



• LOVE FOR WAGASHI •

GROUP 1

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❁ Brief



• LOVE FOR WAGASHI •

Love For Wagashi is an up-and-coming business selling Japanese confectioneries to customers missing Japan. They specialise in freshly made handcrafted Nerikiri and other traditional forms of Wagashi.



PROBLEM

Love For Wagashi sells Japanese confectioneries that are made by a self-taught Singaporean.








OBJECTIVE

Lessen consumer doubts regarding Japanese desserts made by non-local hands.






❁ Industry Analysis

*information accurate as of 17 Nov 2021

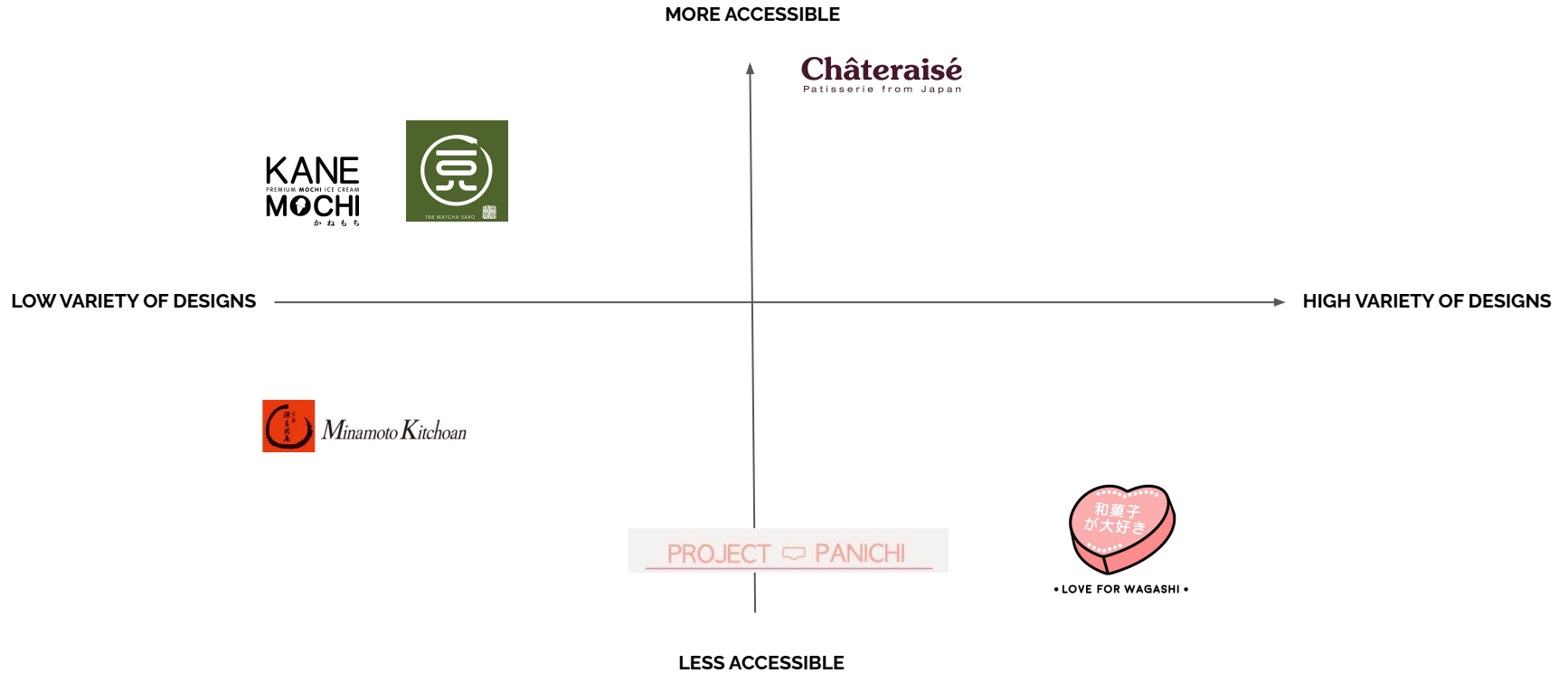
BRAND	 Minamoto Kitchoan	 Châteraisé Pâtisserie from Japan	 KANE MOCHI <small>PREMIUM MOCHI ICE CREAM</small> <small>かねもち</small>		
ACCESSIBILITY (PHYSICAL/ ONLINE STORES)	<p>1 physical store at Takashimaya</p> <p>Packaged Wagashi is available for self-collection and delivery on their website</p>	<p>31 physical stores</p> <p>Products are available for self-collection or delivery from their stores, using their own order-taking platform</p>	<p>3 physical stores</p> <p>Islandwide delivery is available with a flat fee of \$20+</p> <p>Self-collection is unavailable</p>	<p>3 physical stores</p> <p>Available on apps like FoodPanda, GrabFood and Deliveroo for pick-up/delivery</p>	<p>No physical stores</p> <p>Kohakuto (edible gems) are handcrafted-to-order</p> <p>Self collection and delivery available</p>
VARIETY OF DESIGNS	<p>Little variation in Design</p> <p>Uniform design for each type of wagashi offered</p>	<p>Large variety of designs</p> <p>Seasonal/Festive designs across many products</p>	<p>Little variation in Design</p> <p>Flavours have their unique colors</p> <p>No other distinct design choices</p>	<p>Little variation in Design</p> <p>Similar designs for delicacies offered</p> <p>E.g Same pancake with different printed designs</p>	<p>Seasonal/Festive Designs</p> <p>Designs change every 2 to 3 months</p> <p>Selection of 5 designs each period</p>

❁ Industry Analysis

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BRAND	 Minamoto Kitchoan	 Châteraisé Patisserie from Japan	 KANE <small>PREMIUM MOCHI ICE CREAM</small> MOCHI <small>かねもち</small>		
INNOVATIVE/ TRADITIONAL FLAVOURS	<p>Traditional No attempt to stray from traditional Japanese flavours</p>	<p>Traditional Uses traditional flavours such as matcha, green tea, red bean, etc</p>	<p>Innovative Uses innovative flavours like thai milk tea, korean banana milk, etc</p>	<p>Traditional Products are based on matcha with red bean filling</p>	<p>Innovative Incorporates Singaporean flavours like Pulut Inti and SG Sling</p>
MAINSTREAM/ NICHE	<p>Mainstream Has regular (Tsuya, Yokan, Mochi in different flavours) and seasonal wagashi (Chocolate Mikasa, Suikanshuku)</p>	<p>Mainstream Sells a large range of japanese confectionaries (cakes, ice creams, etc), along with macarons and choux pastries</p>	<p>Niche Only specialises in mochis (19 flavours)</p>	<p>Niche Specialises in various matcha delicacies like warabi mochi, obanyaki (pancake), parfaits, drinks, etc</p>	<p>Niche Only specialises in Kohakuto wagashi</p>

❁ Competitive Analysis



❁ Competitive Analysis



❁ Target Audience

- ❁ **1** People who are interested in other countries and cultures ❁
- 2** People who are interested in handcrafted things
- 3** People who love to hunt for food

❁ Target Audience (Targeting)



Intercultural Communication & Assimilation

(The socio-cultural implications of covid-19, 2020)

* Consumer Research



More interest in
Japanese culture

(The Economist, 2021)

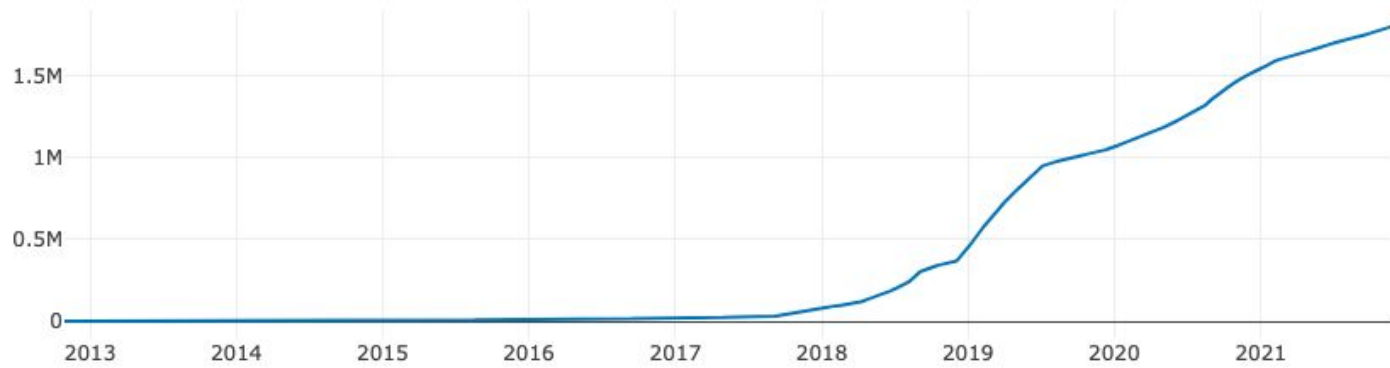


248% subscribers
increase in r/japantravel

(Subreddit stats - statistics for every subreddit. n.d.)

* Consumer Research

R/JAPANTRAVEL SUBSCRIBERS



❁ Key Insights

Japanese desserts are..



Are not authentic unless chef learns from a Japanese.



May taste nice but it's still not 100% authentic.



Is okay if the non-Japanese makes the dessert with sincerity.



Is okay as long as the standard and taste is there.

BASED ON 8 RESPONDENTS BETWEEN THE
AGES OF 20 TO 25

❁ Persona



Japan-Lover Jane

Jane is a undergraduate design student from a well-to-do family. She loves all things Japanese – much of her choice of food, clothes, furniture, design and work take inspiration from Japanese culture.

AGE 22

INCOME \$600 per month

OCCUPATION Design student

MOTIVATIONS	FRUSTRATIONS
<ul style="list-style-type: none">• Wants to find the best stores/brands for each type of Japanese cuisine• Wants to travel to Japan every year• Will eat pricey food often if it is up to standard (reputation)	<ul style="list-style-type: none">• Japanese food that is not up to standard (reputation)• Travelling to remote/hard to find locations just to eat
INTERESTS	
<ul style="list-style-type: none">• Japanese Culture• Japanese Cuisine• Designing• DIY Handicrafts• Anime• Cute artworks and design• Travelling	

* Brand Personality (Purpose)

LUXURIOUS	YET	AFFORDABLE	We offer products that make consumers feel like they are in Japan at an affordable price. To establish credibility and justify our prices, we keep our content sophisticated and honest.
ELEGANT		WITTY	We produce content that is tasteful and refined but demonstrate wit through our mood and tone. We use a casual approach to make consumers feel closer to the brand.
FEMININE		GENDER-NEUTRAL	We convey femininity and gentleness in our look and feel while still retaining a gender-neutral outlook for the overall brand.
EXCLUSIVE		OPEN	We keep our content open to interpretation and conversation while being exclusive by giving social media followers the latest scoop, using personalised messaging and providing behind-the-scenes content.

* Campaign Objectives



INCREASE BRAND AWARENESS
IN 3 MONTHS
1 Dec 2021 - 28 Feb 2022

Increase awareness for Love for Wagashi as a wagashi business in Singapore selling handcrafted traditional desserts by strengthening their brand and increasing their online presence.

Reach
1,000
IG followers

Increase
30%
website traffic

Increase
50%
reach and impressions
on IG posts

Posting
3x per week
Instagram to improve online brand
presence

❁ Brand Guide (Identity)

LOGO



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TYPOGRAPHY

Cormorant Garamond Bold

Raleway Light

COLOUR SCHEME



#FCAEAE



#FC8B8B



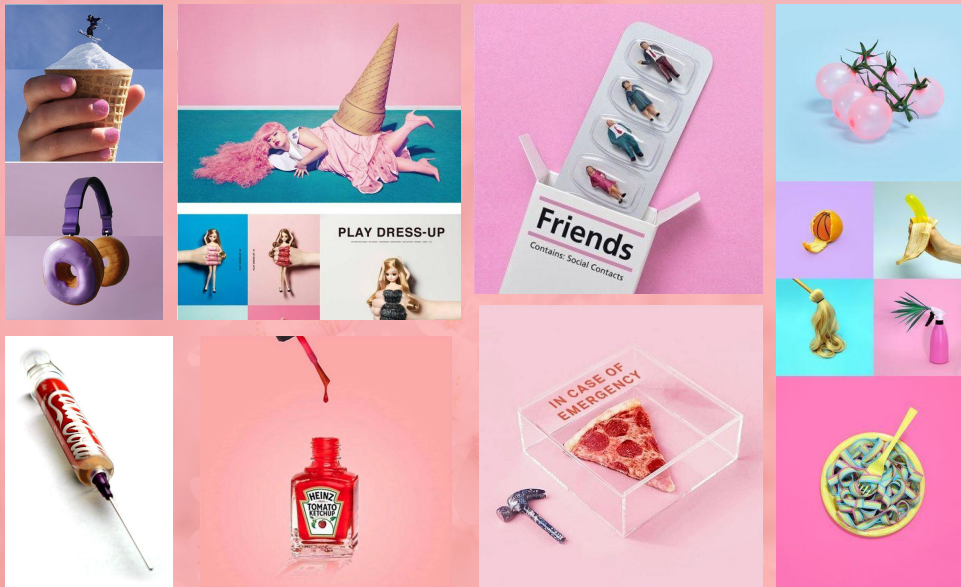
#FFFFFF



#282828

❁ Style Guide (Identity)

MOODBOARD



COLOUR SCHEME



#FBE8B1



#F7C4D3



#E1CBE0



#DAE0F5



#CEE5EC



#D3D8BC

* Creative Deliverables



Instagram



Posts and IG Stories

❁ Creative Deliverables

INSTAGRAM 9 POSTS



BREAKFAST AND DINNER

CAPTION

Rise and shine or dressed to the nines. ☀️ ㊄



HAPPY AND SAD

CAPTION

Take the bitter with the sweet and make your life better, full and complete. ♡



HOT AND COLD

CAPTION

You're looking hot. Want to beat the heat with a cold wagashi? (ㄟ_■_■)

🌸 Creative Deliverables

INSTAGRAM 9 POSTS



MERRY CHRISTMAS GREETINGS

CAPTION

Last christmas I gave you my heart; this year I'll give you wagashi. 🌿



START AND END

CAPTION

The best kind of glow up. 🍡



BRAND STORY FACT

CAPTION

Japan, we miss you so matcha. 🍵

❁ Creative Deliverables

INSTAGRAM 9 POSTS



BIRTH AND DEATH

CAPTION

Endings aren't always bad when the beginning is just within reach. ∞



TRADITIONAL AND MODERN

CAPTION

Gen Z vs Gen X? Nah, Generation Yum. 😊



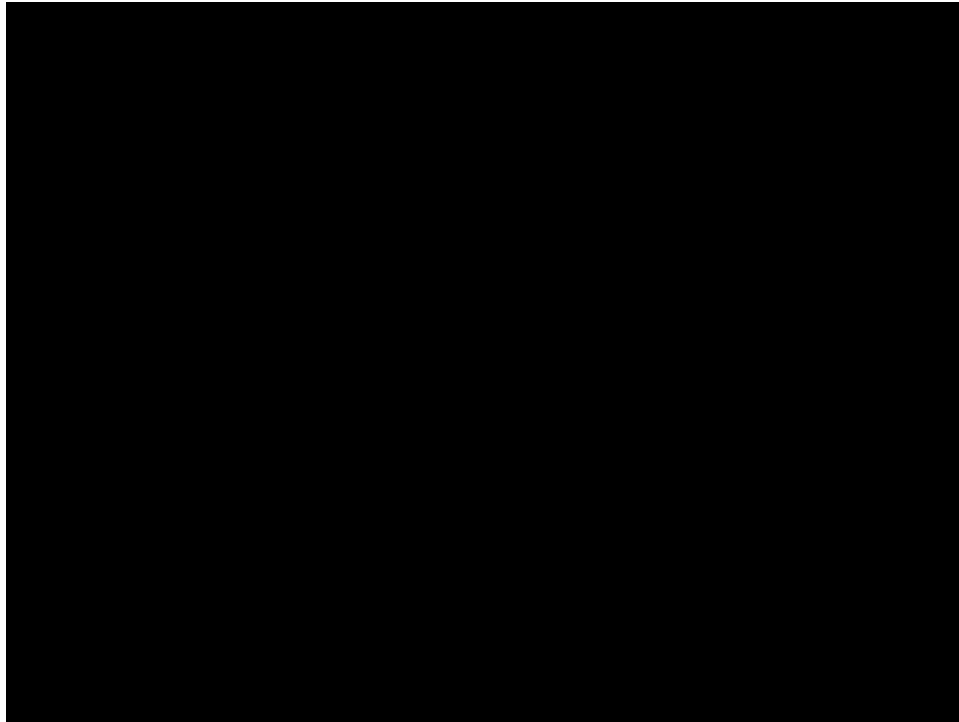
LEFT-BRAIN AND RIGHT-BRAIN

CAPTION

Left or right brained, delicious is just delicious. 🤪

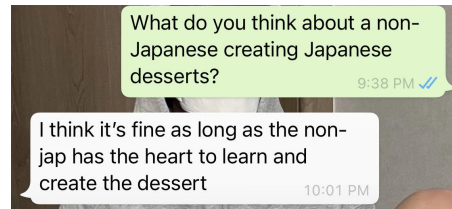
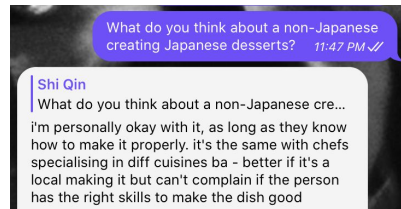
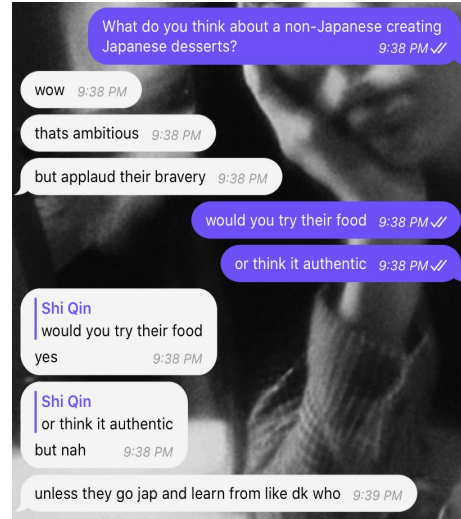
✿ Creative Deliverables

ANIMATIC



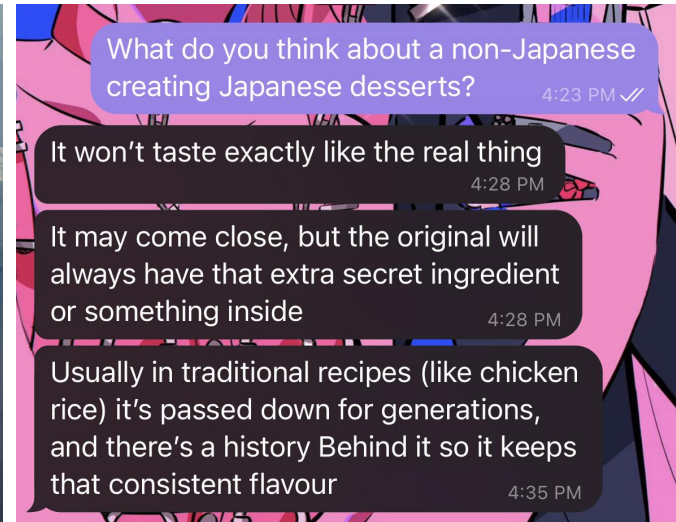
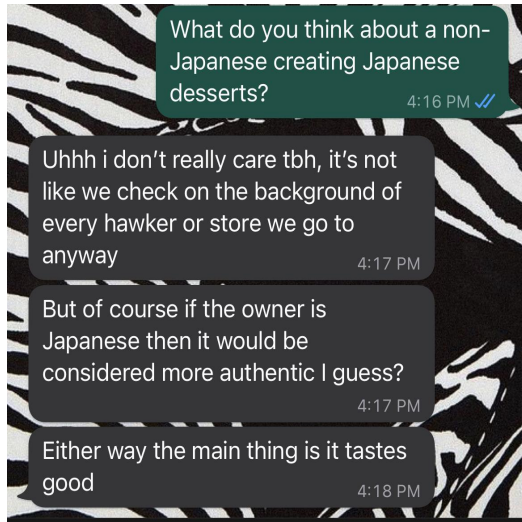
Appendix

QUALITATIVE SURVEY RESPONSES



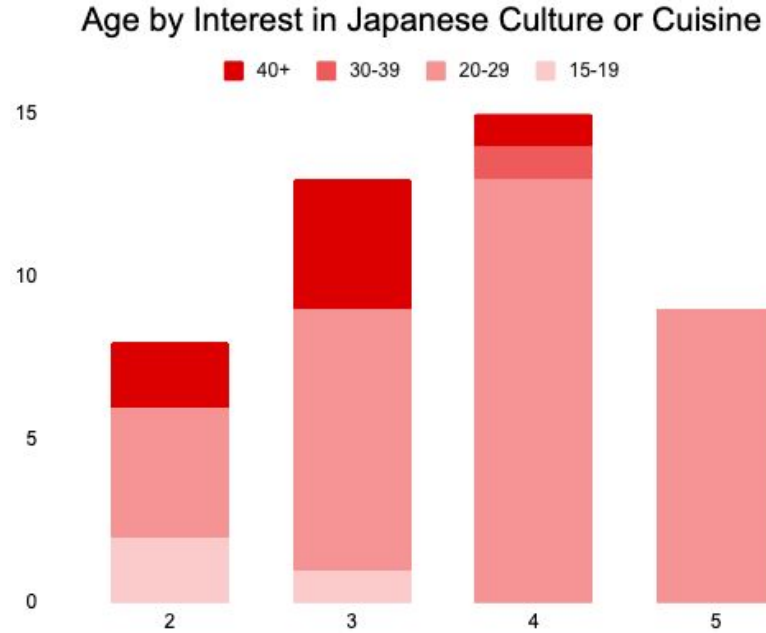
❁ Appendix

QUALITATIVE SURVEY RESPONSES



Appendix

QUANTITATIVE SURVEY RESPONSES



Slightly over half (53%) of respondents were highly interested in Japanese Culture or Cuisine.