



# Diverse Market Expansion Strategy from Traditional Local Corporate to Multinational Winner



# Pain Point of Traditional Food Corporate

Wastage and Ineffectiveness in Traditional Marketing Approach



Time wasting



Very costly



Poor campaign  
measurement



Difficult to receive  
consumers' feedback



Little interaction  
with audience

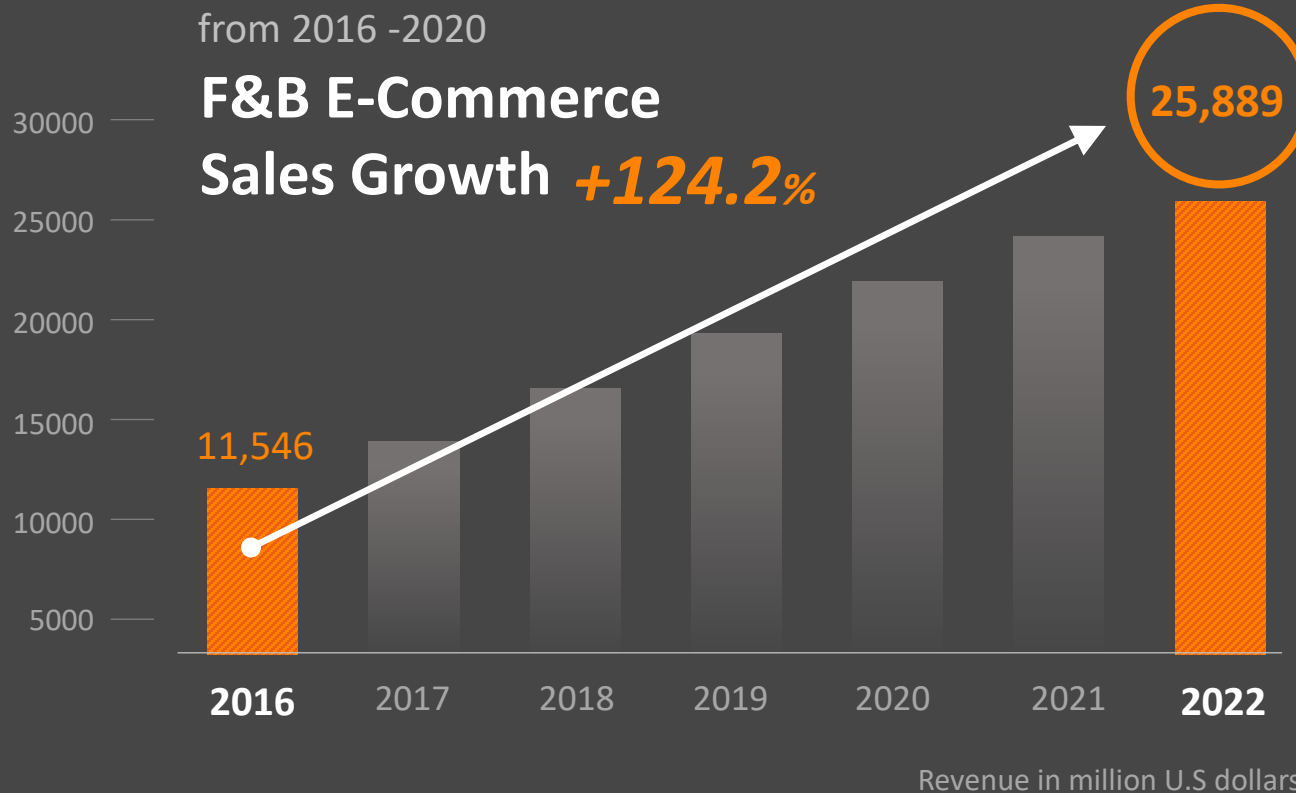
**Resources Wastage and Ineffectiveness**



# Looking Forward to A More Connected Food Industry

## Digital Trend in the F&B Industry

### Food and Beverage e-commerce revenue forecast



Digital transformation become a solution and trend for traditional brand to maintain their business under pandemic crisis by,

1. Lowering **R&D cost**
2. Improving **long-term strategic plan**
3. Maintaining **market share** under the increasing competitive F&B industry

# Background

The Traditional Hong Kong-based Food Company Specializing in Manufacturing a Wide Range of Chinese and Asian Sauces

Founded in 1888, LKK has expanded internationally with extensive product range distributed in Hong Kong, China, APAC countries and other continents.

Instead of relying on conventional promotion channels, as a far-seeing food company, our client wishes to leverage the data profession and capabilities of Vpon to **expand their market share and maintain their competitive positioning through digital transformation.**



## Objective + Strategy

**To achieve the goal of regional market expansion**

**How could Lee Kum Kee effectively reach and expand potential customers to expand its cross-regional business**

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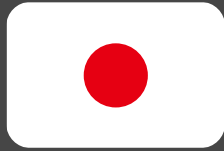


X Vpon

Lee Kum Kee partnered with data expert Vpon Leveraging DATA  
**to develop DIVERSIFIED marketing strategy  
in DIFFERENT MARKETS**

# Distinctive Scenarios in Diverse Markets

Lee Kum Lee's Differential Approach in Japan and Singapore Market



*To Understand and identify potential audience to increasing brand awareness and exposure in the market*

**Get the market to know  
Lee Kum Kee!**

**Regional  
Market  
Expansion**



*To expand market penetration by acquiring the new potential audience group*

**Expand the market by  
acquiring MORE!**





# Japan Market

*Increase LKK's brand  
awareness by launching  
data-centric audience  
communication strategy*





# Acquiring the Potential New Target Audience

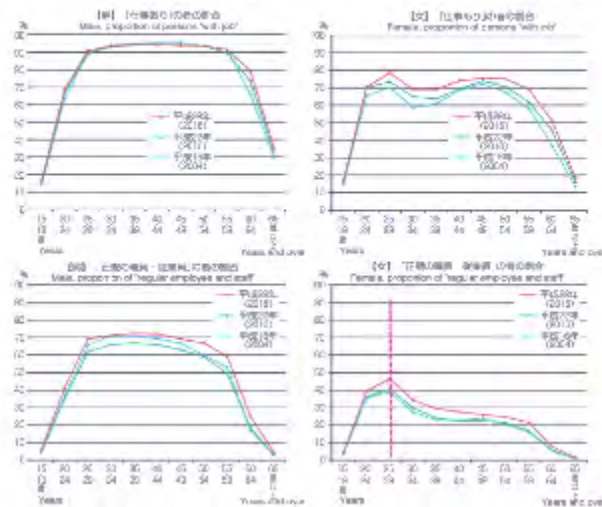
Leveraging Data to Identify Young Families to Broaden Audience Pool

## IV 世帯員の就業

「仕事あり」の者の女は増加傾向

性・年齢群別にみた15歳以上の就業状況の年次比較

1. 15歳以上の就業状況の年次比較 (persons aged 15 years and over, by sex and age group, 2004, 2011 and 2018)



Original Target

40-60-year-old ladies **with kids** that are in middle or high school

Retain

**New Target**

**Young families** with or without kids. Aged between **25 – 29**, being **health-concerned** and **digital approachable** after the outbreak of COVID-19

Acquire

Female proportion of “regular employee and staff” is in down trend after their age at 25-29. Increasing young families form at wives aged at 25 – 29.

# Market Challenges while Tapping Into Different Countries

Japan Market

How to tap into Japan market?



Low brand awareness

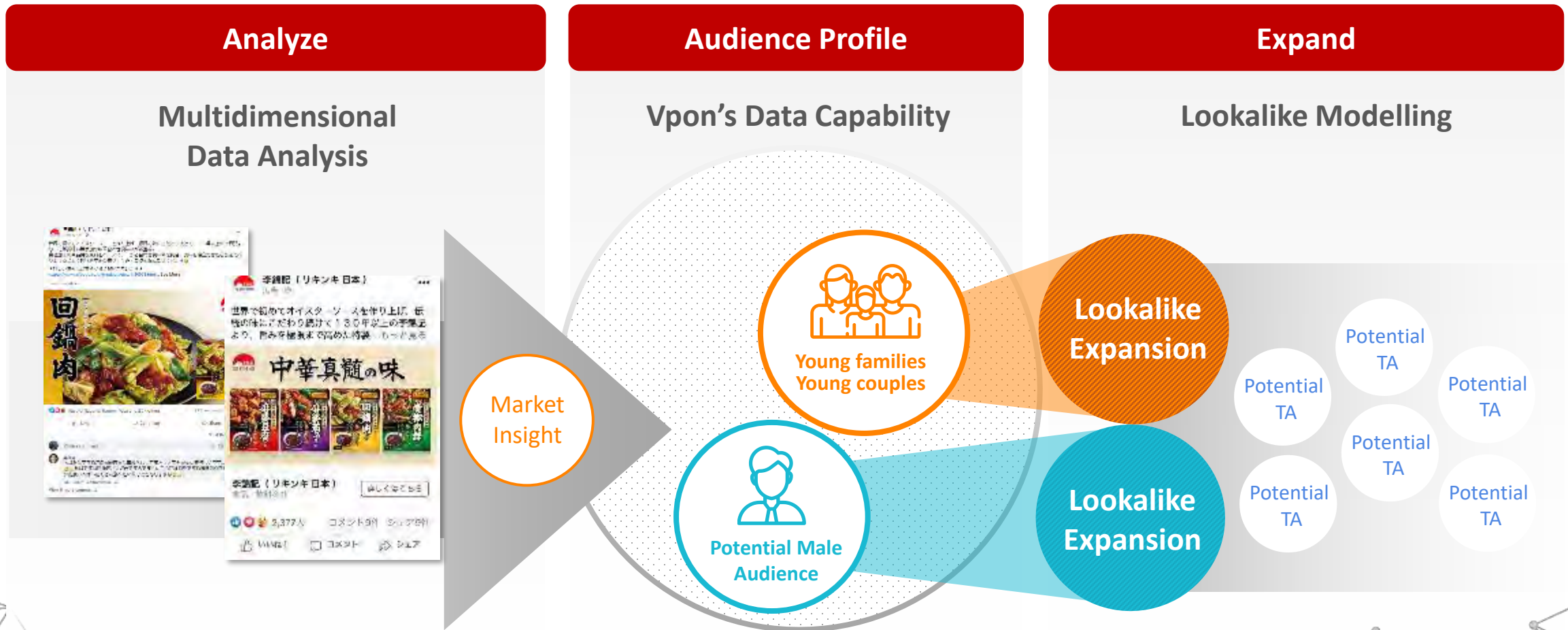
## New market with new TA

New products lack brand awareness in Japan market.  
Vpon utilizes data to help LKK develop new market  
and explore potential TA profile.



# Reaching New Audience Group with Data

Analyzing Multidimensional Data to Map out Potential Audience Profile





# Incorporating Data Insight to Promote a Second Launch

Lee Kum Kee Customized a Series of Creative to Communicate with the Market



Incorporating ideas of families and young couples to resonate TA's needs



No longer neglecting male TAs as potential audience group of LKK



Highlighting the main features of LKK products, including "NO MSG", "Tasty & Safe", "Good Companions with White Rice".



Launching "busy mama, busy papa in year-end" to align with seasonal needs during new year celebration



# Singapore Market

*Expanding market  
penetration by acquiring  
younger generation audience  
via data*



# Market Challenges while Tapping Into Different Countries

## Singapore Market



### Traditional marketing no longer be effective

LKK has owned a strong brand presence in Singapore but relying on traditional marketing method may not be able to reach the younger generation.

### Evolve into digital environment

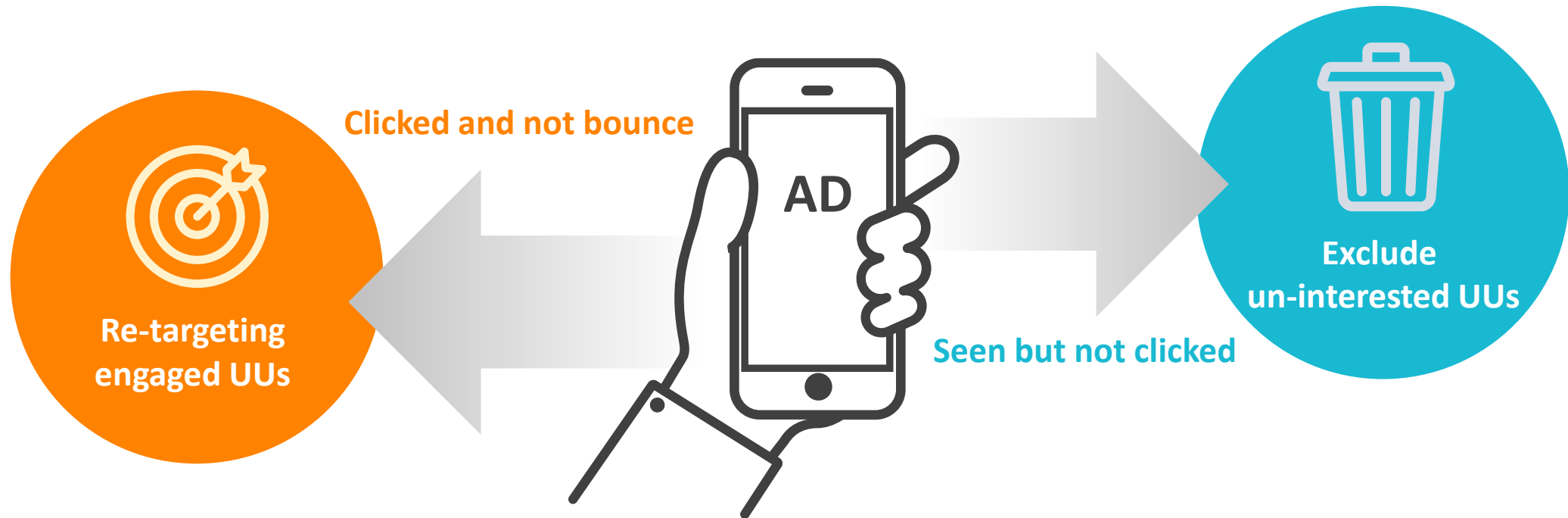
Via data analytics, Vpon helps LKK precisely reach and target younger potential audience.





# Embracing Campaign Data to Kickstart!

Vpon sort out audience previously engaged in Lee Kum Kee's campaign and leverages own proprietary DMP to analyze and map out audience profile



- Re-targeting users who have ever clicked on related campaigns
- Excluding the UUs who have seen the ad for more than 3 times but not clicked

# Breaking the Barriers – Setting Lee Kum Kee's New Potential TA

## Main Target

### Primary Potential Audience



#### Young Age Group

Audience's age ranging from **22-35**, surprisingly younger than assumed



#### Health Enthusiasts

Audiences who are identified to be more health-conscious



#### Foreign Expats

Plenty users interested in LKK's products are non-locals

Putting on lower priority in this campaign  
Second-tier Potential Audience

Local &  
Migrants Chinese

Culinary  
Lovers

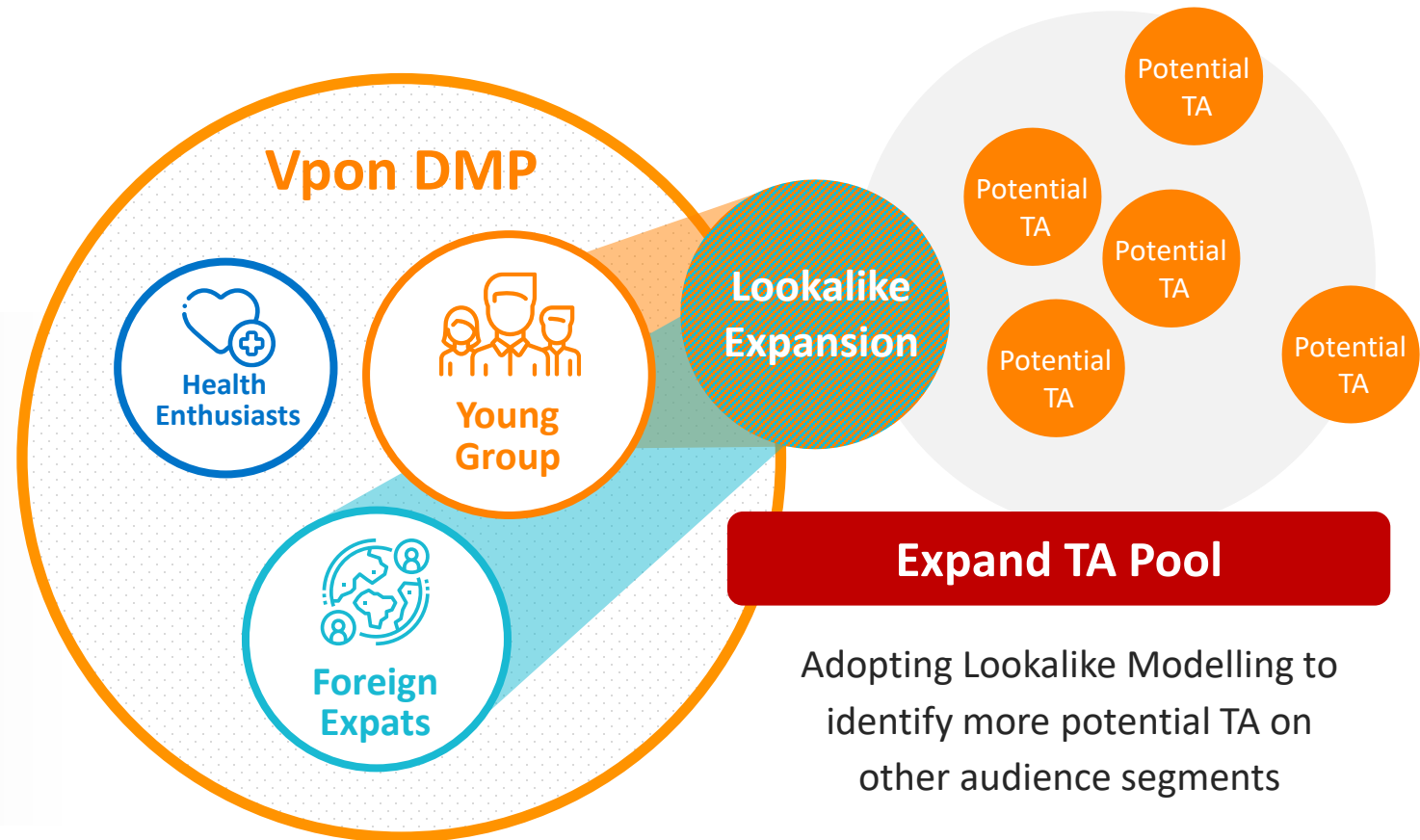
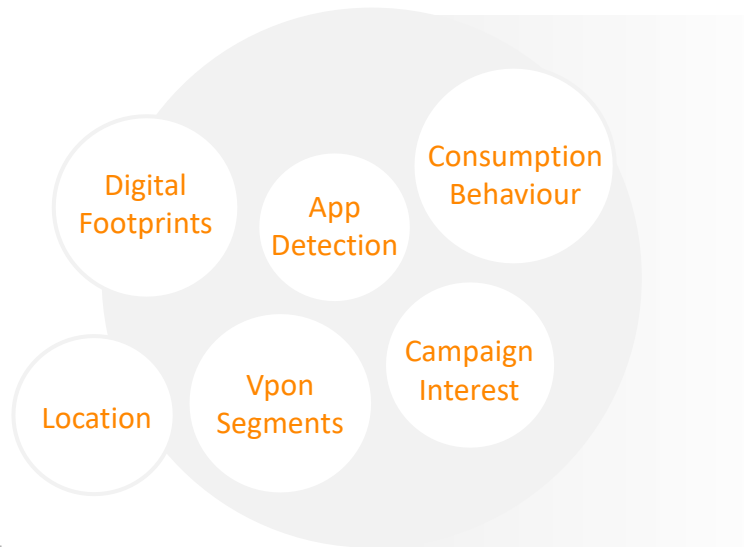
Modern  
Parents

# Lookalike Expansion

Leveraging Vpon Data Management Platform (DMP) to project the lookalike audience who shared the similar DNA of the already engaged mobile users

## Observe & Analyze

Leveraging Vpon DMP to observe and define the audience segment through multi-dimensional analysis



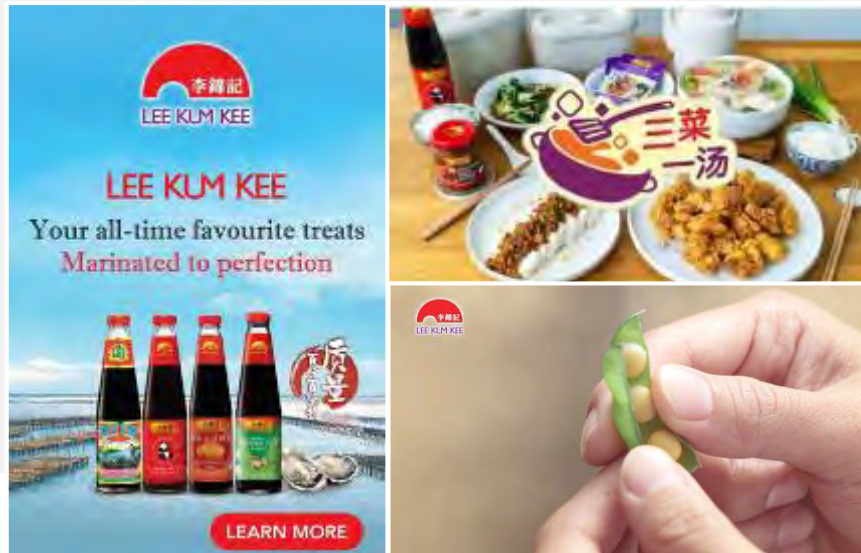
Adopting Lookalike Modelling to identify more potential TA on other audience segments



# Data Activation

Based on data learnings to facilitate a more direct and relevant communication with potential audience group

## Diverse Ad Delivery



Adjusting ad content to fit in audience interest (e.g. “health-conscious”) upon different TA to enhance impression and relevancy.

## Expanding Platform Delivery

Mastering performance of targeted customers in each platform to formulate strategies and maximize its effectiveness.

- Vpon ADN
- Google Network
- Facebook
- Yahoo
- Others...



Flexible cross-platform application with network access by keywords to use data as the basis for subsequent optimization.

# Data Outcome



Monthly Official website  
visitors' rate  
increased by

**300%**



15s Video Ads  
Completion rate  
reaches

**98%**



**Culinary  
Lovers**



**Modern  
Parents**

Increase in brand awareness  
of younger TA groups,

**Millennials & Gen-X**





# Recap

*Data as the KEY to Accelerate  
Effective Digital Marketing  
Approach*





# Data as the KEY to Accelerate Effective Digital Marketing Approach

*Mastering the Pulse of Data to Become a Regional Business Leader*



Leveraging data to achieve **COST-EFFECTIVE** and **DIVERSIFIED** marketing approach by better allocating budget and resources.



Analyzing **AUDIENCE INSIGHT** to better understand potential customer profile in various markets and facilitate better communication.



**USE** and **ACCUMULATION** of data insight to response quickly to market variations and sustain regional business expansion.

# Local Brand to a Multinational Winner!

Digital Transformation is the Inevitable Move!

## Maximizing Data Value to Kick Start Digital Transformation

Partnering with data expert like Vpon and capability could also be an alternative

Embracing the use of data instead of conventional approach to kickstart or optimize digital marketing strategies.

## Engaging with the Multicultural Market

Winning cross-cultural markets to facilitate sustainable regional expansion

Creating a digital roadmap would be inevitable for future development.

Developing customized marketing strategies and tackle diverse challenges across different markets.





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