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HONG KONG BAPTIST UNIVERSITY

GO! GINGERONION
CAMPAIGN PITCH

2020

夠薑蔥
GO! GINGERONION

Edited by
Vivienne Leung

| FOREWORD |

Year 2020 is a challenging year, in particular to a group of DSE students in Hong Kong. With the Covid-19 outbreak, school closed down for almost 4 months since late January, 2020. To many of them, not only do they have to worry if the public exam is still on, they also worry about their health, prospective study opportunity and what not.

Collaborating with a real client named "Go!GingerOnion", a total of twenty-two year 4 Advertising and Branding students from the Communication Studies Department of HKBU created a series of campaign ideas to encourage and cheer-up all 2020 DSE students in Hong Kong.

Divided into 6 groups, each group proposed insights and big concepts with content and videos using various online platforms such as live Instagram chat, Youtube videos and Facebook. The idea was to provide accompaniment, guidelines, coaching and support to the year of 2020 DSE students.

I want to thank everyone in my class who put all their efforts together in order to make this project work even without face-to-face lecture. Your ideas are astonishing, creative and highly resonate to our target audiences.

Once I heard about this saying "Life is not about who you once were. It is about who you are now, and who you have the potential to be." I am wishing the best to the group of 2020 DSE students.

Dr. Vivienne Leung
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C A M P A I G N
P L A N N I N G A N D
M A N A G E M E N T

By
HKBU PRA
students

SESSION
1

Case Study

PRAD 3056 Group 1

Credits to:

- XIONG Feng, Arno
- YIP Hoi Ching, Fiona
- FOK Tsz Ying, Sylvia
- JIAO Yang, Trinity
- LAI Wan Wai, Vivian



CLIENT: GO!GINGERONION

- About the client:
- Look for creating resonance with target audience - DSE students
 - Prone to video and post styles accompanied with humor
 - Topics are closely related to daily life and recent trends
 - Supported by Hang Seng Bank
 - Active in Instagram, and owns a Youtube channel

TASK:

- Design a campaign plan with a series of tactical activities to increase Instagram and Youtube traffic for Go!GingerOnion
- To demonstrate and strengthen "GO!GingerOnion" as their true companion, which will encourage & support them all the way through this journey

BACKGROUND OF THE TASK:

- Qualitative research was done to find out how 2020 DSE students feel about the cancellation of Oral exam & postponement of written test
- Valid responses were received via IG DMs and IG Story Question Sticker

RESEARCH INSIGHTS:

- Our findings on DSE students' mentality this year:
 - They felt anxious & devastated about the delay of exam and changing of marking criteria
 - They worried their peers could get extra time to catch up
 - They had to re-plan study schedule
 - It was hard for them to find more past paper to utilize the extra month
 - All of their efforts would go to waste if DSE got cancelled

OBJECTIVE:

Primary: To increase Go!GingerOnion's Instagram followers by 25%, Youtube followers by 50%, and total social media engagement by 100%.

TARGET AUDIENCE:

Primary: 2020 DSE Student

CAMPAIGN THEME: GET HYPER ON MY OWN

The DSE students this year are under social distancing both because of the coronavirus and the need to study. Sometimes, students would rather stay alone at home for their studies and to prevent infection. Therefore, we want to make sure that the students are in a good mental condition even when they are alone, and thus have a higher motivation towards their study.

STRATEGY:

- Phase 1: Pre DSE Cheering (Jan- Apr)
 - To appeal to the target audience regarding the Go!GingerOnion initiative, and attract attention, increase awareness, along with participation.
- Phase 2: Post-DSE Experience (May-Jun)
 - To encourage the target audiences to actively engage in the campaign.
- Phase 3: Result Release Cheering (Jul)
 - To foster bonding between Go!GingerOnion and target audience.

Phase 4: After-Result Release (Aug-Sep)
To reunite the target audiences for sustainable brand image building

TACTICS:
Execution A: Go!GingerOnion Zoom Dance Session

- Rationale:
- To fully utilize the opportunity to catch up the trend of using Zoom at home under COVID -19 pandemic
 - To boost Go!GingerOnion Ig Account followers
 - To link to the app students are using the most at the moment
 - To spread happiness and positivity(Coffin Dance/Taiwan Home Fitness Classroom Dance)
 - To improve DSE Student mental well-being
 - To increase brand awareness and impression, engagement

Procedure:
Students can appreciate/follow their dance without turning on the camera, those who turn on the camera and follow their dance can get a surprise gift
**Go!GingerOnion members dance with the ginger and onion mascot costume on

Contingency plan:
If too little viewers, then record the whole Zooming process and upload it to Youtube channel for backup.

Media:
Owned Media- Paste Zoom Link in Instagram Post+ story swipe up



Execution B: SP 和你溫 (Study partner revision time)

- Rationale:
- To boost social media account followers for gogingeronion
 - To form partners to study together, work together, checking on each other's revision status, motivate mutually and share dreams
 - To raise students' study initiative, making friends to share the journey

Procedure:
Students will complete a google form and provide their private account name. Student cards should be uploaded for identification. Partners can be the same or different gender according to requirement. Gogingeronion staff will then assign the partners to each applicant. Partners may come to different schools and need not meet each other before the DSE exam. Gogingeronion works as an intermediary in the paring, and intended students may come to Gogingeronion center together with the partner after the exam.

Contingency plan:
Contingency Plan: If the application number is in an odd number, the singled-out participant will be paired up with one of the staff members in Go!GingerOnion

Media:
Owned media: Instagram official account, google form for registration
paid media: Instagram sponsored ads for publicity

Execution C: Send Home Gears to DSE Students in a Go!GingerOnion Way

- Rationale:
- To encourage students to do small-scale exercise at home as well as bring traffic to Go!GingerOnion's Instagram account

- Procedure:
- Sending home table tennis sticks to students with low motivation, encouraging them to work out more, and at the same time let off their negative energy.
 - We decorate the table tennis bats with colors of Go!GingerOnion: yellow and green. And we add some "bad energy stickers" to the bats so that students can kick the bad energy out of the way: Example of stickers: 爛 grade, 負能量, 迷茫, 緊張, bad luck, 壓力



Media:

Owned media. Use Instagram as a media channel to connect with the students by sending an Instagram Story asking what's their biggest concern at the moment. With the answers from the students, gift winners are drawn along with the increased traffic in Go!GingerOnion's social page.

Execution D: Youtube Livestream Tarot

Rationale:

- To comfort the students who are worried about their problems no matter they are about academics or relationships
- To drive traffic to the GOGingerOnion Youtube Channel

Procedure:

The staffs in GoGingerOnion broadcast a tarot session for some DSE audiences and interact with their comments



Contingency Plan:

If the traffic or internet connection on Youtube is poor, it will be changed to Instagram story for DSE students to use the 'Q&A' function to type in personal details for tarot result by taking photos to them.

Media:

Owned media-Youtube Livestream, students can leave comments and ask questions about their issues.



Execution E: DSE 六合彩

Rationale:

- To promote Instagram account
- To relax the DSE student's mood

Procedure:

Step 1: Follow Go!GingerOnion's official IG account & register on Google Form(name, score for each course, result certificate photo) to enter the lottery

Step 2: Go!GingerOnion goes IG live stream with KOL Gingerlemon. 6 balls will be drawn from the lottery machine

that contains balls with numbers 1 to 5. (5 include 5* and 5**). Students whose scores match the lottery number will win a prize.

Ascending order(4+2): Chinese, English, Mathematics, Liberal Studies and 2 elective subjects.

Step 3: Students who won a prize should contact the Go!GingerOnion within the day to claim their prize.

Contingency Plan:

If there are only a few people joining the draw, we will not require the participants to follow the number sequence. They only need to collect all the winning numbers, even in a different sequence they can still win the prize.

Media: Owned media-Instagram. Do the lucky draw on Instagram livestream.

Execution F: Energetic meal plan with Go!GingerOnion 大人育成計畫

Rationale:

- To increase traffic to Youtube channel
- To help Go!GingerOnion create a more down-to-earth image
- To teach students essential life skill
- To encourage students to find happiness through cooking

Procedure:

Go!GingerOnion members teach viewers delicious food recipes with actual gingers & onions



If the views are too little, the format can be changed to Instagram competition on those dishes taught by Go!GingerOnion, students take a photo of their dishes on their Instagram, and tag @gogingeronionhk for competition enrollment. The best 3 participants can get a surprise gift.

Media:
Owned media - Go!GingerOnion Youtube channel. New videos will be posted on their channel every week.

TIMELINE:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Pre DSE Cheering									
Post-DSE Experience									
Result Release Cheering									
After-Result Release									

BUDGET:

Items	Budgets
A. GingerOnion Dance session	HK\$ 3,000
B. SP 和你溫 (Study partner revision time)	HK\$ 1,000
C. Send home table tennis game gears to students	HK\$ 1,000
D. Youtube Livestream Tarot	HK\$ 500
E. DSE 六合彩	HK\$ 50,000
F. Energetic meal plan with Go!GingerOnion 大人育成計畫	HK\$ 2,000
Total	HK\$ 57,500

KPIS:

- Instagram: Increase 1,000 followers
- Youtube: Increase 500 subscribers
- Impression increase by 1,0000
- Engagement:
 - Comment 200
 - Like 10,000
 - Share 1,300

CONCLUSION:

Trinity

As my career goal was to be a creative director in an advertising agency, this course made me even more certain about my goal. Campaign planning is exactly what I wanted for my future career. I love the collective energy and output our group was able to bring together and synthesis ideas into plausible executions. As any advertisement might have been, campaign planning is about how to communicate effectively and interestingly to its audiences. And with the professional judges from each industry, I was able to get a glimpse of what it is like for the industry professionals. I was very happy to see that some of our ideas got their recognition, but I was even more thankful for the suggestions that our professor and the clients' have given us along the way. It made me realize it's not possible to build a light tower without a reliable foundation, and that I will remember it deeply and incorporate it with all of my future works. And I'm looking forward to the day where I can use all of the concepts and ideas that I've learned in this course to contribute to a million-dollar campaign =)

Vivian

From conducting target audience research, tactics designing, to media planning, my group mates and I have put tremendous effort making every decision associated with concepts learned in class. We spent much time making the ideas with a crispy punchline and content interactive enough, which encouraged our creativity and gave us the courage to think wild. Besides, we learn that creativity

still needs the support of in-depth assessment, because those fresh ideas may be difficult to execute in reality. That is why we have learnt to be patient and built perseverance- be ready to change most of the ideas all over again. We paid extra effort and strived to the very best result that our team could achieve, as we realize it is inevitable to change original ideas for a better implementation. It was a memorable experience for me to propose a campaign for real clients, which reminds me of the importance of always keeping an eye on the latest trend, not only memorizing lecture theories, as it can help a lot when we are doing the creative part for planning tactics. I am honoured to be in this harmonious team to contribute my imagination world practically in the client pitch.

Arno

It is a fruitful journey that we went through from understanding the client's aims to attending the pitching presenting our ideas on the campaign planning. To me, the most challenging part is the situation which has gigantic unexpected influences on both the social environment and our target audience. The virus disordered the regular social operation including DSE exam as well as the psychological stability within students' minds. I knew little about the culture and concerns of pre-DSE students in Hong Kong due to no experience living among them, the change in study and exam arrangement was even making their mind more fluctuating and unpredictable. Thus we carefully probed into their insights by

asking questions in various dimensions like academics, relationships and mentality. Based on this, we tried to design tactics with creativity and feasibility in the indoor context. I could not comprehend the fragility and uncertainty in DSE students' mind until our team got it from direct questioning. This experience will keep reminding me the importance of audience research in my future career.

Sylvia

After completing this project and receiving feedback from the client, I begin to realise the importance of building brand identity in creative campaigns. Strategists need to help deliver the brand's key message by adding brand characteristics into each execution. Every element in the campaign should also connect with each other to build a stronger cohesion. Apart from gaining knowledge of campaign design, I was able to collaborate with a group of talented people in this project. My teammates were supportive of one another and had a strong team spirit. Despite not being able to see everyone in person most of the time due to COVID-19 pandemic, we managed to communicate via various communication platforms e.g. Zoom, Whatsapp and Skype. Certainly, it was not an easy process. We had bumped into technical and connection problems, but even so, we could still complete our project on time. I am truly grateful to every member of my team for their patience and contribution.

Fiona

It is my pleasure to work on this campaign planning project. First, I am very inspired by our client - "GO!Ginger Onion's as they provide encouragement and support to the secondary students all the way through their secondary school journey. Other than secondary school students, GO!GingerOnion also gives us a priceless opportunity for us to work on campaign planning. Their spirit of dedication is worth to be learned by us. Second, under this difficult time, I am very happy we can stand with the DSE students. In this project, we hope they can find the entertainment and encouragement from our campaigns and know that they are never alone. Third, I am honored to work with my excellent group mates. Although we can not see each other face-to-face, under our give and take, we still can cooperate very well. I really enjoy the part of designing different campaigns. Every time one of us comes up with a campaign idea, the others will immediately add some details on it and turn the initial idea into a specific one. This project taught me a lot, I am sure that I will apply my experience in my future career.

Case Study

PRAD 3056 Group 2

Credits to:

- CHOU Ka Shing
- TANG Wing Yan
- LAU Yeuk Hang

CLIENT: GO! GINGER ONION

About the client:

Go! Ginger Onion is an online integrated platform managed by Hang Seng Bank, actively participating in their Instagram official page and Youtube channel. "Empower HK Youth to EXPLORE opportunities in life" is their motto. They mainly target youngsters and young adults, encouraging them to try new things and boosting their courage to chase after their dreams. Their content and video are very supportive, full of hope and encouragement.

TASK:

Launching a DSE Cheering Campaign to demonstrate and strengthen "GO!GingerOnion" as their true companion, will encourage and support them all the way through this journey.

Background of the task: Interviews with the 2020 DSE students will be conducted to understand their physical and psychological needs during the DSE hard times and the uncertain situation in the society. Also, we review the result from the questionnaires conducted by Student Connect (中學生連線), including 15,000 interviewees' response and nearly 3000 DSE students' response.

RESEARCH INSIGHTS:

From the interviews, the DSE students are facing mainly three concerns including academic pressure, health concern and mental stress. First, the coronavirus and social unrest poorly affect their study schedule, since the classes are suspended and study rooms are all closed. Second, they are worried about the outbreak of coronavirus in the examination hall, therefore, they prepare extra antivirus materials to protect their health. Third, which is the most challenging part for them, is the mental stress. They are overwhelmed by too much information and new arrangements, which distract their attention. Some confessed that they are depressed and dispirited with the situation.

OBJECTIVE:

- Primary: To gain awareness of Go!GingerOnion by reaching the 2020 DSE students and their friends and family, throughout the whole DSE journey
- Secondary: To show support to teenagers and spread positive energy in the community

TARGET AUDIENCE:

- Primary: 2020 DSE students who are struggling with DSE pressure and want to gain courage and pleasure from others. They are also willing to try crazy and funny things.
- Secondary: Friends and family of the DSE students aged from 16-34, who act as their supporters. They can share the content and videos from Go!GingerOnion as a way to care and encourage them. They are also active users in social media platforms.

CAMPAIGN THEME:

Companionship and courage is the campaign theme, which promotes the idea that Go!GingerOnion is the companion of the DSE students to walk through the difficulties with power and bravery, no matter the DSE journey or current social situation. Walking alone would be difficult, but we can go further if we walk together. The campaign tagline is " 當我們一起走過……疫境 ".

STRATEGY:

The campaign would be divided into 4 stages which is Pre-DSE Cheering, Post-DSE Experience, Result-Release Cheering and After Result Release.

Stage 1:

Pre-DSE Cheering [Practical and Mental Support]

- To provide practical examination skills in order to increase student confidence, building an image that we really care about their academy
- To show our mental support towards the DSE students

Stage 2:
Post-DSE Experience [Bonding]

- To create a relaxing environment for DSE students and start to build relationships with students for the following stage

Stage 3:
Result-Release Cheering [Breakthrough]

- To push students' limitations and encourage them to challenge new things other than academic studies after a heavy revision workload

Stage 4:
After Result Release [Extension and Growth]

- At the end, we look forward to witnessing students' growth after a year's campaign, transferring them from a receiver of care to a giver of love

TACTICS:

Execution 1

Rationale: Raise brand awareness by giving practical exam tips and encourage the students in a cheerful way
Media: Owned media on official Youtube channel and shared media on social media platform

1. Practical Exam Tips - " 薑蔥補習班 "

An online video would be posted on Youtube and Facebook. The content would be divided into 2 parts. The first part would invite KOLs to share practical exam information, including study tips, time management and exam skills in order to appease students' worry, nervousness and increase their confidence. The second part would have a pop quiz for those KOLs to add the challenging elements. They are



required to finish the questions, which are designed by Go!GingerOnion, within the time limit. Moreover, we courage KOLs to use the skills shared to show their credibility.

– KOLs Profile

海恩奶油 : Hong Kong Student who scored 30 marks in DSE and is now studying in Taiwan. Encouraging video is often posted during the period of DSE. Her choice of going to Taiwan could be an example to tell the DSE student that there is a lot of pathway in the future.

CherryVDO: She is a CUHK student who scored 5 - 5* among all the subjects. Her video is about her U-life in CUHK. Moreover, she shared examination skills on Chinese subjects. Her image could create an yearn towards U-life for the audience.

Melody Tam: All of her videos are sharing examination skills. Not only DSE, but also Ielts. She scored 5** of all subjects among HKDSE and 9 marks in Ielts.

2. Flower Delivery - " 送 (蔥) 花行動 "

Go!GingerOnion will randomly pick DSE students to give them green onion flowers as a way to show our love and support to them, and appreciate their efforts from studying so hard in the revision period. Green onion (蔥) has the same pronunciation with the word 'smart' (聰 明), wishing them embrace with enough wisdom to overcome the exam. They can post our green onion flowers with the hashtags # 送蔥花行動 on Instagram and tag our official page @gogineronion after they receive our gifts. Shared media is earned through word-of-mouth and social media.

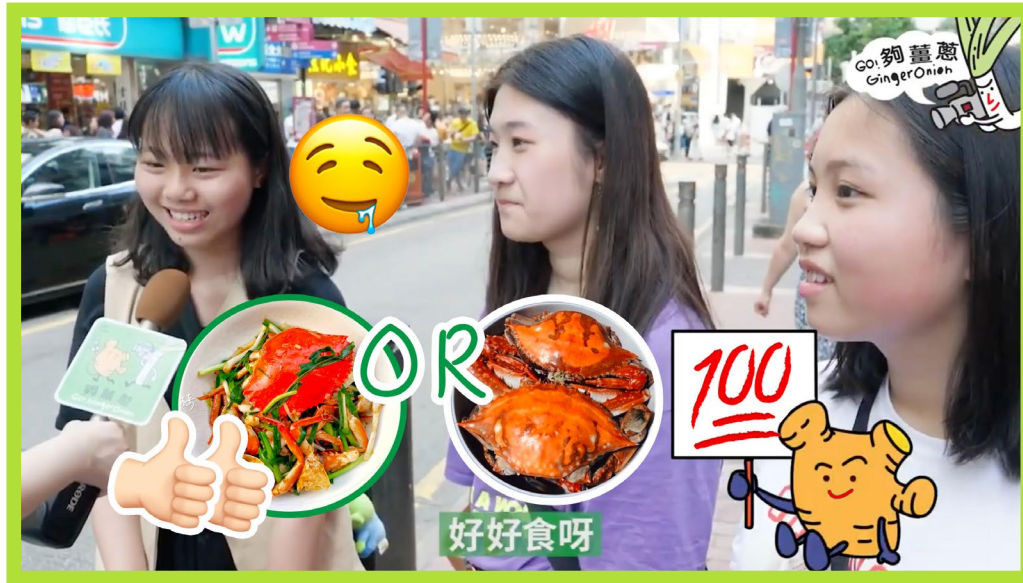


Execution 2

Rationale: Create a relaxing atmosphere and start developing bonding with the DSE students through producing funny street interviews and videos, which attracts them to continue following us after DSE
Media: Owned media on official Youtube channel. Film a street video, inviting DSE students to try the food Go!GingerOnion cooks

1. Dishes using ginger and onion - " 拍薑蔥落油鑊 "

First of all, Go!GingerOnion will cook some dishes with ginger and onion as the important ingredients, such as fried crab with ginger onion sauce (薑 蔥 炒 蟹) and fried oyster with ginger and onion (薑蔥蠔). Ginger and onion are important in these dishes, without ginger and onion, the dishes are not that delicious and miss out the soul of the dishes. Go!GingerOnion will cook two plates of the same dishes, one with



ginger and onion and another without. This shows that Go!GingerOnion will stand by students' side like the ginger and onion in the dishes.

Ginger and onion are used in the dishes to create a gimmick and hope that DSE students can relate ginger and onion with the client. After creating the dishes, Go!GingerOnion will produce an interview video and go on to the street to invite DSE students to have a try of the food. This activity can build a relaxing atmosphere to appreciate students' effort in their tense revision during DSE. It also allows Go!GingerOnion to have a down-to-earth contact with the students and start to create bonding with them.

Execution 3

Rationale: Push the students' limits and help them to discover their strengths and overcome the weakness, ease students' worries about their DSE result and future career pathway

Media: Owned, earned and shared media. The busking will take live performances on their official Instagram, and they will invite famous KOLs to come. The influencers' engagement can earn much noise and news coverage.

1. Gathering in Tsim Sha Tsui Promenade - " 夠薑你就嚟 "

An outdoor busking activity that allows DSE students to challenge themselves. Live of the activity will also be held on Youtube for students who cannot come. Famous KOLs are invited to sing encouraging songs such as 一雙手, 你是你本身的傳奇, 沙燕之歌, 重新長大 and 青春頌 which spread positive energy. After listening to the songs, students have to use the melody of the songs to create an impromptu performance within 10 minutes. The form of performance is not limited, it can be changing lyrics or creative dancing steps to the songs.

KOLs also share their experiences in facing failures and calm DSE students' worries about their future. In order to challenge and let students feel they are in a real situation, simulated situations will be asked such as facing disapproval from parents of their choices of university, and students have to react and respond to the situation immediately.

Due to the unstable situation of coronavirus, a contingency plan is proposed. Online conference will be held on Webex, which is able to hold meetings which accommodate up to 1000 participants at any length. Web conferencing is preferred as participants can see each other for more interactions.

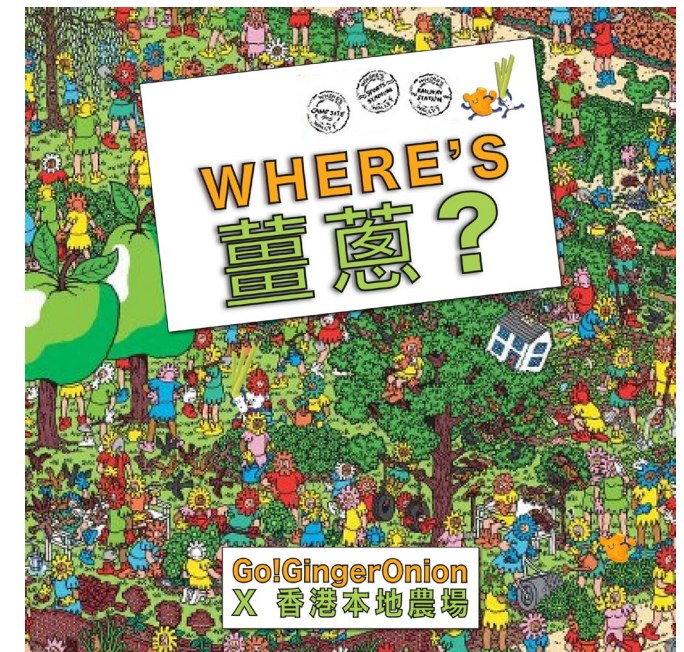
Execution 4

Rationale: Strengthen the brand image of companionship and socially responsible by accompanying the youngsters to try new things and transferring the spirit of care and support to the needy, contribute to the society as a round up of the campaign

Media: Shared media and owned media. A group of volunteer students will join the outdoor activity collaborated by Go!GingerOnion and local farms. Then, they will participate in the local community service.

1. Volunteer work with local farms - "Where's 薑蔥?"

An outdoor activity of being a one-day farmer in the local farm. Farming is a challenging manual work, which the students have not tried before. Therefore, this stands with the aim of the client, encouraging teenagers to try new things. They have to explore more opportunities in their life. Moreover, as we aim to create companionship, the brand KOLs, 薑仔 and 蔥頭, will work with the students to collect fresh ginger and green onions in the farm. After collecting a bucket of food, 薑仔, 蔥頭 and the students will send the fresh ginger and green onions to the grass-root family or the elderly living alone, showing their little support and care to the needy, spreading our campaign theme of courage and companion in the society. Additionally, Go!GingerOnion is a socially responsible brand, so this activity can put their vision into practice.



TIMELINE:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Pre-DSE Cheering	薑蔥補習班		送(蔥)花行動					
Post-DSE Experience					拍薑蔥 落油鑊			
Result Release Cheering							夠薑 你就嚟	
After-Result Release							Where's 薑蔥 ?	

BUDGET:

Stages	Events	HKD(\$)
Stage 1	薑蔥補習班	100,000
	送(蔥)花行動	1,000
Stage 2	拍薑蔥落油鑊	1,000
Stage 3	夠薑你就嚟	200,000
Stage 4	Where's 薑蔥 ?	200,000
Total:		502,000

KPIS:

Stage 1: This stage is to increase the awareness of Go!GingerOnion and build a supportive brand image. The key performance indicators of flower delivery will be counting the hashtag #送蔥花行動 and corresponding story tags of the official page, and the impressions such as likes and shares of related posts. For the practical study tip videos, the increased followers of the official Instagram page, Youtube channel new subscriptions and views of the videos are taken as KPIS.

Stage 2: With the aim of building relationships with students, the key performance indicators are the Youtube channel new subscriptions and views of the video. Moreover, the street interviews in stage 2 are more interactive when compared to stage 1. Thus, the engagement of the audience would also be put into consideration such as clicks, comments and shares.

Stage 3: The tactic of this stage is an offline activity to engage students via music events, therefore the number of participants on both live and online streaming would be the major key performance index. Also, the tagged social media story and media coverage on the online sharing web pages are the indicators as well.

Stage 4: The last stage is to motivate students to give back to the community. As a continuous offline activity, the number of participants would be the biggest index. The number of participants can reflect how effective the campaign in attracting students to join.

CONCLUSION:

To sum up, the theme of caring and companionship are suggested to interact with the DSE students. Online to offline tactics are included in order to engage more audience. Moreover, we wish this campaign could be all-around and cover as much media as we could. As a result, Go!GingerOnion can make use of its influence to create noise in society, at the same time generating positive energy to Hong Kong teenagers.

KEY LEARNING:

Tang Wing Yan

This is the first time for me to plan a whole campaign for a real client, Go!GingerOnion, which I think is a valuable experience for us to put the texbook theories into practice. Since the DSE students this year face so many challenges and uncertainty in the society, this provides a chance for me to conduct a short interview and show my care to the DSE students I know. Therefore, I think this campaign planning is very meaningful and unique for this year, which encourages and accompanies the students all the way out during the DSE period under the coronavirus threats.

Besides, as the target audience of our client are teenagers like us, we are more familiar with the feeling and behavior of them. We may speak in the same language easier. However, the most challenging part is how to develop a comprehensive and consistent campaign theme, which has to be memorable. More importantly, the campaign should connect with the audience's insight so that we can touch the emotion of them and get their attention to reach a new audience. This is not only about creativity, but also a well-planned marketing strategy that fits the brand itself. Receiving the comments from the client, they remind me from

the perspective of the real market trend. We should differentiate our brand from others. Building our own brand DNA is more important than following the social trend unreasonably.

On the other hand, when planning a campaign, we should consider the feasibility of the content. For example, a contingency plan should always be prepared in case any sudden situation. We include more elements online in the first two campaign stages, and outdoor activities in the last two stages, hoping that the social situation will gradually return to normal. Also, the influencer strategy should be carefully used as they may possibly dilute a brand image.

Lastly, I want to show my gratitude towards Dr Vivienne Leung, the course professor, giving many support and advice for us, especially in this difficult time. Also, thanks to Go!GingerOnion, they have provided a hand on experience for us to use our creativity on developing a campaign.

Chou Ka Shing

First of all, I have to thank Go!GingerOnion, Dr leung Vivienne and Teresa for giving us this valuable opportunity. I could put into practice my knowledge and theory learnt from school. This practical experience alerts me to the difference between school and reality.

Frist, the differences of pitching. In school, the requirement of the pitch is always uploaded at the beginning of the semesters. After that, the presentation would be graded according to the criteria mentioned. In fact, there is no specific requirement of the pitch. Client is looking for the best, well-developed, well-

presented and all-arounded proposal. The path to success is not fixed all the time. Instead of following the path before, adjusting the direction according to client and campaign needs is more realistic. I adopted my previous experience of THIS pitching but it does not fulfill the client requirement. I would bear this precious experience in mind. The work of advertising and PR is always looking for creativity. Elements that succeed before do not necessarily lead you to another success.

Second, the importance of consumer insight. The target audience of this campaign is DSE students who shared similar backgrounds and ages with us. Thus, we did not conduct a deep interview with them because of our opinion that we think we are familiar with them. However, we later figure out that our campaign theme and strategy do not match with needs. Thus, we do other interviews with DSE students and this time, we have a deep understanding and insight of their needs which is the part of our consumer insight.

To sum up, I really appreciate Dr Leung Vivienne and Go!Ginger Onion offered this chance to us. I am sure this experience would be a priceless cornerstone of my career path.

Lau Yeuk Hang

This campaign planning experience provides me a precious opportunity to work with a real client. By applying what I have learnt the theories in lessons, this is really a valuable chance for me to further strengthen my knowledge and practise in the workplace. It is the first time for me to engage in such a large scale planning

of a campaign and I think it is much more challenging than I expected. There are a huge number of factors that we have to consider based on the consumer insights, deciding feasible campaigns which are suitable for the DSE students. Because of the situation of the outbreak of the virus, we have to have lessons through an online platform, it increases the difficulty in communication and consultation.

The most memorable lesson I have learnt through this campaign is always bear in mind the linkage between the campaign activities and the main theme of the campaign. During the planning process of the campaign, we did not pay much attention to the relationship between the activities and the theme. After listening to the clients' comments in our presentation, we actually felt panic and worried about our work. Therefore, we amended our campaign again and tried our best to improve it.

Apart from learning practical knowledge, it is also a chance for me to show my support to the DSE students. As a student who has also experienced the tough time during DSE, I truly understand their worries and concerns. Under the outbreak of the virus this year, it is definitely a very hard time for them. Therefore, this campaign is what we can do for them to show our warm support and encouragement.

Last but not least, I would like to express my gratitude to our professor Dr Vivienne Leung and Go!GingerOnion for their guidance during the whole process, which offers an experience for us to have a taste of the situation in the future workplace.

Case Study

PRAD 3056 Group 3

Credits to:

- KWAN Hoi Kiu
- LAM Wing Tung
- LO Wing Yu

CLIENT: GO!GINGERONION

About the client:

Go!GingerOnion is a social media platform targeting youngsters in Hong Kong, especially the DSE students. The content generated by Go!GingerOnion aims to encourage youngsters to explore their dreams, and to help them to gain confidence and hope.

TASK:

The campaign was created to cheer and encourage DSE students, to increase followers and likes of Go!GingerOnion on different social media platforms, to create quality 2-way communication and to brand Go!GingerOnion as youth's true companion.

BACKGROUND OF THE TASK:

Online researches were done for client background analysis, while face-to-face interviews were done for market insights collection.

RESEARCH INSIGHTS:

From the research, the target audience (DSE students) urged for a supportive companion during this hard time (DSE and pandemic). Besides, direct verbal encouragement was not

preferred. Therefore, the insights from the research suggested that stronger bonds could be built between Go!GingerOnion when emotional and tangible supports are effectively provided.

OBJECTIVE:

Our campaign objectives are to increase Instagram followers by 80%, YouTube subscribers by 50%, and social media engagement by 50%.

TARGET AUDIENCE:

The target audiences are the 2020 DSE students aged between 16-18. They are social media active users. They are challenged by many sources of pressure during the 2020 DSE journey, especially affected by the unexpected pandemic.

CAMPAIGN THEME:

"Be Friend Ok?" is the theme of the campaign, which promotes the idea that Go!GingerOnion wants to initiate a close friendship with students, rather than generating 1-way messages. "Go!GingerOnion, stay for every moment." is the tagline of the campaign, which clearly implies our total companion and support for the youngsters whenever, and whatever.

STRATEGY:

Phase 1 (Pre-DSE Cheering): Activation

To increase target audience's awareness of "Be Friend OK?" and Go!GingerOnion.

Phase 2 (Post-DSE Cheering + Result Release Cheering): Establishment

To interact with target audience on social media platforms.

Phase 3 (After Result Release Cheering): Bonding

To strengthen the relationship with target audience by providing different support.

TACTICS:

Execution 1:

- **Rationale:** Increase target audience's awareness of "Be Friend OK?" and Go!GingerOnion.
- **Media:** Owned media will be employed (Instagram, Facebook and YouTube). To approach the non-following target audience of our media platforms, paid media will be utilized. Advertorials will be drafted and sent to other online media platforms (e.g. Weekend Weekly and U Lifestyle).

1. VIP scheme: "Be Fd OK?"

A VIP membership scheme that provides attractive incentives to boost participation, such as the delivery of gift packs, exclusive invitations for VIP chat groups, a greater chance for company visits and other wonderful activities. The VIP would be named as 蒜頭仔 to increase closeness.

For the application procedures, a Google Form link would be put in Go!GingerOnion's Instagram description box. Successful applications would have resulted after applicants followed the social media platforms of Go!GingerOnion and filled out some basic information in the Google Form.

After a successful application, Go!GingerOnion will follow VIP's Instagram, and send them a "Be Fd OK?" through direct message, while providing the links to Facebook & Telegram groups. Conversations would be done in a lively and friendly tone.

For the delivery of the mentioned gift pack (薑蔥見面禮), it would be sent to the verified address of VIP by mail. The gift pack includes few masks, hand sanitizers, hand-written cards (薑仔蔥頭手寫卡), and a special random gift.

We aimed to provide incentives for students to join our 蒜頭仔 VIP scheme, in order to cheer them up by the gifts and to enable target audience engagement.



2. YouTube Video: Last Minute Before DSE (最後一分蔥 臨考鬆一鬆)

It is a series of YouTube videos where KOLs are invited to share short and interesting stories related to public exams. For example, story about a student who was disturbed during the Paper 3 examination of Chinese Language. The scenario will be videotaped and edited as a 1-minute video. The corresponding KOL is responsible for the voice-over of the entire video. The video is going to be released before the set of each subject. As verbal encouragement is not favorable to cheer our target audience, we would like to produce original clips to arouse awareness and resonate with them.

Execution 2:

Rationale: Interact with target audience on social media platforms.

Media: Owned media will be used for online activities promotions. Paid media including Instagram Ad and KOL's paid content will be applied to promote offline events.

1. Instagram Post:

Challenge Accepted! (你夠唔夠薑呀?)

An Instagram challenge is initiated by Ginger, hosting 1 challenge per week. Ginger will encourage DSE students to accept the challenge. If DSE students share their challenge video and tag Go!GingerOnion, Ginger will repost the video. By reposting DSE students' story, we aim to create bonds with DSE students and foster their engagement.



2. Instagram Story:

Become Super Smart (食蔥聰明啊!)



An online activity performing on Instagram story. By using a question sticker, DSE students are invited to provide interesting IQ questions to Onion. When Onion answers the questions, the person who submits the question would be tagged. Through this activity, we aim to cheer students up and develop friendship with them.

3. Instagram Live:

GINDER

An online activity performing on Instagram live, hosted by different KOLs. VIP will be randomly invited to join the live. Each VIP will have 3 mins for one-to-one interaction with KOL. It is novel for KOL to have one-to-one live with DSE students, providing an opportunity for students to share feelings and express pressure.



4. Instagram Post:
Cheering Party (Onion Club v.s. Ginger Club Big Fight) Announcement



Instagram posts with registration methods would be used to invite VIP to attend the party. DSE students are encouraged to join the VIP scheme and share the post to their own account, in exchange for an e-invitation. We would like DSE students to join the VIP scheme and follow Go!GingerOnion for updated information. A viral effect and engagement level on Instagram are expected, including comments, reposts, and likes.

5. Cheering Party:
Onion Club v.s. Ginger Club Big Fight
(夠薑學會 v.s. 夠蔥學會 大激鬥)

Participants including KOLs and VIP will be divided into Onion Club and Ginger Club. To increase interaction between KOL and VIP, there will be 5 rounds of battle, for instance, freestyle rap and Internet quiz, for them to collaborate to win. For other DSE students, they can participate through YouTube live. Polls will be created on Go!GingerOnion Instagram, asking about the performance of the 2 teams. At the end of the party, there will be a lucky draw for the live audience to win KOL's autograph and VIP gift pack. We aim to engage DSE students on both online and offline platforms to show that Go!GingerOnion can be a companion in the real world.



Execution 3:

Rationale: Strengthen the relationship with target audience by providing different support.
Media: Paid media (e.g. Instagram Ad) will be adopted to increase the reach. Earned media are desired and advertorial will be drafted.

1. Offline Company Visit Event: Time to Work (夠蔥返工)

A Company Visit activity specialized for VIP. VIP are invited to suggest their company wish-list. Then, Go!GingerOnion will contact the selected ones and try to arrange the

visit. As chosen firms are based on VIP's preference, the rundown is tailor-made. It is an exclusive opportunity for VIP to enter the real workplace and understand the working environment. The event will be filmed and uploaded to YouTube. For DSE students who have not join the VIP scheme, event highlights



will be available in YouTube channel. We aim to strengthen the relationship with target audience, by putting their preferences in consideration, as well as providing useful information.

2. YouTube Live:
Go!GingerOnion Internet Radio (薑蔥網台)

An Internet Radio (薑蔥網台) on Go!GingerOnion YouTube Channel will be launched. Live streaming program would be done on daily or weekly basis from July to September, mainly about the Company Visit Activity (夠蔥返工). VIP can call in and have immediate interactions with the hosts (i.e. Ginger and Onion) during on-air time. Throughout the three months of broadcasting, it is an occasion for the hosts and our target audience to build a close relationship. Physical support (e.g. Company Visit), as well as mental aid are provided to the audience.



TIMELINE:



BUDGET:

Item	Budget
VIP scheme gift packs	\$ 7,000
Instagram Ad	\$ 5,250
KOL's Instagram Paid Content Post	\$ 10,000
Advertorial	\$ 9,000
Cheering Party- Venue	\$ 5,000
Cheering Party- Staff	\$ 8,000
Cheering Party- Set-Up	\$ 2,500
Total	\$ 46,750

KPIS:

Phase 1: To increase target audience's awareness of "Be Friend OK?" and Go!GingerOnion. The key performance indicators of this phrase are the number of VIP recruited through the VIP scheme, the number of people reached and the response rate in both recruitment posts and Google Form.

Phase 2: To interact with target audience on social media platforms. The key performance indicators of this phrase are the number of Instagram followers and the number of engagements, including shares, comments and likes.

Phase 3: To strengthen the relationship with target audience by providing different support. The key performance indicators of this phrase are the number of subscribers to Go!GingerOnion YouTube channel, total view rates, comments and shares per video.

CONCLUSION:

To conclude, our campaign aims to cheer and encourage students by a combination of ordinary and novel tactics, presented in an interesting, lively and inspirational way. The awareness towards Go!GingerOnion would be raised as incentives are provided in our VIP scheme while an online marketing media mix is constructed. The operating model is also reshaped to enable higher levels of audience engagement, from 1-way content generation to 2-way quality conversation or ideas exchange. Branding and image strengthening are also anticipated, implying the message that GO!GingerOnion is the youth's true companion. This is supported by both emotional and tangible support provided throughout the campaign.

KEY LEARNING:

Kwan Hoi Kiu

The campaign planning project provided me a great chance to acquire a priceless experience. As what we learnt from lectures are mainly theoretical, practical experiences, which are extremely essential for us before entering the advertising industry, are rarely seen. Therefore, I treasured it as much as I could. For me, throughout the whole campaign planning process, the most exciting part was constructing an advertising plan for real clients, which enhanced my practical skills all-round. I benefited from the feedback given by our client, as the comments enabled me to be more considerate and put myself in their shoes. In the campaign planning for Go!GingerOnion, we aimed to reach the students of this year DSE, which is meant to be a little milestone for all of us. A few years ago, we have been there too. However, this year's pandemic might further increase their burdens, mentally and physically. Their original planning for the open examination and their future paths were affected. Therefore, we seek to provide a true companion to every one of them because we believe that it is undeniably important during this hard time. It is our pleasure to show our support to the DSErs by applying our knowledge. During the campaign development, my groupmates and I had quite a lot of interesting and creative ideas. Yet, we have only selected and refined part of them to fit the insights. A balance was needed to be made among creativity and practicality, which was the most challenging part in my perspective. Although there is still room

for improvements of being a flawless campaign, I appreciate this memorable opportunity as a start of my career.

Lam Wing Tung

It is a precious experience for me to participate in campaign planning this time. Our task is to design a campaign for the DSE students in 2020. It is very meaningful as we have all been there before. We have experienced the DSE journey a few years ago so that we are able to understand the specific needs of the target audience. It would benefit them a lot if we propose something that is useful and impressive. Although we need not to physically execute the campaign, we need to deal with all obstacles that may hinder the execution of our plan. I think it is challenging as we are required to assume that it is a real campaign. In order to work out a comprehensive strategy for our target audience, we have proposed different plans to our clients and make changes based on their comments. Apart from the problems to be encountered in the events' implication, we should think far more than that. For example, whether our plan aligns with the theme, the designated media plan to boost the events, and how to grab attention from the target audience who do not know our client before. Furthermore, it is important for us to include the uniqueness while we are pitching our idea. With an actual client (Go!GingerOnion) consulting with us, I believe that it is practical training and I have learned a lot about how to shape a feasible campaign. I understand that we

should be considerate and attentive as the situation is different every time. I am now confident and well-equipped when participating in the campaign planning process.

Lo Wing Yu

Throughout the campaign, I developed more understanding of the DSE students under the hard times, especially the pandemic. As a student, we have the same feeling that it is hard for us to continue our study and school life. Thus, we tried to engage our target audience as a companion through attempting different tasks with the use of social media, such as utilizing the function of Instagram and adopting 2-way communication. We also put many efforts into designing our activities with different creative strategies, not only making use of the characters created by the client but also considering the online habits of our target audience. During the planning, I had the opportunity to apply what I have learned from the lessons in the campaign. My knowledge and skills were improved by developing a full set campaign with a real client. Although it is not my first time to plan a campaign, every campaign does bring me valuable memories and experience. The most incredible part is brainstorming with teammates. There were always new ideas that came out when we were discussing creative tactics. We discussed a lot of activities but not all of them fit the insight or the theme, it was challenging for us to exclude them and adjust the rest of them into a better plan. Other than that, we polished the campaign according to the comments from our lecturer and real clients.

Those comments were constructive and reminded us of the elements we had overlooked. After the campaign, I have a better understanding of exploring insight for the target audience and developing tailor-made activity for them. I enjoyed this campaign and gained a lot of hands-on experience during these few months.

Case Study

PRAD3056 (Section 00001) Group 4

Credits to:

- LAM Wing Hei
- LUI Cheuk Ying, Alda
- WOO Yik Yu

CLIENT:

Go! Ginger Onion



About the client

Go! Ginger Onion wants to be the catalyst to empower Hong Kong youths to explore opportunities in life. It aims to give youths the courage to try the things that they want to do, with good and bad experiences working together to boost their confidence to hope and dream.

TASK:

The mission of the task is to create a DSE cheering campaign and to demonstrate "GO!GingerOnion" as the true companion of the DSE students, also the campaign will infuse hope and encourage them all the way through this journey.

BACKGROUND OF THE TASK:

In the DSE cheering campaign, it is expected to show in-depth understanding of DSE candidates' physical & psychological needs by conducting an interview with the target audience, so the campaign will best satisfy their needs. Then, a campaign plan with a series of tactical activities will be developed to engage the target audience with online and offline initiatives.

RESEARCH INSIGHTS:

Market research: interviews with DSE students

- Many students feel depressed and confused about their study plan due to the constantly changing arrangements of the public exam
- Suspension of classes further require a higher level of self-discipline and they feel distracted from the current situation (coronavirus+exam)
- Most of them worry about the epidemic and they are having a double pressure not only for their exam, but also the health concern
- Feel lonely and hopeless, no companion to study with
- They think their needs are being ignored because no one listen to their voice
- Lack life goals, do not know what to do after DSE exam
- Many of them think that their original plans for summer were ruined because of the public exam extension and the current situation caused by the virus

Market reality: consumer journey

(from interviewee 1):

今朝早上 10 點左右醒，吃了早餐後打開了數學卷做數，做完一份 MC 成個人已經好劫，然後對答案發現只對了一半左右，信心即時大減，更加唔想再做。其實出身於 band2 學校身邊朋友都無心向學，都係最後一年才開始努力一點，但最後一年更加學不到甚麼，學校也沒有甚麼支援，只能依靠自己。做完 pastpaper，whatsapp 傳來朋友在討論想見你的劇情，我自己也有看這部劇，另外也會看其他話題性很高的劇集例如韓劇愛的迫降。我也很喜歡台灣的狼人殺節目。在想放鬆的時候大概也是做這些事。其實我很想出外走走，但又擔心疫情，在 DSE 前病倒是大忌，所以也會開始著重於自己健康，希望可以做一些運動，保持身心健康。玩完一會手機，看了兩集劇集後，我拿出英文單字簿，背一些單字，也會查字典了解意思，之後開始做英文 reading，但因為很多字都不明白要一邊做一邊查字典，其實很浪費時間，但自己本身英文底子一般，所以要臨急抱佛腳，也要到補習社補英文，也希望學一些答題技巧，因為真的不能單靠學校老師，而且公開試競爭真的很大，所以別人有的技巧也會想有，希望最尾自己唔會陪跑。做到晚上 12 點，我會看一會 instagram，看到累了就會睡覺，大約 1 點左右。

(from interviewee 2):

今天早上 11 點才起來，遲了起床心裏感到非常內疚，即使睡了 9 個小時精神狀態也不太好，心理壓力很大，每天待在家溫習感覺效率也不太高，很想和朋友一起到自修室溫書，一直一個人在家對著書本 passpaper 感覺人真的要瘋了。而且考試突然延期，感覺自己所準備的都白費了，溫習模式和進度也要重新調整，我寧願原定時間考，快點過了 dse，但現在說什麼也沒有用，只希望 dse 不要再改期了，有點無所適從，很想有人可以督促我溫習，和我傾訴一下，感覺朋友之間都有點負。因為延期的關係，我重新把主科訂為首要溫習的目標，我背了一些文言單詞、做了一份綜合，說話卷取消了我只好更努力操練卷三，在家訓練我也沒有計時，很容易分心但我也控制不了，之後為了放鬆一下心情，看了最新的韓劇「梨泰院 class」，突然很有憧憬，希望自己可以想主角一樣，很努力地向目標前進，很想 dse 快點完結，我可以做自己喜歡的事情，不用再溫習。一直休息到晚飯後，緊張的心情又來了，感覺自己好像又浪費了一天溫習的時間，我發誓明天一定要溫 6 小時，今天就先放鬆一下吧。

OBJECTIVE:

Primary:

- To help students achieve effective learning and develop a positive attitude towards DSE
- To raise brand awareness of GO!GingerOnion as HK youths true companion
- To demonstrate GO!GingerOnion is willing to support DSE students all the way through the DSE journey
- To increase like and followers on Instagram and increase like and subscribers on Youtube by 30%
- To increase engagement in Instagram and YouTube by 50%
- To increase Instagram and Youtube followers to 30k

Secondary:

- To strengthen the brand recognition towards secondary school students, especially DSE students
- To promote the values of dreams and influence the target audience to empower opportunities in life
- To grow digital presence in social media platforms

TARGET AUDIENCE:

Primary: HKDSE students

Secondary: HK youths, secondary school students

CAMPAIGN THEME:



STRATEGY:



Stage 1: Pre DSE Period (Jan to May)

To act as a companion to help 2020 dse students get through the exam pressure.

Stage 2: Post DSE period (May to July)

To set off the self-exploration journey.

Stage 3: Result release (late May to July)

To encourage students and reassure their worry of the baffling future.

Stage 4: Post result release (Middle July-August)

To make self-challenge a life-long learning process, call for action.



TACTICS:

Stage 1: Pre DSE-Period (Jan to May)

Execution 1:

Hey Ginger Onion, I want to talk. (薑蔥心事樹窿)

Rationale:

Increase engagement of DSE students in Instagram

Media:

Paid media and Owned media

Goal:

As DSE students feel confused and stressed on DSE, we would like to provide a way for them to unburden themselves. Using our own Instagram channel, we would post a post to invite students to pour out their mind with us using the direct message function in Instagram. We want to provide a platform for DSE students to release their pressure. And through comforting them, they can feel that they are not alone.

Details:

We will hire University students as editors to collect the things that weigh on DSE student's minds at those days. As University students and DSE students are about the same age, they understand their troubles more. They also have similar experience, so they can act as a mentor to give valid recommendations. The platform runs 24 hours to listen immediately and comfort them immediately. Different time slots have different editors to on duty. At the same time, our Instagram will give posts about mental health and physical health continuously to cheer up the DSE students.

The examples of the posts are as following:



Story ads in Instagram will be bought in order to reach more target audiences.

Stage 2: Post DSE period (May to July)



Execution 2:
50 days self-challenging app (50 日薑蔥挑戰應用程式)

Rationale:
Increase loyalty of the target audience and increase the awareness of GO!GingerOnion's YouTube channel

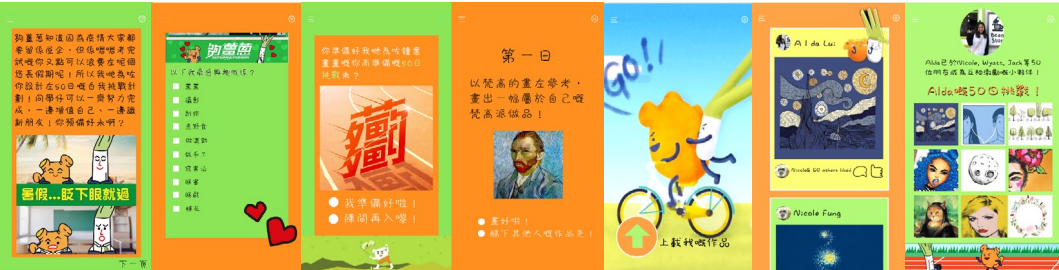
Media:
Paid media Owned media

Goal:
As DSE students used to have plenty of plans in their holiday after DSE, the outbreak of coronavirus disrupts all their planning. Moreover, DSE students used to have a goal in DSE. They tried their best to achieve better results. However, as long as they finished the examination, they lost their goals. And that makes them become confused and lonely. So that, we aim to give a short-term challenge for the DSE students to let them become passionate again. This also makes good use of their post DSE holiday. Furthermore, this can entertain them during quarantine and make DSE students feel that GingerOnion is always there for companions.

Details:
The application provides a 50 days challenge to DSE students. It also acts as a social media platform to let students meet each other. After they download the application, they need to answer some questions about their interests. Then, the application will classify them into different groups. After that, the application gives a challenge according to their interest each day to the students. The students can finish the challenge each day simply by logging in to their account every day. After the students have finished their challenge, they can upload their product and share to their interest group mates. Next,

they can comment, like and chat with other challengers. Each of the participants has a profile, so that they can see what they have challenged to get a successful feeling. They may also access other's profiles, be friends with others and chat with others through direct messages.

User-interface:



Two videos will be released on GO!GingerOnions' YouTube channel. The first video's content is that a YouTuber playing this application is recorded. And it would be released one week before the launching of the application. And the second video would film some of the real DSE students playing the application and show how fun the application is. And it would be posted after 3 days of the launching. Story ads in Instagram will also be bought in order to reach more target audiences.



Execution 3:
GO!GingerOnion movie party
(薑蔥電影慰勞宴)

Rationale:
Increase awareness of GO!GingerOnion Instagram

Media:
Paid media Owned media Shared media

Goal:
To treat the DSE students for their good effort, we give free movie tickets to them. Meanwhile, we want to increase the followers and awareness in our Instagram platform through the lucky draw.

Details:
During May to July, the whole cinema will be booked. Tickets of the movie will be free through Instagram. A lucky draw would be made. A message would be released in our Instagram platform as follows: ' To all the SED students, you may get the chance to get free movie tickets by tagging 3 DSE buddies under this post and follow our instagram.' We hope to gain shared media through this way so as to get more attention and

followers. Moreover, before the movie party, we will also promote the programs that we are going to have in this campaign. So that they will join our future program and keep their attention on our social media.

Stage 3: Result release (late May to July)

Execution 4: Live Party (蔥口而出 Live!)

Rationale:

Increase awareness of GO!GingerOnion Instagram and YouTube channel

Media:

Paid media Owned media

Goal:

To let the DSE students do some reflection on their life. So that they have courage to move on. Moreover, we encourage them to shout out for their dreams. Meanwhile, we invite different KOLs to give recommendations to them.

Details:

The program broadcasts on Instagram Live and YouTube live. KOL becomes the MC and guests of the program. The program conducts 2 hours every week. It starts one month before the result release of Jupas. And the last program conducts one day before the result release of Jupas. It runs 4 times in total. The program contains four parts, including radio play, interview, requesting songs and skype phone-in. Every first 5 minutes of the broadcasts would be the radio play. The script of the radio play is adapted from different popular dramas. And it would be played by the guests and MCs. The dramas chosen for adaptation are also highly related to each topic of the program. Here are the proposed topics, guests and dramas.

Drama <u>25min</u>	想見你x 二月廿九 《穿越時空》 	愛的迫降 《偶遇》 	愛回家 《家庭》 	哪一天我們會飛 《信念和夢想》 《畢業》 
Interview <u>30min</u>	Guests: FrankaKit , 咖喱張	Guests: Mira , lizzydaily	Guests: Boris , Boris 家姐	Guests: 男人EEETV
Requestin g Songs <u>15min X2</u>	People can use the comment session to request a song. Moreover, they can highlight which lyrics are the most touching to let them share their minds.			
Skype <u>phone-in</u> <u>30 min</u>	Topics: Most unforgettable memories in secondary school.	Topics: Love	Topics: Family	Topics: Dream

The last broadcast would become a graduation ceremony at last. It aims at celebrating the achievement for the DSE students who finished the 50 days challenge. Moreover, It aims to bless the DSE students for their result release. We also invite the guests to help us promote the program. Moreover, Instagram TV and YouTube playback would be posted.

Execution 5:

What does the wolf kill? (薑蔥狼人殺直播)



Rationale:

Increase awareness of GO!GingerOnion Instagram and YouTube channel

Media:

Paid media Owned media Shared media

Goal:

Through the program, we hope that DSE students can become less stressful before the result release.

Details:

We would broadcast the process of KOLs and DSE students to play the game 'werewolf kill'. It is played by 2 fixed KOLs, 2 KOL guests and 6 fixed DSE students. It broadcasts every week and it starts 7 weeks before the result release. The recruitment of the students will be promoted in Instagram, Facebook and YouTube. The participants also need to share the program if they want to be casted. So that shared media can be created. We choose to have 6 fixed DSE students because we want to let the fixed participants create chemistry. So, the program would have more gimmicks. We also invite all the game participants to share the program through their social media platform so as to increase the awareness of the program. And last, Instagram TV and YouTube playback would be posted to increase the ratings.

Stage 4: Post result release (Middle July-August)

Execution 6: Wild camp (野外求生體驗營)

Rationale:

Increase awareness of GO!GingerOnion Instagram and YouTube channel

Media:

Paid media Owned media Shared media

Goal:

To offer a self-discovered and self-challenged program to DSE students and let them realize life is more than academics.

Details:

A 7 days and 6-night camping experience is provided for DSE students. They get the chance to go camping, canoeing, hiking and rock-climbing. A workshop introducing technical skills for these activities and survival skills training will be provided beforehand. Instagram live will be available every day and a whole series of videos will be posted on Youtube once the editing is finished.

CONTINGENCY PLAN (IN SUBSTITUTE OF THE WILD CAMP):

Rationale:

Increase awareness of GO!GingerOnion Instagram and YouTube channel

Media:

Paid media, Owned media & Shared media

Goal:

To offer a self-discovered and self-challenged program to DSE students



Details:

A videotaping contest based on the theme 'You Only Live Once' would be held that requires participants to submit a 3-5 minutes short videos within a 60 hours limit. This could be a personal work or group work of no more than four people in a group. The 10 videos obtaining the most votes in first round judging would be posted on the official Youtube channel for a week and the overall view and likes are the final judging criteria. Top 3 videos could win a prize respectively and there is also one prize for the most creative video chosen by GO!GingerOnion judging panel.

OFFLINE PROMOTIONAL TACTICS:



To have better reach for our target audience, we hope to leverage on the connection of Hong Kong Federation of Students Union (HKFSU) to distribute souvenirs to boost the social media reach and engagement. A mask container with cheering cards will be distributed to 30 secondary schools and each school will receive 200 units. The S6 students will have the priority in obtaining the souvenirs. Each cheering card will have the channels for reach printed on the back to encourage their engagement.



TIMELINE AND BUDGET:



BUDGET:

Item	\$
薑蔥心事樹窿 University students remuneration, Promotion fee	20,000
50 日薑蔥挑戰應用程式 App making, Promotion fee	20,000
薑蔥電影慰勞宴 Ticket and venue booking, Promotion fee	15,000
蔥口而出電台 Guest remuneration (Youtubers), Host remuneration, Studio rent, Lighting and sound equipment, Setting, Promotion fee	120,000
狼人殺直播 Guest remuneration, Host remuneration, Studio rent, Lighting and sound equipment, Setting, Promotion fee	80,000
野外求生體驗營 Coach remuneration, Equipment fee, Shooting expense, Promotion fee	100,000
Souvenir	100,000
Total	455,000

KPIS:

Reach and engagement will be evaluated at the end of each execution. The current channels and new touch point will be evaluated. The key performance indicators for Instagram are the number of reposts, likes, comments, direct messages for 'Hey Ginger Onion, I want to talk' and increase in followers in general. For Facebook, the number of shares, likes and comments and increase in followers will be counted for evaluation. For YouTube, number of views, share, likes, comments for each published video and increase in subscribers will be included in the evaluation. In terms of the application, number of downloads will be its key performance indicator.

CONCLUSION:

All in all, our campaign is specially shaped for the secondary school students in Hong Kong. For one end, we hope to strengthen the linkage with them as the companion and give them the strength to go through challenges in life. On the other hand, we would like to maximize our influence through social media channels to ensure our message is effectively reached and exposed to the target audiences.

KEY LEARNING:

Take-away 1: Develop a campaign to build brand awareness, favourability, and engagement

This DSE cheering campaign is developed to raise brand awareness and to promote the value proposition of GO!Ginger Onion. We have developed a series of tactical activities to engage with our target audience and to strengthen the role of a true companion of Go! Ginger Onion. In order to develop a campaign that best understands the target audience and to gain favourability, we have learned how to identify consumer profiles and further develop integrated tactics and channels to reach campaign objectives as well as the target audience. After considering the characteristics of the DSE students and the vision of go! Ginger onion, we planned to create a campaign that aims to infuse hope, boost the confidence of DSE students and help them to define their life goals in order to pursue their dreams. We acknowledged that an effective campaign plan has to include some engaging elements, we planned to utilize both online and offline marketing communications tools and digital media channels to execute the campaign. The key points to developing a favourable campaign to the target audience is that we have to understand what the offer of our campaign and what relevant consumer is. The insights and targeting means a lot to an effective branding campaign.

Take-away 2: Define campaign goals and track the planning

In order to develop effective campaign planning, we have developed

a planning schedule to define the goals and objectives so we can decide which campaign offer will engage and attract our target audience. It is important for us to know what we are trying to achieve through the campaign and how we can achieve it. We have based the timeline to divide the campaign into different phrases and to achieve the objectives step-by-step. We have divided into 4 stages and different objectives were set according to each phrase. This planning process helped us to maximize the impact of each stage and sequence the campaign objectives. It is also useful for us to monitor the campaign plan and to focus on different objectives based on different stages. We will first act as the companion of DSE students and help them to get through the journey, after that we want to be the guide to the DSE students to encourage them to make self-challenge as a lifelong process. Throughout the whole campaign, we will be able to strengthen the role of Go!Ginger Onion, raise awareness of the brand and further increase the exposure and engagement on the social media platforms.

Take-away 3: How to execute a campaign to achieve the objectives

Executions must be planned and act out according to the objectives. This requires the integration of research insights, creativity and media planning. Getting the insight and audience could help us analyze the things our audience likes and dislikes, which laid the theme and foundation for developing creative strategies. For the creative parts, social trends could provoke thinking and our goal for this is to have attention-getting

events that are novel. We could see real examples of execution online and anticipate the reaction of the audiences. Moreover, having creative content and eye-catching headlines are the key to keep your audiences for a longer term. Lastly, for each creative execution, they must be delivered through a proper channel and promotions are needed to let audiences be exposed to them.

Take-away 4: Create a media plan for online and offline initiatives

The promotional channels are used for raising awareness and encouraging action from the audiences as every action and attitude change starts from the exposure. What audience experience at the first time is critical and it determines the general impression of a brand and hence more anticipation on user experiences could help. We can enhance user experience from how the website landing pages are designed to the customer journeys that could happen. Which media channels we use to reach and influence the target audience are also crucial as the social media is the most influential and the substantial usage could maximize our reach, especially when we are targeting the tech-savvy young generation. Moreover, to bring an online experience to an offline one, we need to minimize the discrepancy between the two to achieve unification. Therefore, videotaping is the best way to get in touch with real life audiences and posting them on social media like Youtube, Instagram and Facebook are the best way to connect this community online.

Take-away 5: Measure the campaign performance and results

As for social media campaigns, the evaluation would base on the interaction and exposure of the message through the platform. Common key performance indicators could be number of followers, views, likes and comments on Youtube, Instagram and Facebook. Specific touchpoints could have different indicators. For our case, we planned to launch the application and so we would take the number of downloads of the application into account. The time for evaluation should be the end of each execution to observe a more up-to-date performance and thus some concurrent control and adjustment could be adopted timely to maximize effectiveness. There is also the need to do it at the end of the whole campaign to get overall statistics and improve future campaign planning.

Case Study

PRAD3056 (Section 00001) Group 5

Credits to:

- SONG Yanling, Fire
- LIAO Chen, Cheryl
- LIU Hanyu, Melody
- ZHU Lianxin, Julia

ABOUT GO!GINGERONION:

A popular Hong Kong social media account aims at "Empower HK Youth to EXPLORE opportunities in life". Its mission is to be the catalyst to give Youths the courage to try the things that they want to do, with good and bad experiences working together to boost their confidence to hope and dream.

TASK:

To design a DSE Cheering Campaign to support DSE students during pre-DSE cheering, post-DSE experience, result release cheering, and after-result release phases.

BACKGROUND OF THE TASK:

Online interviews were done through Instagram and 3 DSE students from 2 middle schools were interviewed.

RESEARCH INSIGHTS:

In terms of the mood affected by the new coronavirus, all of the 3 interviewees expressed their tension. It is mainly caused by the change of plan, staying at home and academic confusion. They mentioned that there are no online courses offered by the school, and they cannot return to the campus. Studying at home is not very effective because they cannot feel the related atmosphere, and they feel it is hard to be self-disciplined. They have a strong desire to pour out negative emotions, and they need company. In terms of the vacation, two of them said that they would like to have a graduate trip and get information about universities.

OBJECTIVE:

To increase the followers of Go!GingerOnion official Instagram account by 10%, and gain interactions/social media engagements including likes, comments and shares by 30% during 6 months period (from March to August 2020).

TARGET AUDIENCE:

2020 Hong Kong DSE students.

CAMPAIGN THEME:

The theme of the campaign is "Be with you", which expresses the idea that we are always staying with Hong Kong DSE students in this important and special stage of their lives. We help relieve their stress when they are stressed. We celebrate their vacation in the expected way. We hope that through our careful companion, 2020 Hong Kong DSE students can overcome the difficulties caused by the epidemic, achieve satisfactory results, and harvest a happy ending.

STRATEGY:

Phase 1: Activation

To increase the target audience's awareness of GO!GingerOnion and our campaign.

Phase 2: Participation

To encourage the target audience to engage in our events and interact with our client.

Phase 3: Bonding

To build long-term relationships and consumer loyalty between the target audience and our client.

Media plan:

- **Owned media - GO!GingerOnion official Instagram account:**
Before the campaign starts, we will mainly focus on GO!GingerOnion official Instagram account to promote and foresee this campaign because we prefer letting more DSE students know our brand and participate in our events. We will briefly introduce the purpose of our campaign, the major contents of the following campaign activities and how DSE students can engage in these activities through posts, self-designed posters and interesting videos on GO!GingerOnion official Instagram account.
- **Paid media - Instagram or Youtube KOLs:** In addition, we will also invite an Instagram and Youtube KOL to help promote the whole campaign, especially "Share yourself and speak it out" online interactions activity. The reason for making use of KOL is that younger generations are more likely to be influenced by their following KOLs, so KOL's influence is an important factor.
- **Paid media - Instagram Ads:** Last but not least, we will also buy some Instagram Ads showing posters with detailed content of following activities to increase the exposure to our target audience and raise their awareness of our processing campaign.

TACTICS:

Execution 1: Pre-DSE cheering

Rationale:

To stay with DSE students during this difficult time, organize interesting online interactions to help relieve their stress, and make efforts to solve their concerns such as inefficient self-study at home.

1. "Share yourself and speak it out" online interactions on Instagram.

- **Goal:**
To help relieve DSE students' stress during this special situation.
- **Time:**
During March, last for a month.
- **Details:**
The official account of Go!GingerOnion will post a theme every week and welcomes all DSE students to share. Afterwards, some sharing will be selected and posted on Go!GingerOnion's official account.
 - **1st week's post:** #During this difficult time #The funniest thing you've



- experienced/heard these days? Speak it out and deliver your happiness!
- **2nd week's post:** #During this difficult time #The most entertaining way to relax yourself at home? Speak it out and share it with others!
 - **3rd week's post:** #After this difficult time #Who is the one you most want to see? What would you like to say to and to do with him/her? Your friend? Your family? Your idol? Speak it out and let them know!
 - **4th week's post:** #After this difficult time #Step outside your comfort zone #How would you challenge yourself? For example, spend some time living abroad to level up your English through challenges? Or join in various social activities as an introverted person? Speak out your determination!

- **How to participate:**
DSE students can join us in two ways. The first way is to post sharing or interesting ideas on their own accounts with our tag, or DSE students are encouraged to speak it out in the chat box with us, we will select some of sharing and post them anonymously.

2. "Self-Study together and make study plans together!" live broadcast on YouTube.

- **Goal:**
It's hard for one person to insist on self-study efficiently at home. The live broadcast acts as an incentive or motivation for DSE students to keep high-concentrated study at home.
- **Time:**
During April, every Monday and Wednesday, last for 2 weeks.
- **Details:**
Go!GingerOnion will start a live broadcast and make lives of self-study to study with DSE students who feel it difficult to concentrate and study at home.
 1. Warm-up period
 - A KOL will be invited to promote this activity on his or her Instagram and YouTube to gain attention and attract DSE students.
 2. Activity period
 - The live broadcast will start from 8:00 to 12:00, and from 13:00 to 18:00 every Monday and Wednesday, and last for 2 weeks. The live will be started by the KOL first, then taken over by other people (such as staff from Go!GingerOnion).



- **How to participate:**
DSE students just need to "watch" the live broadcast and study with the YouTuber and all the audiences. Besides, they can make their own study plan and share it with others! They can even find an online friend here to mutually supervise each other's study plan.
- **KOL recommended:**
W. BabyShadow.
She has 93,200+ subscribers on YouTube, and creates content on shopping, fashion, beauty, lifestyle and making handwork, which means she has an influence on the young generation. She can do handwork in front of the camera for the first hour as the beginning of the activity.

Execution 2: Post-DSE Experience

Rationale:
After DSE students have gone to great lengths to prepare for and finally complete DSE during this hard time, what they do need is a great relaxation and to do something they are really interested in.

1. Mobile game competition (Garena 傳說對決)

- **Goal:**
Esports are prevailing among young people as the most common way to entertain in their free time as well as a great way to challenge themselves in respect of improving skills and reaction through frequent and long-term practice. Therefore, we provide DSE students with an online platform to share with and learn from others as well as an online competition to compete with peers in Hong Kong. Joining in a competition is a different experience from playing with friends at home, not only teamwork is expected, but also a good mentality under pressure and anxiety in competition is of essence.
- **Time:**
During June.
 - **Warm-up period:** 10 days.
 - **Competition period:** Preliminary: 2-3 days; Knockout: 5 days; Final: 4 days.
 - **Ending period:** 3 days.



- **Details:**
 - 1. **Warm-up period**
 - Recruiting DSE students who play Garena to set up a game group.
Go!GingerOnion can call for DSE students who are Garena players to form a chat group via WhatsApp. It should be under control by the organization. In the group, all DSE players can find suitable partners to play together by making friends, which also lays the foundation of grouping sign-up in the coming competition.
 - Inviting famous professional players to provide suggestions or do livestow. Contacting Garena professional players, the organization can invite "KOLs" in this area to give professional practical techniques for the audience. Theatrical livestow can also draw the attention of DSE players.
 - Making social posts about game tips for beginner players or benefits of the game. Apart from the professional suggestions from professional players, the organization should give ordinary tips on the game for beginner players, which may contribute to new players. Go!GingerOnion can also illustrate the benefits of the game or playing games in a cute way to attract new players.

2. Competition period

DSE students can sign up for Garena as a group of five people and compete with other teams. Overall, we recruit 40 teams. Rules between teams: two out of three sets match. Participating in the game competition and enjoying excitement in the virtual world, DSE students are able to win a great prize (need to negotiate with the client)!

- **How to participate:** Go!GingerOnion will post a sign-up link on Instagram, DSE students who want to participate only need to fill out the form with information including team members along with their game accounts and contacts. Qualified teams will be selected based on first come first serve principle.
 - In the preliminary period, after the 1V1 battle, 20 teams will be knocked out and 20 teams remain. It will last for 2-3 days.
 - In the knockout period, point race will be adopted. 20 teams will be divided into 4 groups with 5 teams in each. Within the group, every team needs to play against each other. One victory is credited to 1 point. Two teams with the highest points in each group will enter the final 8.
 - In the final period, after the 1V1 battle between the final 8, here comes the top 4. Then they have a semi-final and a final to win for the champion team.

3. Ending period

The winner team and MVP (Most Valuable Player) will be awarded with a big prize (prize is decided by the organization). Their brilliant performance will be posted on the organization's official social account. Subsequent summaries and effects of the competition will be also posted to promote the organization profoundly.

Execution 3: Result release cheering & After-result release

Rationale:

Help the students get relaxed from long-period tension and get some industry experience through the internet.

1. Online Music Festival - Live in your living room

- Goal:

Considering the current situation of the pandemic, we would like to hold an online music festival to celebrate the end of the exam with DSE students and cheer them up. Also, music can reduce the sadness and boredom brought by the Coronavirus.

- Time:

After the result release, around mid July.

- Details:

Go!GingerOnion can cooperate with JOOX and do some promotions on social media before the online music festival, calling for the music clubs from different high schools and asking them to sign up for the performance. Just choose some of the clubs and gather them together to perform, while doing live streaming through Youtube. JOOX can give support on the music copyright issues or offer a place for live streaming, if possible.

- How to participate:

Go!GingerOnion will post a sign-up link on Instagram, those who want to perform in the festival can fill out the form including the club information and what they want to perform in the music festival. Other DSE students can participate in the festival to celebrate as well as watch the clubs from their schools by clicking the link of live streaming on Youtube.



2. Online industry experience

- Goal:

To let the students know the employment prospects and potential difficulties of the desired occupations through the way of entertaining and teaching on the Internet.

- Time:

Late July

- Channel:

H5 link on Instagram & Facebook (It is like a link that once people click it on mobile devices, it will turn to a brand new page that contains various functions)

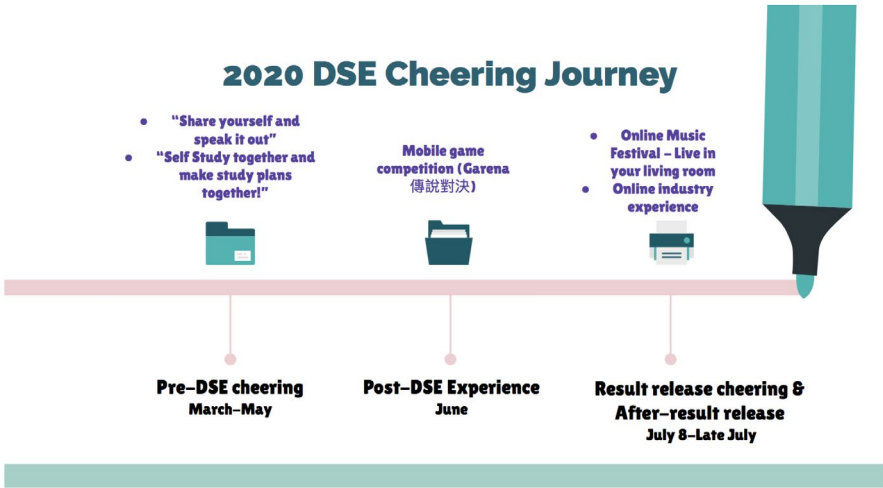
- Details:

Design (outsourcing) an H5 page to provide fictitious experience of different kinds of industry. It should be like an attractive welcome page introducing the game with a special theme like "industry day", then there are following choices of occupations. Then in different scenes, students' different choices all affect the plot direction. In each page there will be different plots. Students can know some insights of certain industries through the game. After finishing the game, the website will direct them to an online forum where they can post their opinions and reflections about the game and share their own experience.

BUDGET:

Item	Budget
Media plan for buying Instagram Ads (CPC)	HK\$ 38,800
Execution 1	HK\$ 15,000
Execution 2	HK\$ 50,000
Execution 3	HK\$ 50,000
Total	HK\$153,800

TIMELINE:



KPIS:

► KPI for Execution 1:

The key performance indicators of this execution are the number of engagements on Instagram including likes, comments, shares, posts with given hashtags and the increased followers. Also the number of engagements on YouTube including views, likes and comments.

► KPI for Execution 2:

We hope to get 40+ teams signing up, and abundant live competition watching and cause wide discussion on social media. Through the competition, more DSE students will know Go!GingerOnion and follow it.

► KPI for Execution 3:

- For the online music festival, the key performance indicators are the number of participants signing up for the music festival and the total number of audience watching the live stream.
- For the online industry experience, the key performance indicators are the traffic of the website and the number of participants in the online discussion forum.

EVALUATION PLAN:

Monitoring the website: use some online service such as Google Analytics to monitor the traffic of the social media website. Calculate the increased number of followers, the number of related hashtags, reposts and comments.
Referring to the KPIs: the KPIs in each stage can suggest the effectiveness of the campaign.

CONCLUSION:

Overall, our campaign aims to provide DSE students special help in the tough time. We will organize online activities for sharing and study, and we will also hold an e-sport competition for relaxation. In the end, there will be an online music festival and online industry experience. The theme 'Be with you' indicates what Go!GingerOnion can offer. We hope our campaign can significantly drive traffic to Go!GingerOnion's Instagram account and Youtube channel.

KEY LEARNING:

LIAO Chen

It is the first time I really had a chance to make a campaign. Throughout the campaign, I had a deeper understanding of what we learned in lectures and put them into practice. Some skills such as research analysis and media planning were developed. For example, we realize the importance of consumer insights. After interviewing the target audience, we could come up with some ideas for the campaign. Also, it's a rare opportunity for me to know this group of people because I'm not a local student in HK. I was not familiar with the local culture and it was hard at first to design some activities for DSE students. Thus, we made efforts to gain some advice from local friends and our interviewees, where our communication skill has been improved as well. Besides, due to the outbreak of coronavirus, everything was conducted through the internet. I was grateful to my group mates for their trying to keep connected with each other and being devoted to the work. I enjoyed the process of brainstorming with them and making the ideas into detailed plans. This is obviously an unforgettable and meaningful experience in my university life.

SONG Yanling

First of all, I really appreciate this opportunity to do the campaign planning for a real customer as a member of an advertising agency, it helps me harvest a lot. During the whole preparation period of the campaign, my team members and I have many discussions and modifications,

struggling with the determination of the theme and content of the activity. We also try our best to select the most suitable activities and expressions for DSE students to promote and process the whole campaign. In fact, the biggest problem we faced was that our team members all came from mainland China, so we could not identify with DSE students without having experienced the DSE exam, or even find references. The solution to this problem is that we have interviewed many 2020 DSE students or previous DSE students to have a deep understanding of their learning status and psychological changes as well as their current favorite things as young people, which also gives us a deeper understanding of Hong Kong students. This experience sparks my interest in consumer insights, and I may find opportunities to do more of this work in the future. It is really a pleasant and rewarding trip! I really enjoy the process!

ZHU Lianxin

It is a great learning journey! After doing research on our client and target audience, we organized a completed campaign for the client. We paid much attention to the preliminary preparation, because it is important to have comprehensive background knowledge before strategy planning. I took the initiative to interview the DSE students. Through the conversations, I learned many interview skills. In the campaign planning process, my teammates are cooperative. We had a clear labor division and everyone had brilliant ideas. All of us met the deadline and were responsible.

Although we lost the chance to meet with the client in person, and many activities needed to be adjusted to online due to the COVID-19, we all appreciate this chance to work with the real client and plan a campaign by ourselves. As for the situation changes, isn't this the norm for campaign planning? To make our campaign smoother, we needed to adjust ourselves and consider plan B. It was a challenge, and also a chance for us to practice. Hence, though it was a campus try, it showed me how the job really works. I got more interested in the industry. Thanks for the instructor's guidance, and thanks for the clients' comments. Many thanks again for my teammates' cooperation.

LIU Hanyu

I've really learned and practiced a lot in this class and in this campaign. This is the first time for me to experience the whole process of proposing a complete campaign for a real client and it is a totally different feeling from learning just theories in class. I used to think I was equipped with sufficient knowledge as well as basic theories in class to support my actual work. However, when it comes to propose a complete campaign with consideration of almost everything such as consumer insights, tactics and budget, it is not as easy as learning theory. What is more, coming up with creative and interesting activities to attract the target audience to be willing to participate in can be difficult as we cannot always be resourceful in our mindset and our approach. To calculate the budget, you have to search information online to make the proper estimation. To gain consumer insights

that are not accessible through online searching, you need to make interviews with your target audiences to deeply know about what they are caring about. I truly appreciate the opportunity this course has provided for me, the patient and detailed instructions from Vivienne, and my group mates.

Case Study

PRAD3056 (Section 00001) Group 6

Credits to:

- NIP Nga Ting
- Wong Hiu Ching
- Fung Yuen Yiu

CLIENT: GO! GINGERONION

About the client:

Go! Ginger Onion is a social platform managed by Hang Seng Bank. They targeted young audiences and created social content based on themes like school life, dream-chasing, self-development. Go! Ginger Onion also encourage students in adventure and boost their confidence

TASK:

Giving support to 2020 DSE students

Research insights: Qualitative research is conducted through online zoom meetings with about 10 DSE students. Questions related to their physical and psychological needs. Moreover, asked about their emotions and worries.

From the research, 2020 DSE students preferred support through the online campaign, with the tone warm and supportive. They also worried about the uncertainty of the arrangement and the lack of preparation from teachers.

Goal: To increase participation and interaction on the content posts and video with the target audiences.

OBJECTIVE:

Our campaign objective is to increase traffic on Instagram by 50%, increase Youtube views by 50%

TARGET AUDIENCE:

Our target audiences are mainly 2020 DSE students. They may feel panic and frightened, search for the online platform in giving emotional comfort and support who also want someone to stay behind and backup companionship.

Campaign theme: 就算見唔到 都係陪住

Strategy: Using digital media to create a sense of community among 2020 DSE students and Go! Ginger Onion.

TACTICS:

(Based on the consumer journey. Include your visuals here)

Execution 1: Daily Companionship

Rationale: Increase audiences awareness on the whole campaign with pattern posts and videos

1. 薑蔥陪月員

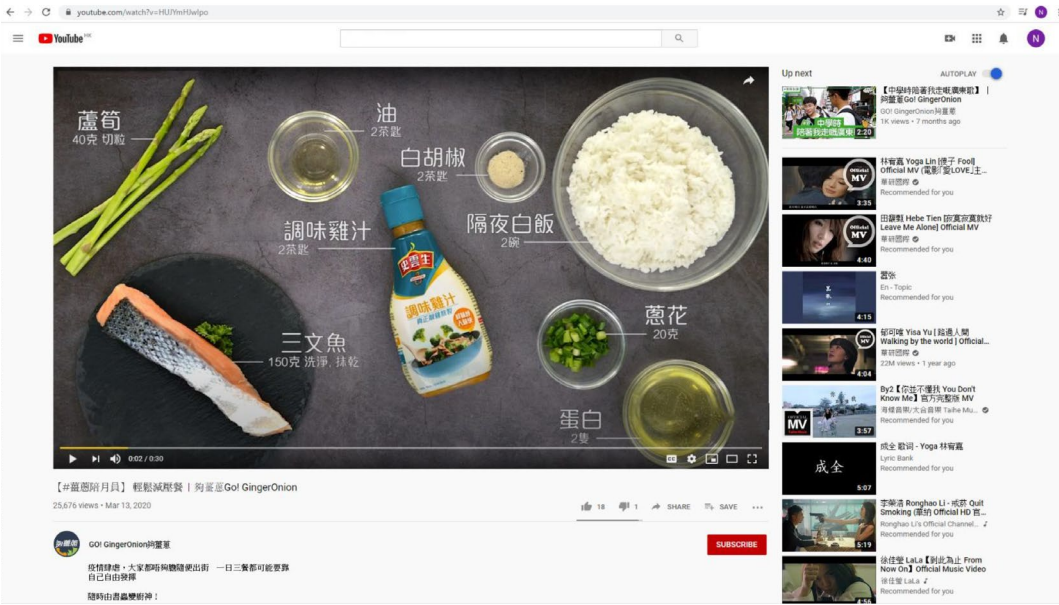
It is a series of social media posts on the cooking tutorial that lasts from the examination period to the result release period. In our tactics, the name on 陪月 is a symbol of caring and making food for pregnant women. This means that we give care to students' health, also staying with students within the DSE period. The videos on both Youtube and Instagram are within 30 seconds to 1 min. It will introduce simple receipts to the DSE students that they can easily cook at home. The video will post once a week from MAY to August. The four series are 輕鬆減壓餐, 食神資格賽, 抵抗炎夏 and 放榜美食節!

Media: Youtube channel, Instagram



Execution 2: Momentous Companionship

Rationale: Increase participation in the competition as it is a surprise to the audience



1. Go! Balloon

It is the tactic using pop-up SMS messages. The students from the competition (那些年我們夠薑的志願) can receive the pop up encouraging messages from Go GingerOnion on some important days. At first, we will collect personal information from the competition and mention that it will have special use on personal information. We give out support and encouragement, the day like core examination, result release day, and JUPAS result release day.



Media: SMS messages

Execution 3: Future Companionship

Rationale: Extension on the campaign by creating and increasing awareness on other market segmentation (E.g. retakers)

1A. 那些年我們夠薑的志願

那些年我們夠薑的志願 which is based on the video presentation of their knowledge about the career path they are going to choose or an interesting story on childhood dreams. We encourage them to join the competition by providing monetary reward and a job shadowing chance in their favored industries.



Media: Instagram and Youtube channel

1B. 那些年我們夠薑的志願

After the selection of three winners, we would give out some tasks for them to complete during the job shadowing week such as compliment on workers' work. This tactic is to challenge the target group to try new things that might indeed happen in their future. These experiences would be placed in Go Ginger onion youtube channel and Instagram's IGTV after editing.



Media: Instagram and Youtube channel

2. 那些年衝出香港

Corporate with KOL, produce some interactive videos on youtube and other social media platforms like Instagram to provide information and support on overseas study. The content of videos will be about the stories of overseas study, e.g. interactive video, the students can choose the interested information by clicking different links from the video. Some KOLs can start a question box on Instagram . Students can raise questions and wait for answers. We suggest choosing Bob's Your Uncle, who is a famous youtuber and studied in London when he was young and Carl Ho, a famous youtuber who is also a full-time tutor for Hong Kong students.



Media: Youtube, Instagram

3. 夠薑蔥 retake 又有咩好怕喎

Provide information and encouragement to the retake student. Create a whatsapp and a telegram group to connect different retakers. Messaging them regularly to encourage them and keep aware of their needs. Also to provide physical like courses and revisions, and psychological support to them. This tactic aims to create a community to connect the retakers together and make them feel better when facing the public exam again.

Media: whatsapp, telegram

TIMELINE:

MAY	JUN	JUL	AUG
薑蔥陪月員			
	Go! Balloon		
		夠薑蔥出香港	
	那些年我們夠薑的志願		那些年我們夠薑的志願
		夠薑蔥retake又有咩好怕喎	

BUDGET:

Item	Cost
Money Prize	HK\$ 15,000
Instagram Advertising	HK\$ \$12,000
YouTube Advertising	HK\$ \$2000
Google Advertising	HK\$ \$4300
Total	HK\$ 33,300

KPIS:

- Phrase 1:** To increase the number of participants in offline events.
By measuring the number of participants in the competition
- Phrase 2:** To increase the traffic and awareness of Go! GingerOnion from public
By review on the data on traffic from online data collection platform
- Phrase 3:** To make a sustainable promotion on the brand Go! GingerOnion
By monitoring the followers and likes on each Internet channel, including Youtube, Facebook, and Instagram.

CONCLUSION:

Under a same big campaign theme which is " 就算見唔到 都係陪住 ", we will have five digital tactics in total. They are " 薑蔥陪月員 ", "Go! Balloon", " 那些年我們夠薑的志願 ", " 那些年衝出香港 ", " 夠薑蔥 retake 又有咩好怕喎 ". This campaign will last for four months and the budget is around \$33,300 HKD. We expected the campaign to help raise awareness of Go! Ginger Onion, giving support to the students, building an emotional bonding between Go! Ginger Onion and the audience and gaining loyal audiences, Key learning: (Take-away) in about 800-1000 words

KEY LEARNING:

NIP Nga Ting
Through deciding the whole campaign for Go! GingerOnion, I gain a lot from it. From analyzing the consumer insight to create execution and tactics, these are all new to me. This semester is a difficult time for all the students because we lack onsite practices. For this class, originally we have chances in organizing the onsite activities for 2020 DSE students, therefore, all the execution may become more creative and not limited to only online campaigns. However, I would say this is also a challenge to us when we have the same situation in the future, how to make creative successful, and perfectly present.

Until now, there is still confusion on the theme, how to wrap the whole campaign with one theme and they are all consistent. It needs consistency in each tactic, it is hard and really a huge challenge to us. After the presentation to the client, there is still an improvement in the whole campaign like adding some adventure elements to tactics, which can stick more to the tone on Go! GingerOnion what had done as usual.

On top of the theme, I inspire in this lesson in doing market segmentation and finding consumer insights. Before attaining the lesson, we do market segmentation only based on knowledge in the previous lecture like behavioristic, psychographic, and so on. However, after the lesson, I found that market segmentation helps to develop deeply on the consumer insights on how the customer's attitude towards the brand. In the whole campaign, the target audiences are the root, therefore, we need to make a comprehensive research on the target audiences. I found that sometimes we need to put ourselves in the audience's position, estimating their wants and emotional change towards the campaign, in order to gain the outcome we expected from the campaign.

Campaign planning is a life-long lesson when we enter the advertising industry, there will not only be one fixed campaign, and there are always changes in the strategy and tactics according to different target audiences. Once we learn this lesson like marketing, we apply it to our future career. What a pity this semester, we cannot try more methods on the promotion, otherwise, there will be more combination and creativity throughout all the groups.

Wong Hiu Ching

This is an interesting learning experience especially under the coronavirus situation now in 2020. As we were experiencing campaign planning, we took a deep insight on various campaign types, like the outdoor event, private event and online events. Yet, it is quite difficult for us to design outdoor campaigns during this quarantine period. Therefore, when we design the campaign, we consider what our target group which is the 2020 DSE students might have to deal with in this special occasion and how our client can stand out and promote itself by organizing non-gathering events. After the whole campaign planning process, I realised that although the way of organizing campaigns is limited, we have to utilize the social media functions to resonate with the target group in order to gain awareness and attract potential audiences.

As the most important base of a campaign is the proximity with the target group, we have to gather opinions from the 2020 DSE students about what they think and what they feel during the class suspension period. Many of the interviewees provided us with useful insights that helped us to narrow down and decide the theme of the campaign.

During the decision of approach using, it was important to understand the position of our client- GoGingerOnion. Their positioning is to provide a sense of companionship and giving out challenges to their target audiences. In this case, we added these elements into the proposed events which are tackling different stages of their DSE period. We also needed to make sure we followed the tones and manners of our client's social media when it comes to online

promotion. As GoGingerOnion adopted a wacky, humorous tone, we adopted the same measures in naming execution and copywriting.

Fung Yuen Yiu

I have learned a lot from this campaign planning course. As an advertising student, campaign planning skills are important for entering the workplace in the future. This course provides a full and real experience for us to work with a client and get feedback from them, which is really meaningful for us.

Firstly, I learned the importance of the consumer insight and the theme of a campaign. The ability to understand consumer insight is extremely important as it can affect the whole direction of the campaign and also to set up the suitable theme. This real case experience is a perfect training for us to understand how and what to consider about the consumer insight. As 2020 Dse takers are facing a special situation that never happened before, it is a bit difficult to do the background research in the beginning. We consider a lot about the restrictions under the Covid-19 pandemic. Also luckily after the discussion with my groupmates, the direction has been more and more clear. We figure out the most challenging part that 2020 Dse takers are facing is they lost the face-to-face support from their school and peers. They may feel lonely when they are forced to study at home, not even able to stay in a library. Therefore we set up the campaign theme of keeping their company in a digital way.

Secondly, it is my first time to finish a group project online from the very

beginning to the final present. I found that it is difficult to keep motivated when working alone at home (same problem that 2020 dse takers may be facing), and it required high self-discipline to hold on this semester. In the meantime I was inspired by the effectiveness of online teaching. The teacher, the clients and the classmates are really talented and solve the problem really quickly, in a creative way. Going digital is a big trend not only in academics but also the whole advertising industry. It is a perfect chance for me to get used to it.

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