

Group 4 お茶の魂

> 22f9504 peiying lee 22A2469 Hava 22F9518 WANG YANDONG



Table of contents

1) Introduction 2)Key idea and message 3) target customer 4)Promotion Strategy 5)Expected Impact

1. Introduction -Product



-The purpose of taking the cm

To introduce and promote Hosei Cha to students as the perfect drink for staying energized, focused, and relaxed during their academic journey.

2. Key ideas and messages **Core message**

Alligns with out team name- お茶の魂、 we emphasize the deeper connection between tea and people. Hosei Cha is more than just a drink—It's an experience that hydrates your body and spirit and accompanies you throughout your whole day.

Inspiration お~いお茶 濃い茶 「冴えわたれ、私」篇 | 伊藤園

Thoughts behind the scenes

We took several common backgrounds to show how Hosei cha accompanies a student day and provides refreshment, energy, and relaxation at every moment.



3. Target Customer

Hosei students, Professor

Customer needs/Things we provide

- 1. Social Gathering and Sharing
- 2. On-the-Go Convenience
- 3.Community Building
- 4.Study and Relaxation
- 5. Interactive and Fun Marketing

Visual Elements:

- Hosei Campus
- Rich color of tea in sunlight
- Friendship, Study, Work, Community and Connection
- Sport and activity
- Leadership and education

-> Producutive healthy, positive Lifestyle **HOSEI O-CHA is Part of it**



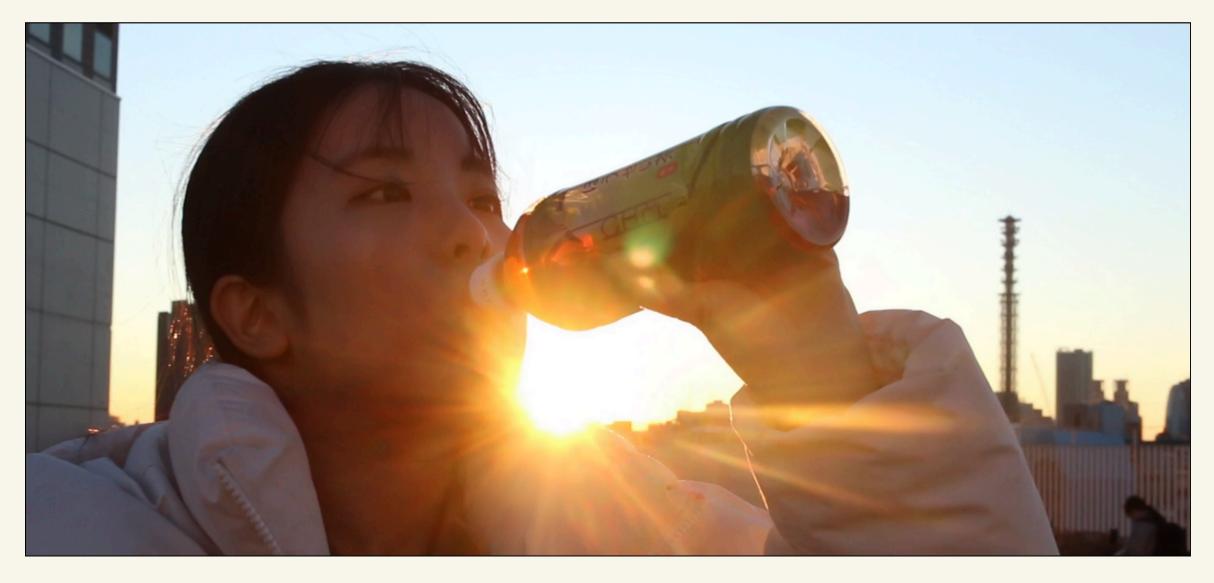












4. Promotion strategy





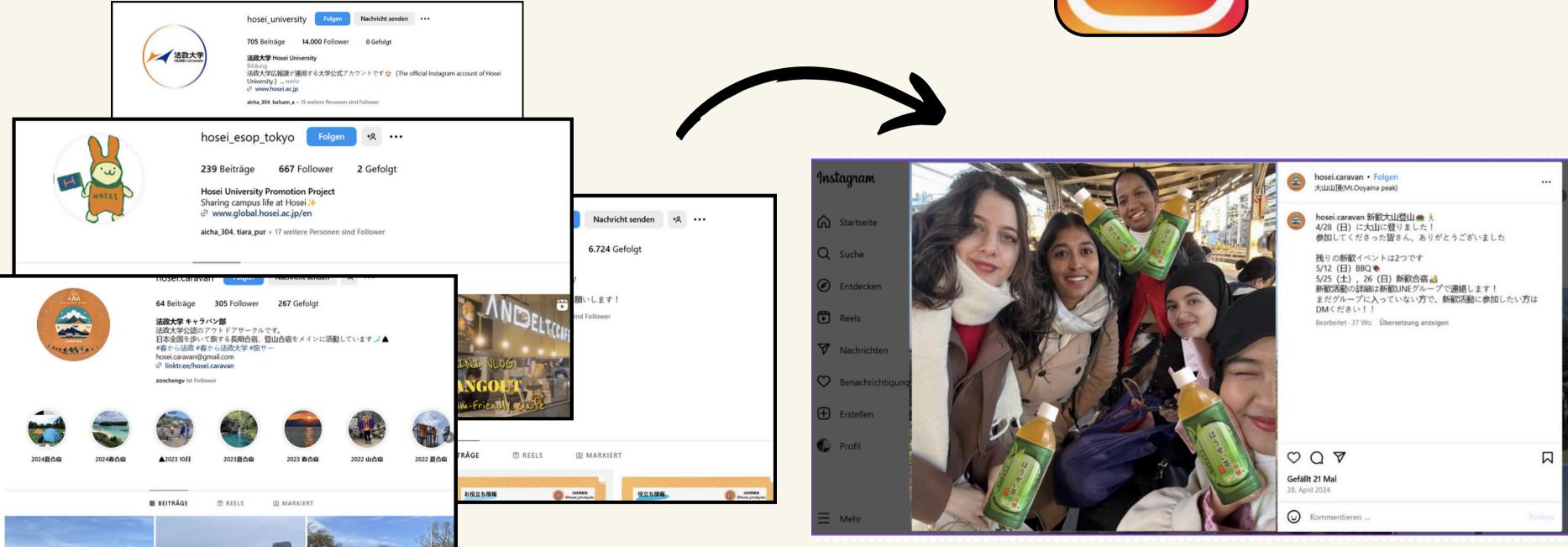


えこぴょん STAMP CARD



HOSEI UNIVERSITY

Additional idea:





- Buy 3, get 1 えこぴょん
- The student center (Global Education Center)
- Instagram Post for more information
- Raising awareness of tea among students and teachers (through discussions and curiosity)
- Instagram's biggest promotion and social platform.
- Take advantage of Hosei having many student clubs and Instagram pages







5. Expected Impact

Enhancing Student Well-being

- Supports hydration, energy, and relaxation
- Reduces stress during busy academic days
- Encourages a healthy, balanced lifestyle

Strengthening Campus Community

- Promotes connection through shared tea moments
- Blends tradition with modern student life
- Builds a stronger Hosei campus identity

elaxation mic days festyle

red tea

dent life entity

Boosting Brand Engagement

- Expands awareness via Instagram and student clubs
- Increases loyalty with incentives like "Buy 3, Get 1."
- Drives interaction through creative marketing

Encouraging Sustainability and Tradition

- Highlights eco-friendly packaging and practices
- Preserves and celebrates Japanese tea culture
- Inspires advocacy beyond the campus



Sources

Music: "Funny music for video vlog. Dramatic orchestral hip hop. Old Manhattan" White_Records https://pixabay.com/music/beats-funny-music-for-video-vlog-dramatic-orchestral-hip-hop-old-manhattan-154213/

Thank you :)