

2014年第4回神戸外大マーケティングコンテスト出場プラン
 「Develop Brunch Market with Oversleeping —Next Weekend Starts with Relax Brunch (次の土日は、のびのびランチ) —」

Develop Brunch Market with Oversleeping

Next Weekend Starts with Relax Brunch
 ~次の土日は、のびのびランチ~

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Background Analysis

伊藤ハム Purpose

2014 Sales of La Pizza

2015 Sales of La Pizza **↑20%**

How to increase ?

- ① increase frequency
- ② increase customers

Company

78% of La Pizza's customer is over 40s. (offered data)

ITOHAM-FOODS shows their original menu of La Pizza in web page.

Competitor

is the most popular chilled pizza for breakfast. (Nikkei-Shimbun, 2005)

is most popular chilled pizza (NH Foods HP, 2014)

Both companies don't utilize SNS well.

Customer

Almost 50% of all age like pizza.

Moreover, 58% of the 20s like pizza, which is the highest rate compared to others. (HAKUHODO Inc., 2014)

Targeting

20~30s × Brunch

A chance to penetrate La Pizza to the young

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Breakfast	×	×	×	×	×	○	○
Lunch	×	×	×	×	×	○	○
Dinner	△	△	△	△	△	△	△

○ = There are no strong competitors.
 △ = There are strong competitors.
 × = There are strong competitors and no time or place to bake.

20s have brunch more than any ages (Okyakusama Seikatsubunka Kenkyukai, 2005)

The young's Brunch

Speaking of the Brunch, the young....

- prefer Western to Eastern (Saladcafe, 2010)
- pay more money than usual (Okyakusama Seikatsubunka Kenkyukai, 2005)
- like customizing dishes than usual (Okyakusama Seikatsubunka Kenkyukai, 2005)
- have brunch more than any ages. (Saladcafe, 2010)
- have "relax, oversleep" image against brunch, which is the same as La Pizza. (Saladcafe, 2010)

La Pizza fit brunch market

Promotion and Ads Plan

Ads Plan

- Ads Message 「次の土日はのびのびランチ」 "Next Weekend Start with Relax Brunch"
- Ads Place Digital Signage in station
- Advertising time 17:00~21:00 on Thursday and Friday

Promotion

- Put a card inside La Pizza's package.
- "Let's oversleep with us!!"

レッツ朝寝坊!

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レッツ朝寝坊!

SNS Strategy (Smartphone app)

Smartphone App

We release smartphone application called "The loose alarm clock of HAM Kakaricho."

It's an alarm clock app.

As time passes, his message becomes a little strict.

You can select the alarm message.

There are loose or strict messages.

You can download other alarm messages.

There are 2 ways to download the messages.

SNS Strategy (Smartphone app)

2 ways to download other alarm messages

- ① Buy La Pizza and read the QR code
- ② Tweet about your brunch with hashtag.

SNS Strategy (Smartphone app)



2 ways to download other alarm messages

- ① Buy La Pizza and read the QR code
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If you stop the alarm clock... users can choose recommended brunch recipes. If consumers touch the recommended recipes, they can jump to ITOHAM FOODS' homepage and can see the arranged recipes.

SNS Strategy(facebook)

Ham Kakarichou's message

Since the young are the main fans of Ham Kakarichou, his message can make the young have brunch

URL to the smartphone app's page

Customer can jump to the smartphone app's page and download the app.

HAM Kakaricho collaborated with La Pizza

Customer can jump to the smartphone app's page and download the app.




Thank you for listening!!!

