

Concerns



KIRIN's Current Concerns-Consumers

Consumers

Green tea	Drink enjoyed at mealtime
Coffee	Drink to keep you awake
Black tea	Drink with sweets

Limited chance!!

The consumers fail to adapt black tea to everyday life!!

Issues Targeting & Positioning Business Plan Promotion Conclusion

KIRIN's Current Concerns-Competitors

Competitors

JAVA	Otsuka
Suntory	
TWININGS	FAUCHON

The competitors launch so many black tea brands!

Issues Targeting & Positioning Business Plan Promotion Conclusion

Summary of Current Concerns

Consumers are not adapting black tea to everyday life!!

Competitors launch so many black tea brands !!

Potential customers are not aware of benefits of drinking black tea.

KIRIN fails to distinguish Gogono-Koucha from competitors' black tea.

Issues Targeting & Positioning Business Plan Promotion Conclusion

Summary of Current Concerns

Consumers are not adapting black tea to everyday life!!

Competitors launch so many black tea brands !!

Let's resolve these concerns!!

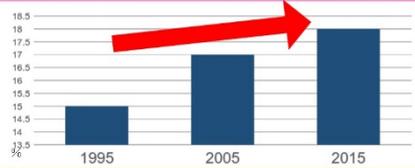
Issues Targeting & Positioning Business Plan Promotion Conclusion

Targeting and Positioning



Targeting

Working women (mid 20s-40s)



The number of working women keep increasing.

Issues Targeting & Positioning Business Plan Promotion Conclusion

Persona

My name is Mikiko. I work for an electric company in Marunouchi, Tokyo. And I have a sweet home! Everyone think my life is happy and great.

Mikiko

Issues Targeting & Positioning Business Plan Promotion Conclusion

Persona

I feel so tired from work every day!
I have to take care of my family after work!
My husband never helps me!!



Working women need a moment to rest!!
Gogono-Koucha can help them!!



Positioning

Coffee



• Image of working men.
• For staying awake.

Black tea



• Image of women.
• Healthy.
• Refreshment.

Clear distinction on positioning!!



Positioning

Other brands of Black Tea



• Have no specific image.
• Small influence in the market.

Gogono-Koucha Sugar-free



• Strong image as afternoon tea.
• Easy to drink than other sugar-free tea.

Emphasize the image of Gogono-Koucha Sugar-free!!



Business Plan



Current Trend

SIESTA



Some companies have already launched siesta to create a **cost-efficient working environment!!**



Gogono-Koucha × SIESTA



Gogono-Koucha Sugar-free
Image as "afternoon-tea".
Small amount of caffeine.
Aroma therapy efficacy.

The best drink to have before taking a 15-30 mins nap in companies!!



Gogono-Koucha × SIESTA

Now
KIRIN vending machine



Clients



Gogono-Koucha × SIESTA

Clients



New!
KIRIN



Gogono-Koucha × SIESTA

Siesta Room



Employees will...

- Initially get a **free** Siesta bag from **KIRIN**.
(It can be transformed into a cushion cover)
- Pay **¥200**/ use of the **room**.
(Including Gogono-Koucha and wet towel)



Promotion



Instagram as a Promotion Tool



Why Instagram?

- Easy to take and edit cool pictures.
- Many female users.**
- Connect easily with hashtag.





Process of Promotion

Clients




Take pictures of workers during SIESTA

Upload them on Instagram



Process of Promotion

KIRIN



Gather Siesta pictures on Instagram

Make a short film using the pictures





Spread the short film on social media



Example of the Advertisement





Benefits of Promotion

KIRIN

Can encourage other companies to join

Gogono-Koucha × Siesta.

Clients

Can promote their employee-friendly working environment.

Benefits of Promotion for Parties!!



Benefits of Promotion



Potential consumers recognize that Gogono-Koucha is a drink to have before taking a nap.



Benefits of Promotion

Siesta

= time to drink Gogono-Koucha Sugar-free



Kirin can expect increase in sales!!



Potential consumers buy Gogono-Koucha Sugar-free more often.



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Conclusion

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Summary of the Business Plan

KIRIN

Clients

Consumers

1. Can expect sustainable profit.
 2. Strengthen the image of Gogono-Koucha as an afternoon refreshment.

1. Provide cost-efficient working environment.
 2. Can advertise themselves as an employee-friendly company.

1. Can always work to the fullest.
 2. Can easily adapt black tea to every day life.

Conclusion

Consumers are not adapting black tea to everyday life!!

Competitors launch so many black tea brands !!

Potential Customers are not aware of benefits of drinking black tea.

KIRIN fails to distinguish Gogono-Koucha from competitors' black tea.

Benefits for parties to implement siesta!!



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Conclusion

Consumers are not adapting black tea to everyday life!!

Competitors launch so many black tea brands !!

Potential Customers are not aware of benefits of drinking black tea.

Introduce the efficacy of black tea through Siesta.

Position Gogono-Koucha sugar-free as an afternoon refreshment for women through Siesta and the promotion on Instagram.



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Epilogue

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Power Puff Girls completed the mission!!

Mission Complete!!

Complaint handled !!

Consumer

We did it!!



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Thank you for listening and we are happy to take your questions!

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References

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Costs for Implementing Siesta

Initial Costs

Items	Breakdown of the total (yen)	Total (yen)
Mattresses	3000 × 8 pieces	24,000
Sheets	1080 × 8 pieces	8,640
Cushions	500 × 12 pieces	6,000
Refrigerator		8,000
Siesta bags	200 × 50 pieces	10,000
Other renovation fees		20,000
TOTAL		76,640

*The items calculated above is for a 18m² room at a client's office.

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Costs for implementing Siesta

Monthly Running Costs

Items	Breakdown of the total (yen)	Total (yen)
Gogono-Koucha Sugar-free	100 × 420 bottles	42,000
Hand towels	12 × 500 pieces	6,000
Fuel and light expenses		2,000
TOTAL		50,000



The cost for the first year of implementing siesta at a client's office.

76,640 + 50,000 × 12 = 676,640 yen

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Estimated Revenues from Siesta

Annual revenues

1 - 3 months
 (200 yen × 10 people) × 22 days × 3 = 132,000 yen
 4 - 9 months
 (200 yen × 18 people) × 22 days × 6 = 475,200 yen
 10 - 12 months
 (200 yen × 23 people) × 22 days × 3 = 303,600 yen



Total of 910,800 yen

Possible to receive back the initial costs.

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Amount of Caffeine in Drinks

Drink	Amount of caffeine in 100ml
Gyokuro Green Tea	120mg
Coffee (Espresso)	280mg
Energy Drink	50mg
Black Tea	20mg

(Source: Let's Improve Your Sleep with Supplements)

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Black Tea and Nap

The best length of a nap is 15 to 20 minutes...There are ways to prevent from oversleeping and that is to drink coffee or black tea. The caffeine contained in coffee and black tea affects your body 30 minutes after the intake. Therefore, if one takes caffeine prior to taking a nap, he/she can wake up at the right time. Taking 10 minutes to drink coffee or black tea and sleep for 15 to 20 minutes is the ideal timing.

(Source: Gussuri.net)



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The Efficacy of Black Tea

1. Recovering from Exhaustion

• Caffeine helps you to recovering from exhaustion.



2. Getting Rid of Stress

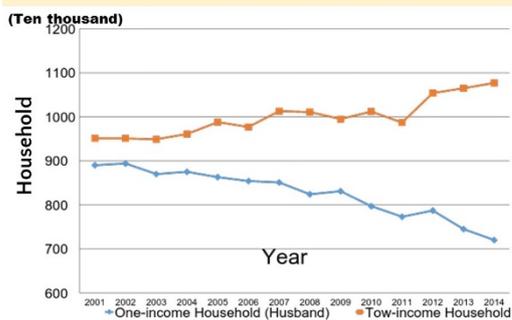
• The aroma of black tea helps you to get rid of stress.



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2015年第5回神戸外大マーケティングコンテスト入賞プラン
 「Wanna Relax? Take a Nap! Gogono-koucha Sugar-Free × Siesta」

The Number of Two-income Household in Japan



(Source: Ministry of Health, Labour and Welfare) 49

The Ratios of Monthly Active Users

	LINE	Instagram	Pinterest	Twitter	Facebook
Users (Domestic)	58 Million (Up to March 2015)	No public	No public	19.8 Million (Up to June 2014)	24 Million ※ Inference (Up to March 2015)
Users (Global)	250 Million (Up to March 2015)	300 Million (Up to December 2014)	7 million (Up to October 2015)	320 Million (Up to April 2015)	1.4 Billion (Up to April 2015)
The ratio of monthly active users (Domestic)	90.6%	76.7%	73.4%	60.5%	53.1%

(Source: Social Media Marketing Lab and App Ape Laboratory) 50

