

## 2018 Kinohimitsu Marketing Dept Core Branding Work Plan

### Project List

#### Company Brand Plan

Project	Content	Details	Team Responsible	Person-in-Charge	Content Summary	Remarks
<b>Brand Strategic Plan</b>	Brand Objective	Clear Brand Objectives				
	Brand Structure	Main Brand, Secondary Brand, and Brand Extensions				
	Brand Positioning	Formulate core brand positioning base on Marketing Information			Definition of Collagen	
	Core Brand Value	Core Brand Advantage Brand Loyalty Brand Awareness Perceptual Quality Brand Association Patent/TradeMark/Channel				
	Brand Plan (Short/Medium/Long)	Formulate Brand Plan				
	Brand Tonality	Product specific, especially online products' content and tonality				
<b>宣传物料 Publicity Materials</b>	logo、tagline				freedom to live	
	Slogan、Ad Message and VI System					
	Company Handbook	hard cover design, reflect brand characteristics				
	PPT Brand Intro PPT					
	Company Video (30s)	Brief Brand Intro Video				

	Company and Product Intro Flyer	Concise Company and product intro				
	Poster (A-Stand, Standee)	Reflect Company core assets				
	PC Website					
	Mobile Site					
<b>传播设计 Communication Materials Design</b>	Website Optimization (SEO)	Optimization of structure and design according to company and brand strategy				
	Optimize WeChat Official Account (Official Brand)	Optimize WeChat Official Account				
	Optimize brand WeShop Operations	Optimize WeShop according to product category				
<b>Media Communication</b>	Strategic Alliance with Media	Formulate Media objectives and plans				
	WeChat Official Account scheduled communication plan	Fixed schedule to communicate content				
	WeChat Moments scheduled communication plan	Scheduled communication plan according to new product launches or specific health events (Health Day, Rest Well Day, or events which are related to women's health, etc)				
	Communication of Activity Plan	Monthly Detail Activity Plan				
<b>Communication Activities</b>	Strategic Alliance Plan	Communicate and liaise with strategic partners base on company and brand strategic plan & its objectives				
	Industry theme conference	Organize seminars base on theme events' objectives				
	Prioritize major projects	Major project ( collagen day )				

	Important Channels' top-down design	Realizing Important channels' top-down design				
	Workshop/Activities					
	Offline Events (Brand, industry events)					

## Market Planning

Project	Content	Details	Team Responsible	Person-in-Charge	Content Summary	Remarks
<b>Pilot Business Model</b>	Set up Model 1 (Sales Model, Marketing Model)	If it works, pilot model can be duplicated				
	Set up Model 2	If it works, pilot model can be duplicated				
	set up 3 pilot models	Model 1				
		Model 2				
Model 3						
<b>Marketing Expenses Management</b>	2018-2019 Overall Year Expenses Budget	Budget table detailed down to Months				
	Monthly Actual Expenses Tracking Table	Track according to actual execution				
	Marketing Activities Expenses Review Structure	Marketing Activities Review and Assessment System				
<b>Market Information Collation</b>	Consolidation of Monthly market related information (Regular updates)	Competitors				
		Market Trend				
		Industry Activities				
		Market Trend				
		Consumer Insights				
<b>Tracking of Marketing Activities</b>	Industry Events	Collection of Industry Information				
	Industry Exhibitions	Industry exhibition related information, selectively participates				

	Industry Communication Media	Follow, connect, cooperate and link up with media firms				
	Participate in Industry Events	Selectively participate in industry related conferences				
<b>Product Planning</b>						
<b>New Product &amp; Product Range Planning</b> Kinohimitsu 3 major Range Collagen Sliming Detox/Recuperate/Tonify	New Product 1	<b>Formulate plan for product range which are not selling through any channels</b> <b>Creative design is required for every new product and product range</b> Product Plan: Product Name, Advertising Message Common Collaterals: Product handbook, flyer, poster, H5 promo page, WeChat Official Account Brief introduction page <b>Product Form: Related derived design</b> Marketing materials: Product Intro PPT, Product Marketing pLan, Customized Marketing Plan				
	New Product 2					
	New Product 3					
	New Product 4					
	New Product 5					
	Other Products					
<b>Product Upgrading Plan (Priority)</b>	A Range Upgrading	Upgrading product, decide to upgrade or eliminate				
	B Create Star Products	Create demand base on channel needs				
	C Follow up planning	Product Brand, Product Name, repositioning of slogan and messages				

<b>Product Communication Materials</b>	Summary List of All comm materials	Original materials storage management (Ensure channel utilization)				
	Elimination of materials	For materials which are seldom use or not suitable for usage				
	Preparation of Regular materials storage	Ensure sufficiency of regular materials				
	Materials release principle and settlement	Formulate materials release and settlement practices				
<b>Product Activities Planning</b>	Product Structure Consolidation	Formulate Clear and Concise Product Structure System				
	Clear Product Positioning	Detail Category Positioning				
	Main Product Activity Planning	Define Activity Theme base on product characteristics				
	Develop interactive video	Develop H5 platform interactive games or video				
	Production of promotional activity video	Targeted event theme video planning, for Self media communication usage, and video presentation for other products (editing)				
<b>Marketing Channel Support</b>						
<b>Create Model</b>	Create VI System	Name, logo, KV main visual, Shop presentation, product details and other SI applications (Overall Business image)				
	Materials Support	Design elements, Formulate design and planning support				
	Communication of Activities	Activities Planning, Planning of theme activities on a regular basis				
	Promotion Support	Creative support targeting at consumers' activities				

	Recruitment Planning	Planning of Recruitment Activities				
	Planning of Activities	Planning and Executing of Activities in different localities				
<b>Channel A T-Mall</b>	Marketing Support	Develop customized marketing plan for channel specific activities				
	Market Support	Content, Planning, Design and Service support				
	Marketing Plan	Assist Channel to formulate channel marketing plan				
<b>Channel B Kaolo.com</b>	Channel Marketing Plan	Marketing plan for channel specific activities				
	Channel Support	Design and Production of Displays				
	Channel Dynamic Marketing Plan	Promotion plan and activities plan targeting at specific channel				
<b>Channel C Little Red Book</b>	Sales Service	Perpectual support service on materials and content				
	Promotion Service	Assist in planning of channel specific promotional activities				
	Channel Support	Full Channel support service				
	Coordination of Activities	Formulate activity plan according to channel needs				
<b>Channel D WeShop (RenRen Shop)</b>	Channel Marketing Plan	Marketing plan for channel specific activities				
	Channel Support	Design and Production of Displays				
	Channel Dynamic Marketing Plan	Promotion plan and activities plan targeting at specific channel				
	Agent Model					

<b>Channel E WeShop Channel</b>	Recruitment of Agent Strategy					
	Operation Planning					
	Recruitment of Team members					
	Training and Education					
	Recruitment information Pack					
Other Channels	Coordination of Marketing & Activities plan	Assist Customers and Channels in product sales and promotion related activities.				
<b>Promotion Plan</b>						
<b>Activities Planning for Holidays and Festive Seasons (According to Holidays, Marketing)</b>	Chinese New Year	Theme specific activities planned according to specific holidays and festive seasons. Self Media Broadcast, create content, promote products, target at specific groups, can target at specific channels, or roll out concurrently in both online and offline channels				
	Mid-Autumn Festival					
	Chong Yang Festival					
	National Day					
	Double 11					√
	Double 12					
	Valentine Day					
X'mas						
<b>Agent Recruitment Event (WeShop Channel)</b>	Channel Agent Recruitment Event	Develop Channel model for Recruitment of Agent Events				
<b>Communication Platform Regulations</b>						
<b>Self Media Platform</b>	Brand WeChat Official Account (Brand)	2 Articles per Week				
	Brand Official Weibo	Marketing activities and recruitment content, etc				
	Today's Headlines	Direct Articles to WeChat and Weibo				
	News Portal (知乎)	Regular Monthly Articles for Recruitment purpose				

	Little Red Book Communities	Official Brand Content Output Cooperate with KOL on Notebook content output General Public Notebook				
	3rd parties cooperation	Cooperation with major KOLs				
<b>Website &amp; Search</b>	Official Website	Official Website Regular updates and fine tuning				
	Baidu Encyclopedia , Interactive Encyclopedia, Post, Baidu Knows, Baidu Q&A, etc	Baidu content amendment, Create Post				
	Baidu Search	Key Word Search, cooperate with 3rd parties				
	Other Search Platforms	Refine key words search for other search platforms				
Refine SEO Search Engine						
<b>Other Works</b>						
<b>Training Management</b>	Formulate Training Process	Formulate process according to channel needs				
	Formulate Training materials	Preparation of Product training materials				
	Develop Training Service System	Training Service System for specific Channels				
	Set up Learning & Development Team (Recruitment of agents, WeShop Channels)	Set up team, set up agent recruitment at major district				
	Execute training classes regularly	Coincide with channel and roll out training classes				
<b>External Service</b>	Trademark Registration	Conduct Trademark and IP Registration on a regular basis				



	Coordinate with Production Company	Coordinate with firms for production of materials				
	Coordinate with Design Company	Coordinate with Design service firms				
	Coordinate with industry associations	liaise with industry associations				
	Coordinate with Suppliers	Regularly communicate with suppliers				
	Coordinate with Head Office	Liaise with Head Office				
	Coordinate with other Corporations	Coordinate with other corporations, and maximize resources				
<b>Case Collection and Storage</b>	Set up consumer feedback and tracking	Can build reward structure to encourage consumer interaction				