

Ocha no Nawwa

Marketing Opportunity Analysis (SWOT)

Strength

- High quality leaves providing premium tea experience
- Rich Aroma
- Ingredients selected by tea master
- Freshly brewed tea

Opportunity

- Investment in research and development
- implement culture to its beverage

Weakness

- lack of responsiveness
- no flexibility in communication
- lack of further exposure

Threats

- Consumer preferences
- other competitions from other brands

Strengths of Hosei-Cha

1. Sales Support Scholarships: Increased sales directly contribute to higher scholarships for international students, enhancing the university's appeal and social impact.
2. Scarcity Creates Value: As a special product exclusive to the university, it creates a sense of uniqueness and exclusivity among consumers.
3. Revenue Benefits Hosei: Being a private brand, the majority of the revenue is retained by Hosei University, supporting its development and initiatives.
4. No Shareholders: Without external shareholders, there are no dividend obligations, allowing for reinvestment into the brand and university programs.
5. Advertising Potential: The brand can be promoted through university events, sports activities, and cultural programs, effectively targeting key demographics.
6. Student Collaboration: Cooperation with seminar students fosters innovation, experiential learning, and marketing strategies, aligning with educational goals.
7. Cultural Symbol: Represents Japanese tradition, attracting both local and international audiences seeking authentic cultural products

Weaknesses of Hosei-Cha

1. Limited Reach: The exclusivity within the university limits the target audience, reducing broader market potential.
2. Restrictive Contracts: Specific agreements may hinder development options and limit product customization, affecting consumer adaptability.
3. Limited Product Variety: Currently only sold as a cold beverage, reducing appeal to those who prefer hot drinks or other variations.
4. Plastic Usage: Excessive use of plastic in packaging conflicts with modern sustainability standards.
5. Lack of SDG Alignment: No visible implementation of Sustainable Development Goals (SDGs), potentially alienating environmentally conscious consumers.
6. High Production Costs: Relatively high sales costs may limit profitability and price competitiveness.
7. Limited Student Acceptance: The relatively small student body at Hosei constrains the product's core market base.

Opportunities of Hosei-Cha

1. Rising Tea Popularity: The increasing global and domestic interest in tea as a healthy beverage presents a significant market opportunity.
2. Sustainability Practices: Implementing eco-friendly practices and SDG goals can attract socially conscious customers and enhance brand image.
3. Product Diversification: Expanding to include hot tea, specialty blends, and tea-related merchandise can broaden appeal.
4. Online and International Sales: Leveraging e-commerce and targeting international alumni or tea enthusiasts can expand the customer base.
5. Tourism Growth: Tokyo's high inbound tourist numbers create opportunities for marketing Hosei-cha as a cultural souvenir.

Threats of Hosei-Cha

1. Climate Change: Shifting weather patterns could affect tea cultivation, leading to supply chain challenges and increased costs.
2. Economic Challenges: Inflation and rising costs may reduce consumer purchasing power and affect sales.
3. Changing Preferences: Consumers shifting to other beverages like coffee, matcha, or alternative health drinks may reduce tea demand.
4. Japan's Economic Challenges: Broader economic stagnation and declining population could impact overall sales growth.
5. Competitive Market: The abundance of well-established tea brands in Japan poses stiff competition for market share.

Target Audience

1. Demographics

Age: first year undergraduates, aged 18-20

Sex: Male and Female

Geographic: Within Tokyo and neighboring prefectures such as Saitama and Chiba

Occupation: Part-time, Volunteering

Income level: Monthly earnings of 50,000yen~100,000yen

Interest: students who are new to the campus life and keen on forming new friendships

Target Audience

2. Psychographic

- Strives for balance between academic commitments and social engagements
- Seek ways to cope with stress and worry that comes with starting university
- Enjoys exploring Tokyo's varied districts

3. Purchasing Behavior

- Swayed by peer endorsements and social media influences
- Prone to buying products that can be shared with friends or enjoyed at social gatherings

Personal Persona

Emi Saito

- Female, aged 19
- Part-time job at a cafe, volunteers at a animal shelter
- Monthly earnings of ¥ 70,000
- Business and Administration Faculty
- Obsessed with trying out new cafes on campus
- Always up for Karaoke nights
- Enjoys traveling to different parts of Japan

Goals

Aims to enhance her university life by striking a balance between academic pursuits, social ties, and personal growth. Ambition include undertaking a study abroad semester in third year.

Values

- Sense of community
- Enhanced social experience
- Stress relief
- Supporting for academic/personal growth

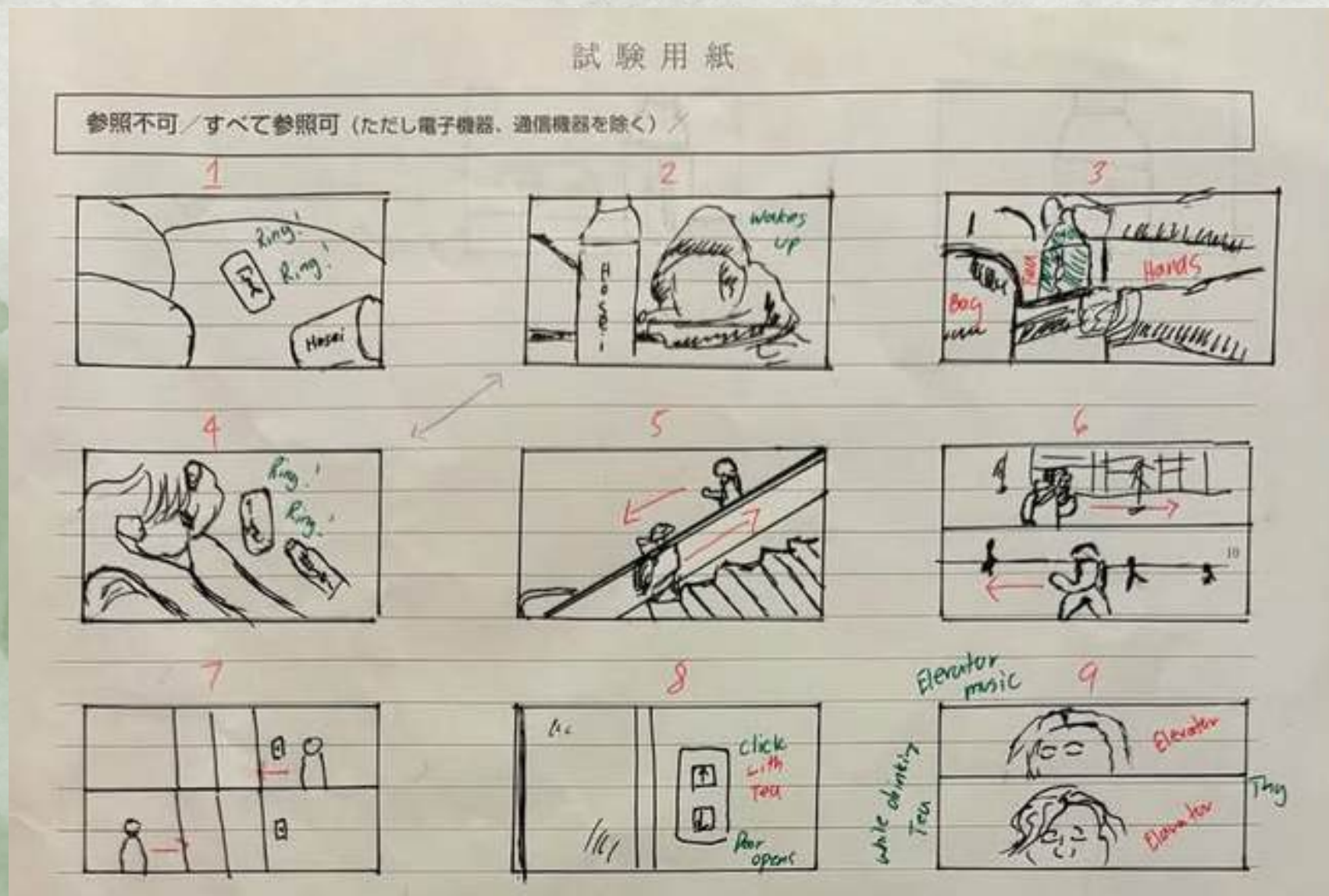
Story board

Story board

Overall Vision: An ad that resonates with our target audience through referencing Kimi no na wa, a world renown movie our target audience is sure to have seen (especially in japan) and through film/artistic decisions to highlight Hosei Cha's potential social benefits

Story board

Note: Constantly showing the front side of hosei cha's packaging so the audience can easily tell what tea it is



1-3

- Student taking a nap in Uni (Hosei Cha Present since 1st frame)
- While waking up & realizing she's late for class, she quickly stuffs Hosei-Cha in her bag (shows that its one of her prioritized possessions)

4:

- Another student in the same situation of being late to class
- Scenes 1-4 are split screen and happen simultaneously (Split screen gives the sense that these 2 will cross paths)

5

- Iconic Stairs (Escalator) scene recreated (Fan service, Homage, Engagement)
- First time they're in the same frame yet are still strangers (subtly foreshadows them properly meeting in the future)

6-9

- Show their journeys unfolding in parallel (Use of parallel storytelling)
- Mirror each other's actions
- Elevator scenes (8)&(9)
- (Tapped lift button with Hosei Cha & 1st on screen interaction of drinking & enjoying the tea)

10-12

- Zoom in & stable shots of Hosei-cha as they're walking
- Enter different classrooms and participates in the lecture till class ends

13-15

- Whilst both looking at their phones, they bump into each other

(long awaited moment from all the build up)

- One of them drops the tea, and both scramble to pick it up
- Kimi No Na Wa iconic line recreated

(The girl picks it up and then asks Kimi no cha wa)

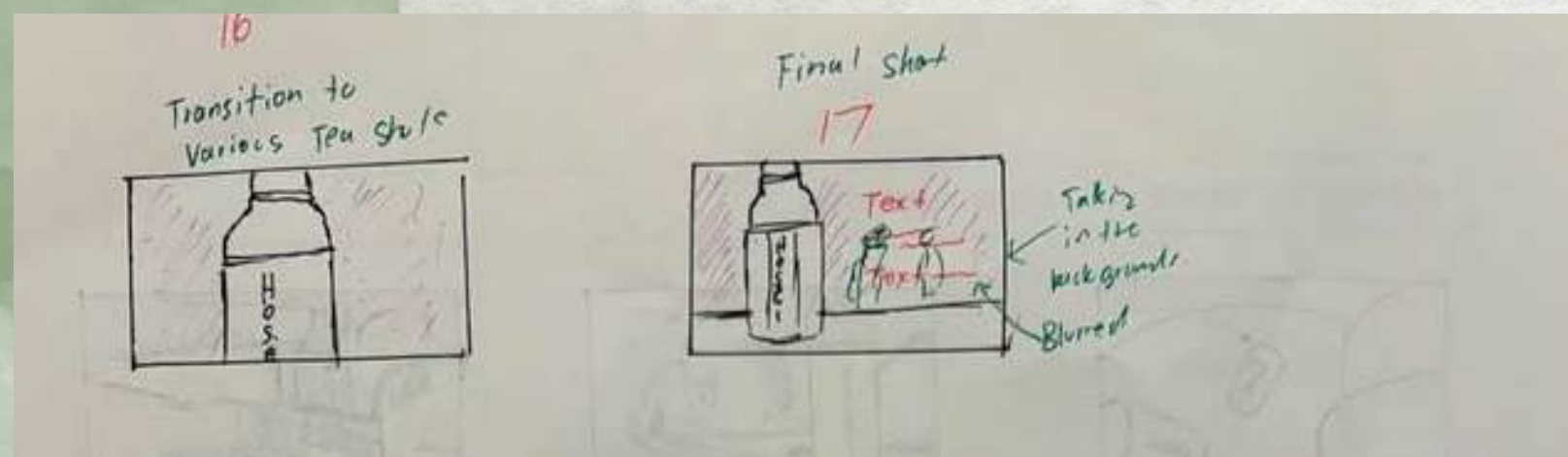
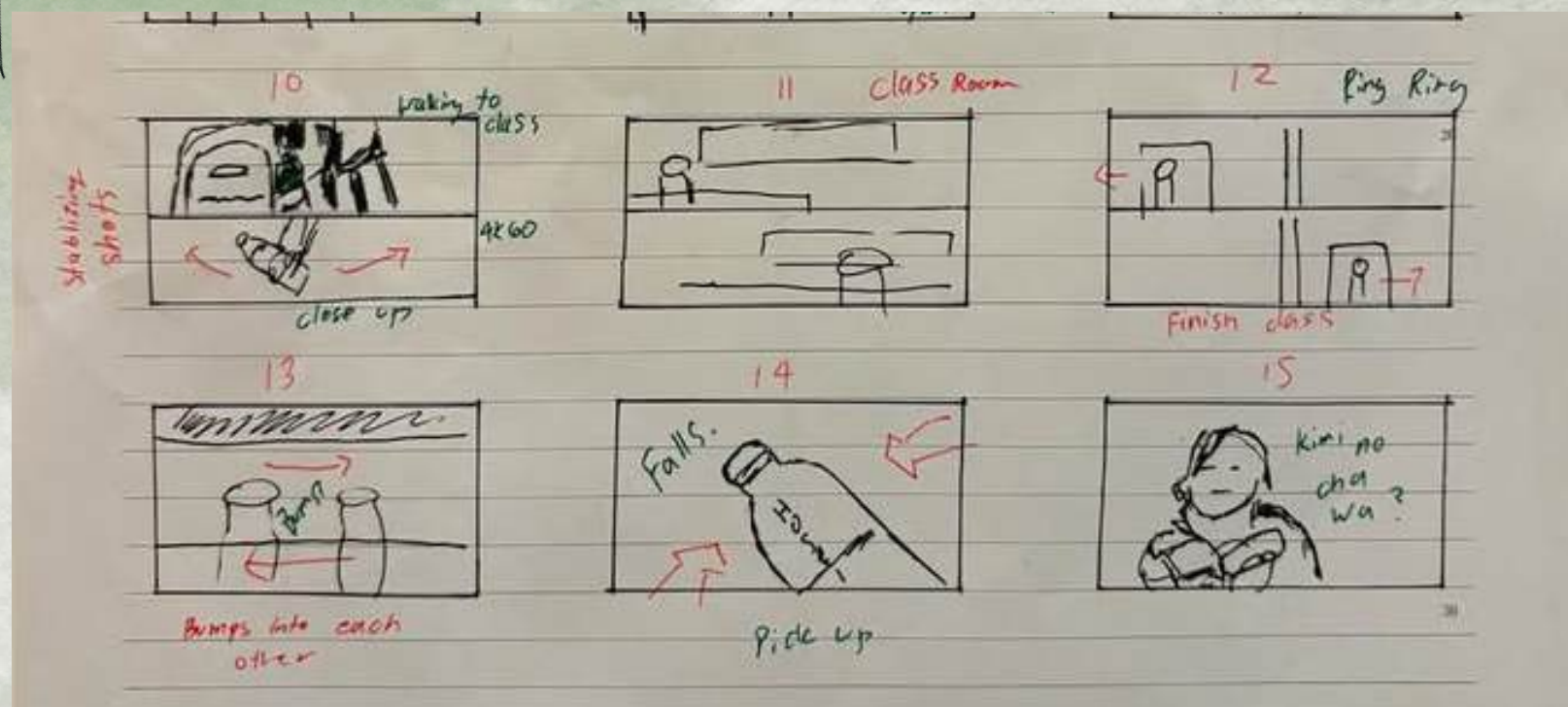
16-17

- Transitions to final shot

(Hosei Cha in the foreground & a slightly blurred background of a group of people)

- The 2 students look to be good friends now and even have a small friend group

(Establishes the idea that Hosei-cha can connect people, foster a community, and lead to new relationships)



Thank You