Joint University Outstanding Marketing Award 2014 – 2015
- Double A -

Executive Summary

“More Than Paper Work”

Author Names: Au Marilyn 區慧兒 Hung Tsz Ching 洪芷澄
Chik Oi Yan 戚愛恩 Tong Kai Yi 湯棨怡 Mok Donald Ka Ho 莫嘉豪

City University of Hong Kong

When asking about paper producers, Double A is usually the first brand coming to many people’s mind. However, do people really know what Double A is doing? Are they really like this brand? The answers significantly depend on how well the marketing strategies are designed.

More Than Paper Work

The main theme of this marketing plan is to promote the enjoyable and environmental friendly working environment by spreading out the message of “Double A can let your workplace be fun”.

Double A has already built a strong position that it is providing high quality copy paper, but many people are still lacking knowledge towards its brand. Therefore, “More Than Paper Work” intends to increase the awareness of what Double A have done to contribute the society as well as induce potential and current customers’ liking towards the brand to enhance their loyalty.

WHO TO REACH?
The target to be reached is consistent with the current target customers of Double A – the office workers.

CONSUMER BEHAVIOR

(i) Routinized response behavior towards convenience goods

Little search effort involves when purchasing copy paper. People normally do not switch brands after their purchase. They will regularly repurchase once they found the quality of paper is satisfied. Branding is critical for this kind of products. It is important for Double A to keep themselves in target customers’ evoked set by making marketing effort. The proposed marketing plan therefore will focus on enhance people liking towards Double A.

(ii) Stressful working environment

Many people working in Hong Kong suffer from high stress level. According to the research conducted in 2012, 62% of Hong Kong respondents claimed that their jobs were a cause of stress. About half of the respondents agreed that their stress level has been increased in the past year. Under such a stressful environment, providing ways to ease stress will be favorable to Double A’s target customers.

1 Worst jump in stress levels hit workers in China, HK
Creative Packaging
We suggest a new packaging with the product, which properly bring the office fun, and a relaxing atmosphere.

EASY TEAR:
By our experiences, the package of a pack of paper, such a strong packaging paper, is hard to tear open. Refilling the paper tray of a printer or copy machine, that kind of frequent and extra workload, annoys a lots of workers in office. Easy Tear will provide a fast, easy, and convenient experience in refilling the paper, at least it is much more easy.

FUN FUN BOX:
For the corporate customers, they often buy paper in large number Boxes. And huge number of boxes become wastes and was really wasted. Fun Fun Box is a concept of designing the packaging box into a funny project that turn the box into a game or useful office item, which properly become the famous activities among office boys and ladies.

Social Network
Facebook
Over 60% of Hongkongers are active users on the gigantic social network – Facebook. The largest age group of users in Hong Kong is 25-34. Having high exposure to substantial potential customers with the lowest cost, Facebook is simply the perfect tool to boost brand awareness among office workers. Double A Hong Kong page aims to bring fun ideas and inspirations that white-collars will find them enjoyable and feel motivated. We want to be a friend that stands by them: More than Paperwork.

2 PCPD’s dialogue with Facebook on Personal Data Protection
3 Facebook is Hong Kong's top digital platform in survey commissioned by company
COOPERATE WITH ILLUSTRATORS
Decades of local illustrators like Tszaiapei and JieJie & UncleCat, who are trending among Facebook users and some even have over 260,000 followers. Double A could cooperate with local illustrators to promote their product with cute and iconic characters, taking advantage of their popularity to capture public attention. Comics drawn by these illustrators can be posted on Double A official fan page regularly. These comics will be related to office life, such as office politics, which can easily arouse sympathy and connection from office workers’ personal experience. It will be a way to personify the brand by creating a character for Double A.

“OFFICE HACK”
“Office Hack” is a term referring to impressive ideas and inventions using random office supplies. This idea simply answers the question: What is the mean of the page to office workers? We will share small tricks that will enlighten their dull work life to a more convenient and efficient working environment.

PAID AD
We suggest posting paid-ad on Facebook to reach target market segment in particular age, region, and interest more efficiently. Double A may well boost the page or even a specific news feed to a selected group of users at very low cost (eg. HK$117 per week for page promotion).

Loyalty Program

CARDBOARD BOX CANOE RACE
Cooperate customer order a large amount of Double A paper every year, which implying a lot of cardboard will also be distributed a year, therefore, Double A can organize some inter-organizational events, such as cardboard box canoe race, it will promote the companies’ team spirit and surely is an annual fun event for any company. The cardboard box canoe race can also be a signature event of Double A, exposing the other image of Double A. Participating companies can elicit their staff’s creativities and create and less stressful and dull working atmosphere within the organization.

TEAM BUILDING WORKSHOP
Double A can partner with a professional in-company training organization to offer free in-company training courses to their cooperate clients, such as team building workshop, their clients can enjoy a practical course which they will really be benefited.

TREE PLANTING DAY
To promote environmental awareness, Double A can organize tree planting day for the companies to join, the participant company can gain media exposure and create a better environment at the same time, on the other hand, Double A can benefit from raising environmental awareness to the public and fulfill cooperate social responsibility.
DOUBLE A CLUB
Double A Club is to offer clients with club title that is distinguished according to their annual purchase size, larger purchase size will have a better club title and better offers. Club title can be ranging from Club Red to Club Silver, Club Gold and Club Platinum. Club members can enjoy purchase discount, priority delivery and with more complementary items given free of charge together with their orders. Double A can give out customized stationary featuring the member company’s name on it.

SWOT

STRENGTHS
It is easy to implement due to the company’s profitability and reliability. As a popular paper producer in the industry, it maintains strong relationship with office customers because of its outstanding quality paper and reputation. Moreover, Double A (1991) Public Limited Company showed the net profit of Baht 1,852,612,659 in 2012, so there will be enough financial ability to launch the campaign. Since it is fresh to be the first paper company which hold these creative and amusing marketing activities in Hong Kong, people will be interested and participated in it.

WEAKNESSES
The manufacturing and operating cost will increase in the result of the changing packaging and activities organized. Moreover, the paper quality may be affected since the resources will be distributed wisely.

OPPORTUNITIES
Hong Kong is a stressful city which office workers’ tension is high and family has not much time to educate and accompany with their children. This marketing campaign offers a way for them to be more relax, increase their outdoor experiences, involve more in environmental issues. It is also important to point out that nowadays social’s environmental awareness has been increased, Double A may take advantage of this chance to promote its business, to advocate best use of resources and its ethical and responsible producing process.

THREATS
People may be less concentrate on Double A’s paper quality because of the wide range of activities and strategies which it does. Also, once competitors find that the campaign is effective and successful, it is easy to be followed such as the easy tear packaging design.