy: build up topic for advertising campaign and publicity and promotion

Creation and popularization of subject

2 Build up topics and Media approach:
popularize topics to third parties and approach to media

Promotion

3 Promotional strategy:
Campaign activities, mini-exhibitions, mail order programme, Direct Approach to consumers

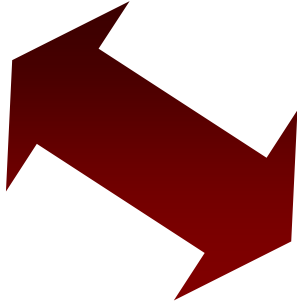


Building a brand from concept

Brand = Products power × Planning ability × Service&Hospitality

**Don Quixote:
Midnight Entertainment**

**Disneyland:
Magical Fantasy**



Topic making based on products power, planning and service and hospitality to penetrate consumer for I

Panasonic



Instant comprehension by hearing the of companeis

Triumph



あしたのもと
AJINOMOTO.

Photo shoots

Collect Photo materials

Making Data

Collect Data

USER Voice

Disclosure of sales figure

Ranking

Prevalence / relevance of boom

Actors and personalities

Create a news sources,
and fill in blanks

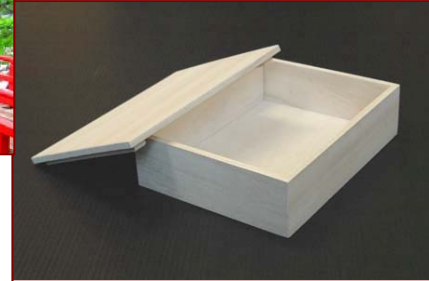
Indivisual approach
Press Releases
Tie-up approach

Example:
Selling the most lucky oysters in Japan

Newspaper / magazine /
articles on the internet exposure



「Sold well in gold-colour plastic pack and paulownia wood
and which are prayed by priest」



Negotiating nationwide informational TV program

On TV show



Media List:

@Preparation and distribution on Newspaper / magazine / internet media

INTERNET ⇒ monthly charger、oricon、walkerplus

Magazine ⇒ TV Bros、Weekly-jyosei、Jyosei-jisin、Weekly-Post、Weekly-gendai、Tokyo-Walker、

Food Magazine ⇒ Lettuce Club、ESSE、SHOKURAKU、Croissant、

dancyu、Shokusai-Roman、Ryouri-Tengoku、Kyouno-Ryouri、NIKKEI-Restaurant

Other ⇒ Community magazine、Local Newspapers

@ Newspaper /TV

Five major newspaper ⇒ Asahi、Yomiuri、NIKKEI、Sankei、
Mainichi

TV ⇒ Nihon-TV、TBS、ANB、Fuji-TV、
TV-TOKYO

nationwide tv stations on the program info



Program shortlist :

Nihon-TV ⇒ 「ZOOM IN !SUPER」 「SUKKIRI !」 etc

TBS ⇒ 「N studio」 etc

Fuji-TV ⇒ 「MEZAMASHI TV」 「SUPER NEWS」 etc

ANB ⇒ 「YAJIUMA PLUS」 「SUPER MORNING」 etc

TV-TOKYO ⇒ 「E-MORNING」 etc

e-order tv Program

Your product

Exposure on TV

For tele-order tv Program on year-end

for example:

Auspicious gift sales in Japan

Follow-up information on shopping sites

Proposed Program:

- BS NIHON-TV ⇒ 「SHOP JAPAN」「TV SHOPPING」
- TBS ⇒ 「KEITEKI! TUUHAN-TUU」 「KATTOKU!」
- BS FUJI ⇒ 「RYOHIN-KOUBOU TERE-SHOP」 「SHOP-JAPAN」
- BS ASAHI ⇒ 「OKAIMONO ENTERTAINMENT」 「OKURIMONO TV」
- BS JAPAN ⇒ 「SIAWASE-OTODOKEBIN」 「TV-SHOPPING」 etc
- QVC JAPAN ⇒ 「GOURMET TIME」

Proposed Program:

- NIHON-TV ⇒ 「POSHURE」
- TBS ⇒ 「KAITEKI! TUUHAN-TUU」 「KATTOKU!」
- FUJI TV ⇒ 「DINOS」
- TV ASAHI ⇒ 「★UMASUGITE-GOSHOUTAI」 etc
- TV TOKYO ⇒ 「TV-DIRECT」 etc
- MBS ⇒ 「YOSHIMOTO shall we SHOPPING」



Campaign

Mini Exhibition

Possible Facility List:

- JR Stations
- Department stores



• Additions

- ©Marketing and Promotion
planning concept and market research for products and shops (restaurants, retail stores)
- ©Various design, promotional and marketing materials (brochures, advertisements, websites, etc.), production planning, product label / package development.
- ©Support for opening new market In the local area, identify potential partners. Provide Overseas exhibitions information, support exhibiting, and promoting their own event planning.

©Marketing and Promotion Services. Promotional event planning, research and providing information In collaboration with local partners
- ©provide information of overseas market trend etc
 - ©organizing Inspection tour for the purpose of understanding the local market
- ©preparing contract and supporting procedure for export .
- ©Writing about food and relating products, ex food trends, introduce restaurants, interview with chefs etc