

*New Lifestyle
for
Youth Entertainment*

*Hong Kong Institute of Marketing
Young Marketing
Communicators Awards
HKIM-YMC Awards*

Company Background Briefing
The Red / Youth Club

Old days entertainment ...



Youth Lifestyle (in these 2-3 years)

- Freedom
- Self-expression
- Recognition
- Health consciousness
- Trendy style



Youth Entertainment (in these 2-3 years)

- Karaoke
- Hip-hop dance
- Internet games
- ...etc.

new lifestyle for youth entertainment...

Company Background

The Red

A Karaoke Group in Hong Kong



History of Karaoke

- Mid 80s, came from Japan
- Late 80s, LD was popular
- Early 90s, combined F & B + music
- IT technology + music
= HK style Karaoke culture



The Red

General Information

- Established since 1992
- Branches
 - 18 branches all over Hong Kong
 - 9 branches in Malaysia
 - 1 branch in Manila, the Philippines
 - 1 branch in Guangzhou, China



The Red



Customer profiles

1. Working adults/executive
2. Teenagers/students

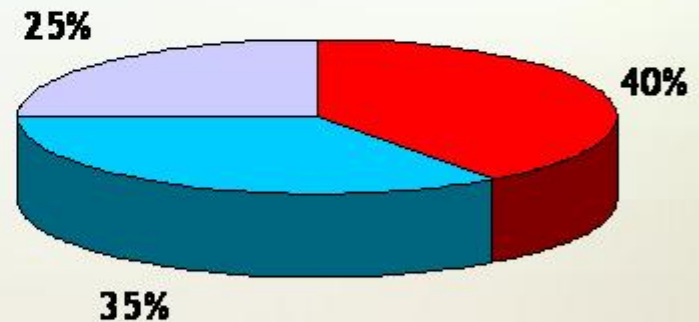


The Red

In Hong Kong:

- Market share
 - 40% (2006')
- No of customers
 - 5,000,000 (2006')
- No of members
 - 1,000,000 (2006')

Karaoke Market Share in Hong Kong



■ The Red ■ NNY ■ Others



The Red

Vision

- To create a karaoke with the most creative and healthy image in Asia

Mission

- Fun
- Attention
- Innovation
- Trend
- Health



The Red

Product & Services

- Ambience
 - stylish & exclusive
 - young & trendy
- AV Systems
 - advance
- Food & Beverages
 - quality & delicious
- Customer Services
 - friendly & helpful

Price

- \$80 - \$120/head
 - includes 2 drinks
 - plus \$10 got 1 main course



The Red

Campaign Objectives

1. Create brand awareness
2. Rejuvenate the brand as a trendy, young and healthy karaoke place
3. Give reasons for visit the Red
4. Increase market share to meet sales target



Company Background

Youth Club

A new club for families in Hong Kong



Youth Club

General Information

- Established since December 2006
- Branches
 - 1 branch in Kwai Fong
 - 1 branch in Whampoa Garden



Youth Club

Target markets

1. Youth aged between 15 and 35 (Core)
2. Group: Corporate/Event/Family



Youth Club

Vision

- To promote Pop Culture in a wholesome manner and through it provide entertainment and creative exposure to the young people to expand their horizon and enhance their life

將全新玩樂概念引進香港，成爲年青人潮流遊玩地，
創造屬於香港年青人的潮流文化，
繼而將玩樂新概念發揚光大，擴展至世界各地。



Youth Club

Mission

- To provide a central, interactive, fun & trendy and healthy place for young people to hangout
- Through the use of popular cultural activities, young people are given opportunity to discover, explore and show off their talents and creative pursues
- To promote Hong Kong culture making YO Park the representation and landmark of Hong Kong Pop Culture

提供一個創造無限可能的龐大空間，引領年青人展開探索之旅，
發掘自我潛能，盡展所長。



Youth Club

Concepts

- The show must go on
- All the world is a stage
- Everyone is a star
- I perform, therefore I am
- My Life, My Craft
- Healthy is the new black



Youth Club

Pop Culture Venue

- Performance zone
- Creative zone
- Music zone
- Leisure zone
- Karaoke zone
- Sports zone
- Eateries
- Shop



Youth Club

Campaign Objectives

1. Build brand awareness among target audiences
2. Establish positive brand image
3. Induce trial



Integrated Marketing Communications?

The concept of marketing communication planning that recognizes the **added value of a comprehensive plan** that evaluates the strategic roles of **variety of communication disciplines** (general advertising, direct response, sales promotion, and public relations) and combines these disciplines to **provide clarity, consistency, and maximum communication impact.**

整合營銷傳訊是透過傳訊工具的整合，
傳達清楚一致的訊息，
發揮最大的營銷傳訊成效。

Contents of an IMC Plan

- Executive summary
- Full report
 1. Communication market analysis
 2. Positioning strategy
 3. Marketing communication objectives
 4. Advertising strategy
 5. Other promotional tools strategy
 6. IMC scheduling
 7. Budget allocation

Contents of an IMC Plan

- **Executive Summary**
 - Max. 2-page A4 size
 - Double line spacing
 - The main ideas, the facts, the necessary background to understand the problem, the alternatives, and the major conclusions
- **Full report**
 - Max. 20 pages
 - Font size of 12-point
 - Double line spacing

Contents of an IMC Plan

- **Full report**
 1. **Communication market analysis**

It includes:

 - **Competitive analysis:** To identify major competitors and to discover what they are doing the areas of advertising and communication
 - **Opportunity analysis:** To keep watching carefully for new marketing opportunities by examining all of the available area and information about the market
 - **Target market analysis:** To recognize the needs of consumers
 - **Positioning analysis:** The positioning is the perception created in the consumer's mind regarding the nature of a company and its products relative to the competition. The quality of products, prices charged, methods of distribution, image and other factors create positioning

Contents of an IMC Plan

- **Full report**
 2. **Positioning strategy**
 - What positioning strategy should be employed and why?
 - To determine the company's position to make sure it is consistent with other elements of the campaign
 3. **Marketing communication objectives**
 - The campaign objectives of the Red or Youth Club

Contents of an IMC Plan

- **Full report**
 4. **Advertising strategy**
 - **Advertising design:** Story board* is to tell the implication of the verbal and visual images (*can state in the appendices)
 - **Type of appeal:** Selection of appeal, such as fear, humor, gender, music, emotions, rationality, etc.
 - **Target audience:** Young people, working group, etc.
 - **Message strategy:** Slogan
 - **Media selection:** Selection of television#, newspaper, magazines, internet, etc. (#television is compulsory)

Contents of an IMC Plan

- **Full report**
 5. **Other promotional tools strategy**
 - What other promotional tools to be selected and why?
 - Public relations
 - Sales promotions
 - Sponsorship programme
 - ... etc.
 6. **IMC scheduling**
 - State the timeline and deadline for the plan

Contents of an IMC Plan

- **Full report**
 5. **Budget allocation**
 - Please recommend the budget for the plan
 - Percentage of the budget is stated for indicating the allocation
 - e.g.

Promotion Plan	Estimate %
Advertising	
- TV Commercial (Production & broadcasting)	40%
- Newspaper advertisement (Design & publishing)	20%
- Radio advertisement	20%
Event	
- Exhibition (venue & Setup, etc)	15%
Direct Marketing	
- Mailing (design, printing & postage, etc)	5%

TV Commercial

- 1 x 30 seconds TV commercial; OR
- 2 x 15 seconds TV commercials

Director Report

- Max. 500 words
- Font size of 12-point
- Double line spacing
- Conclusion of your TVC from preparation to post-production
 - Your feelings from beginning to completion



More Information

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(Mr. Cheung)