



ĐẠI HỌC FPT

FPT UNIVERSITY

CAPSTONE PROJECT DOCUMENT

Branding Campaign for Hoff Coffee Brewers

Members	Trần Bích Loan - SS140013 - Leader Nguyễn Ngọc Thạch - SS140359 - Member Trương Công Bằng - SS140125 - Member
Supervisor	Hoàng Vũ Quốc Anh
Group Code	GSU22MC14

REPORT 4: EVALUATION REPORT

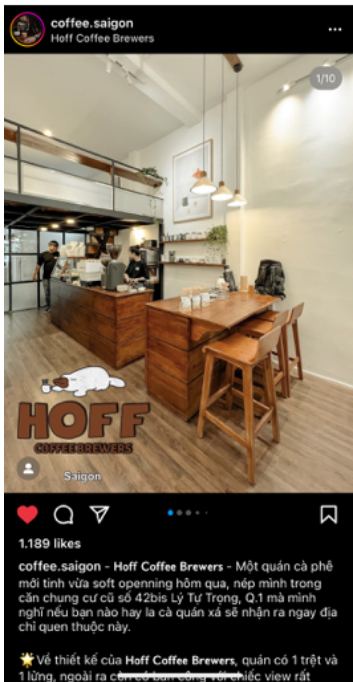
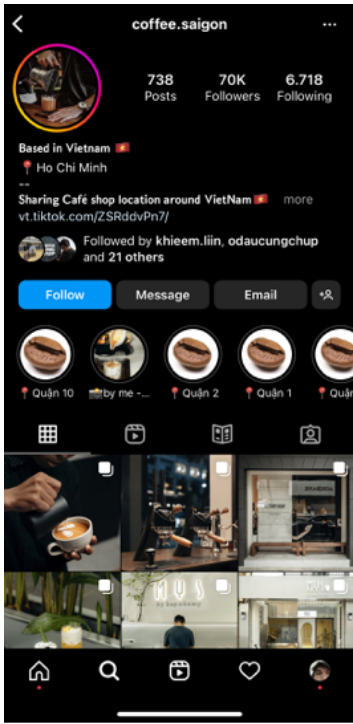
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1. CAMPAIGN OBJECTIVE

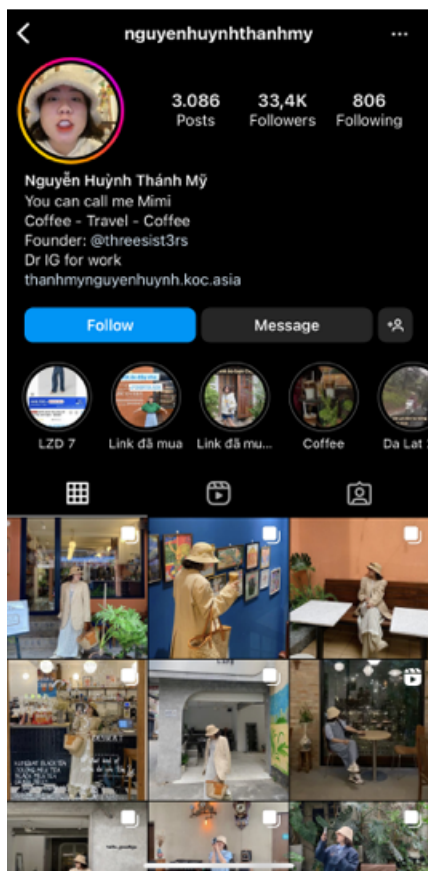
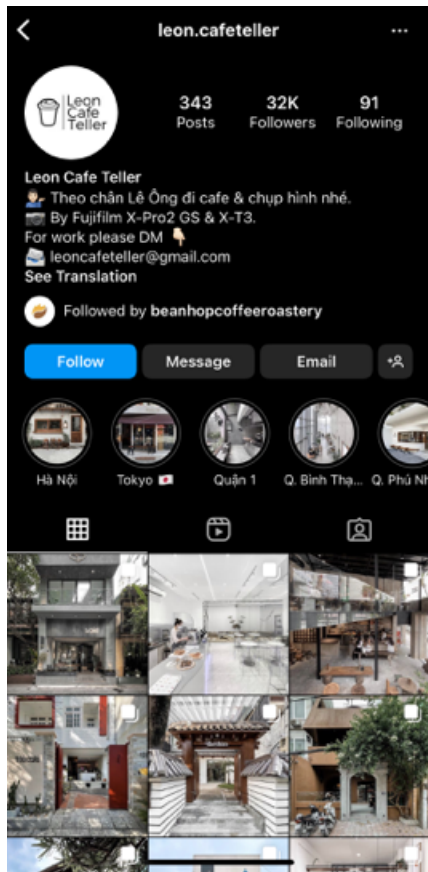
To build and increase brand awareness for Hoff Coffee Brewers

For Hoff, as a new coffee brand in the market, the campaign is set to build and increase Hoff's brand awareness within its target audience and market. To figure out whether the campaign has achieved it we use an evaluation form and organic reviews from customers as the basis of our evaluation.

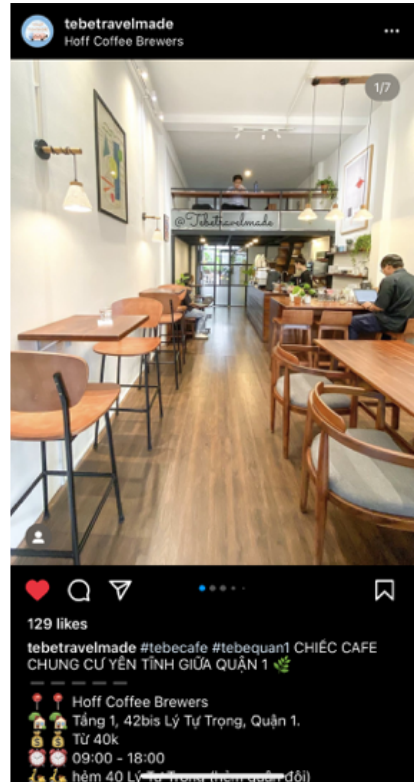
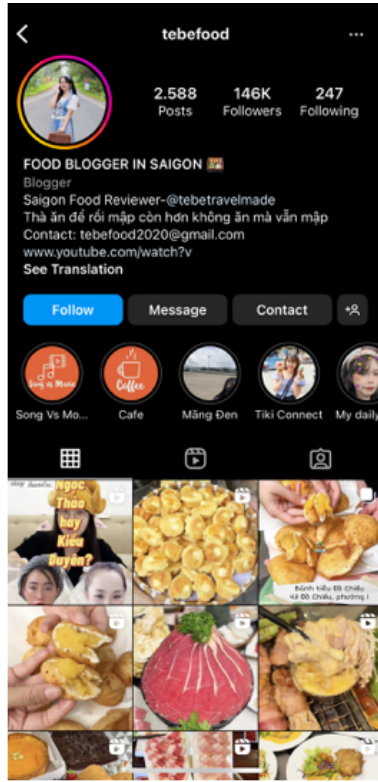
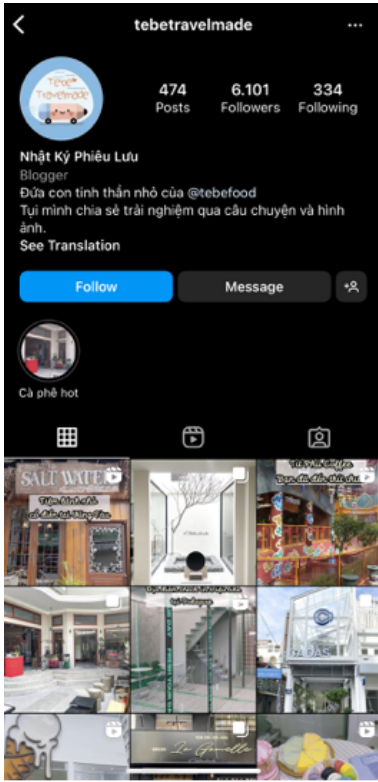
Hoff Coffee Brewers' branding is revolving around its story, quality, and overall experience, so using organic reviews can certainly tell if Hoff has delivered on its premises or not. The overall reviews of Hoff as of today are very positive. Customers love Hoff's quality of product, also its cozy interior is a stand-out, and its unique decorations that reflect its branding as a "friend's home". Hoff also organically attracts reviews from well-known bloggers and reviewers from the first day it opened. These reviews are highly beneficial to the brand and show that our initial trigger phase worked wonderfully to create interest in Hoff.



Review by @coffee.saigon on Instagram



Review by @leoncoffeeteller and @nguyenhuyhthanhmy on Instagram



Review by @tebetravemade of @tebefood on Instagram

- Dessert
- Espresso
- Hidden
- Indoor
- Laptop
- Latte Art
- Tranquil

Location

1st Floor, 42bis Lý Tự Trọng, Bến Nghé, Quận 1, Hồ Chí Minh, Vietnam



Cafe Review

Hoff is a comfy cozy coffee spot by the bean roasting masters at Bean Hop Coffee Roastery. Situated on the 1st floor of a vintage Saigon building, it's split level space has a clean, simple and homey decor that feels welcoming.

The intimate main floor consists of a serving counter with bar seating, wall mount tables and a table for four. The far wall features large glass windows and a door opening to a small outdoor balcony with stool seating, perfect for chatting with friends. Upstairs in the half-floor you're treated to a fun assortment of beanbags for your coffee sipping. Art prints, dark wood furnishings, pleasant lighting and large windows for natural light all hit a perfect note.

Speaking of perfect notes, it's no surprise having a notable coffee roastery on the scene makes for stupendously good coffee. Whether you're up for Vietnamese coffees, hand brew pour overs, espresso drinks however you like or cold brew, they're made and served with heart. Bags of their roasted coffees including a variety of single origin beans is available to buy.

All of this wrapped in a pleasant atmosphere, with friendly staff and windows you can easily gaze out of while sipping coffee make Hoff Coffee Brewers a definite recommendation.

Review by cafescene.com

Sun 12:30

Hoff ơi. Cho mình đặt bàn 4 người, 3h chiều hôm nay còn chỗ k ạ?



29 Jul 2022, 12:09

Can I see a menu?



Mình có thể đặt bàn cho 6ng chiều mai 16:30 được hong ah 🌸

Booking messages from customers

13:10 ↗

4G 🔋



foxdaholic

Active 14m ago



JUL 17, 5:18 PM



Mình đã có trải nghiệm rất tốt tại Hoff, cảm ơn team nhenn 🙏



Review from customer

13:19 ↗

4G 



Tâm/ Taem/ Ma...

tue.tam.v



JUL 18, 12:03 PM

Xin chào bạn ạ 

Hoff có thể hỗ trợ được gì cho bạn ha

Em định liên hệ để đặt cà phê

Mà lúc đấy Hoff chưa onl á nên em có liên hệ bạn nv để đặt luôn r ạ

E đặt ck í, c check ting ting nhe

Ordering message from customer

25 Jul 2022, 13:29



Kính chào anh/chị, Mình là Phương Đoàn, liên hệ từ tạp chí Sketch - tạp chí tiếng Nhật dành cho người Nhật. Mình muốn liên hệ để xin viết một mẫu tin ngắn miễn phí về việc Hoff Coffee Brewers vừa mới khai trương trên tạp chí số tháng 9, không biết mình có thể xin phương thức liên hệ của người phụ trách để xin phép không ạ?



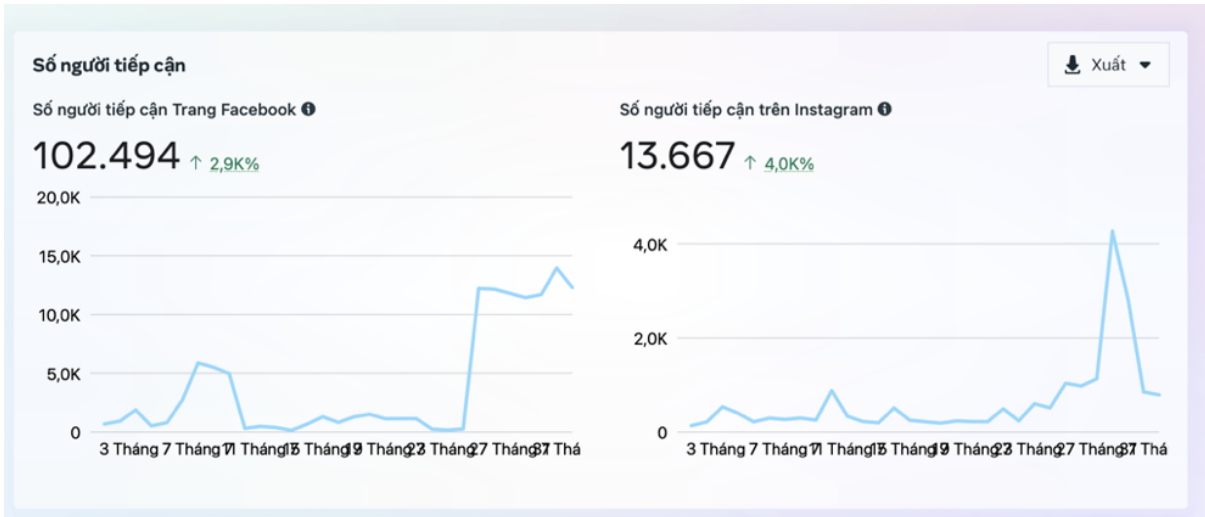
Collaboration message from Sketch Magazine

2. CAMPAIGN KPI

OBJECTIVES	RESULT	TARGET	PROGRESS
Get 1500 likes on Facebook fanpage	1.300	1.500	87 %
Gain 1000 followers on Instagram	623	1.000	62 %
Earn 50,000 average reach on Social Media platform	115.000	50.000	230 %
Get 3000 interactions on Social Media platform	3.600	3.000	120 %

As for the KPI the campaign set out to reach, as of today, on both platforms, Hoff has reached 115.000 Reach, double the initial KPI. Hoff also received 3600 organic interactions which have also passed the 3000 mark. To effectively achieve the KPI,

the campaign deployed different tactics such as using advertising to drive traffic and increase the statistics. Regarding Facebook page likes, Hoff has received ~1300 likes, roughly 87% of the set KPI with 623 Followers on Instagram (62% of KPI). These results are simply below what the campaign set out to reach and these low numbers can be contributed to the fact that the campaign has been shortened and using excessive ads to gain likes is not beneficial to the brand financially. There are some solutions to this problem such as diversifying how the campaign used its 3 ads or changing to method to gain a balanced number of reach to page likes and followers. Subtle seeding can also be used although this tactic is not to the client's liking but doing seeding subtly while keeping brand image can be an effective way to boost fan page likes and followers. Hoff's social media can also be more engaging with its audience, especially on Instagram where there is room for conversation and interaction.



Numbers of Reach and Interaction on Facebook and Instagram

For advertising, to measure how effective the ads are, we use CPM as a metric for evaluation and compared it to the average CPM in Vietnam. Hoff has deployed 3 ads and reached ~97.000 people with a budget of 1.600.00 VND, which means the CPM for ads is around 16.000 VND, lower than the average of 22.000 VND (*source: Salesforce.com*)

The campaign has accomplished two out of two KPIs effectively, even exceeding one of them. These statistics can demonstrate that the team can effectively improve a plan which can be effective statically and also financially for our clients.

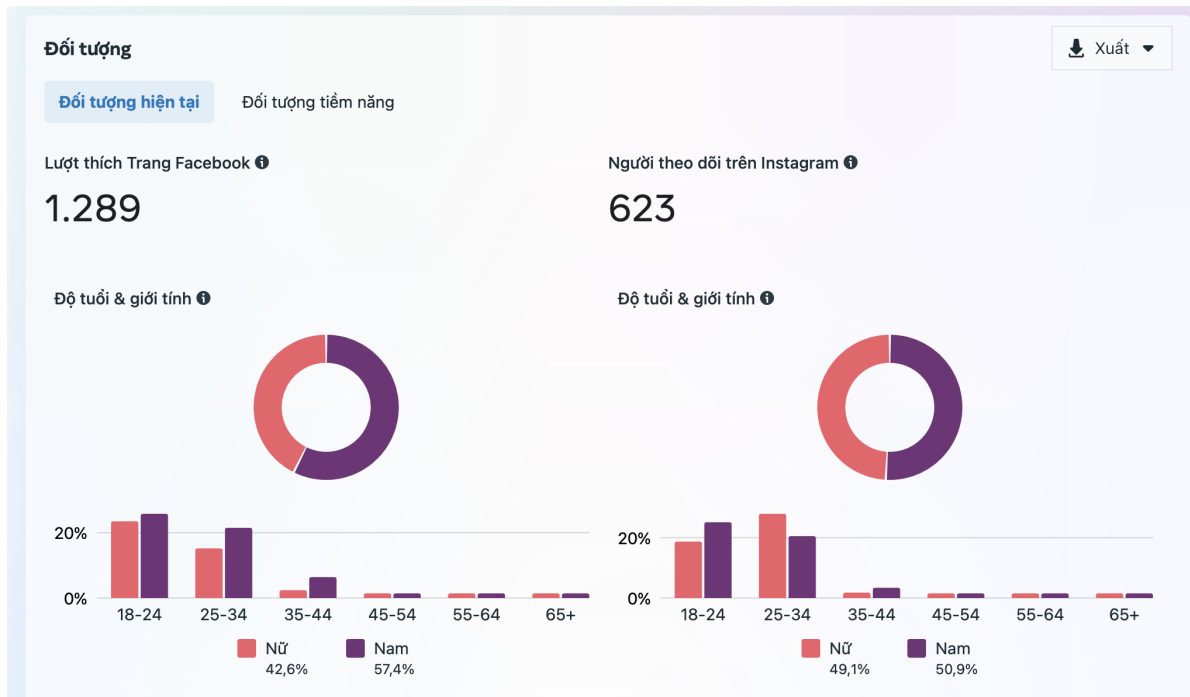
<p>Bài viết được quảng cáo</p> <p>15 Tháng 7 • Do Bằng Trươc... Tin nhắn [English Below] B...</p>	<p>Đã hoàn tất</p>	<p>3.412 Người tiếp cận</p>	<p>14 Đã bắt đầu cuộc trò chuyện qua tin nhắn</p>	<p>799.912 đ Đã chi tiêu/800.000 đ</p>	<p>... Xem kết quả</p>
<p>Bài viết được quảng cáo</p> <p>6 Tháng 7 • Do Tran Bich L... Lượt tương tác với bài viết Cuối tuần ở Hoff ...</p>	<p>Đã hoàn tất</p>	<p>11.379 Người tiếp cận</p>	<p>903 Lượt tương tác với bài viết</p>	<p>450.000 đ Đã chi tiêu/450.000 đ</p>	<p>Xem kết quả</p>
<p>Chiến dịch Mức độ nhận biết mới > 2 nhóm quảng cáo > 2 quảng cáo</p> <p>25 Tháng 7 Mức độ nhận biết ID: 62763933...</p>	<p>Đã hoàn tất</p>	<p>82.320 Người tiếp cận</p>	<p>82.320 Người tiếp cận</p>	<p>346.498 đ Số tiền đã chi tiêu</p>	<p>Xem kết quả</p>

Hoff's ads cost and reach per ads

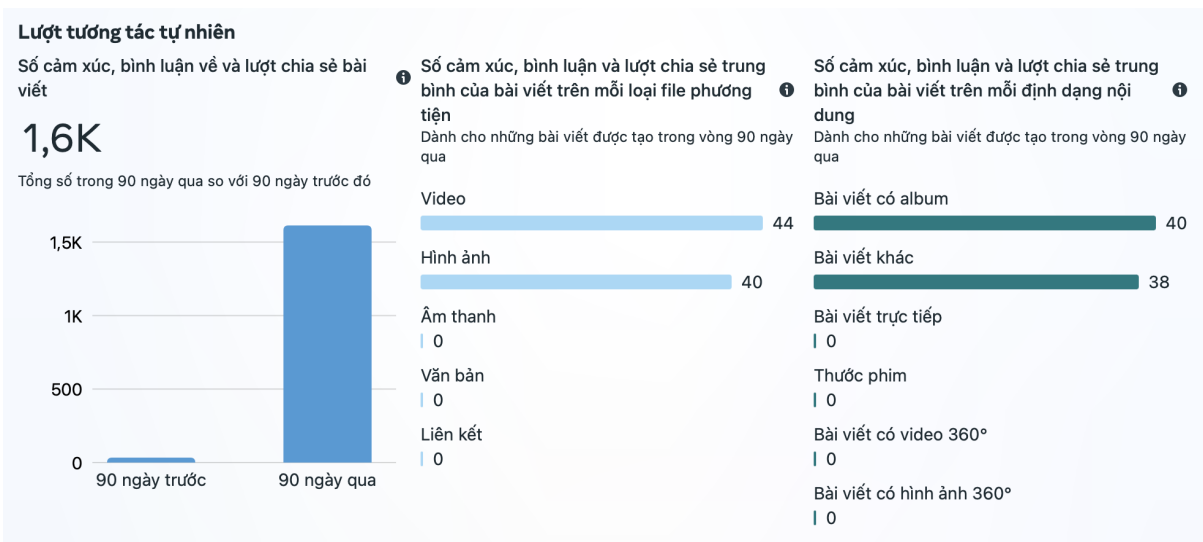
3. RESULT PER CHANNEL

3.1 Facebook

In one and a half months the Facebook campaign has posted 34 out of 35 planned posts including one Viral Clip and a special section Hoff Sharing as the key tactic. In the end, the Facebook fan page has reached 1.200 fan page likes, 100.000 reach, and 1.600 organic interactions. Facebook is the heavy lifter channel for this branding campaign since it is suitable for long forms of content and watching viral videos, two of the campaign's main tactics. Facebook is also a very effective platform for advertising because of its various placements for ads and optimization for different ad settings.



Number of Facebook Page likes and Instagram Followers











Number of organic interaction on Facebook

The most effective content on Facebook is the announcements posts and Hoff Sharing section. Some of the most effective posts on the platform come from the first phase of the campaign where we aim to create interest in Hoff Coffee Brewers. Audiences took great interest in our brand announcement and update which can be interpreted as paying attention to the brand or having the intention to try the store out. Both are good results for the campaign as Facebook is used as the main announcement channel for Hoff.

	[English Below] Hoff chính thức t... 30 Tháng 6 5:59	Bài viết	Quảng c...	3.555	225	48
	Coming soon. 10 Tháng 6 7:03	Bài viết	Quảng c...	1.253	81	10
	Hướng dẫn các bạn gửi xe khi... 5 Tháng 7 23:56	Bài viết	Quảng c...	926	93	8
	Khi ghé đến thăm nhà, bạn sẽ dễ ... 27 Tháng 7 5:57	Bài viết	Quảng c...	923	40	0
	Hoff Coffee Brewers - Concept S... 12 Tháng 6 7:05	Bài viết	Quảng c...	819	45	8
	Hành trình săn tìm hương vị cà ph... 28 Tháng 7 20:16	Bài viết	Quảng c...	692	45	0
	Hướng dẫn các bạn gửi xe khi... ...	Bài viết	Quảng c...	692	49	1

Posts with the highest number of reach on Facebook

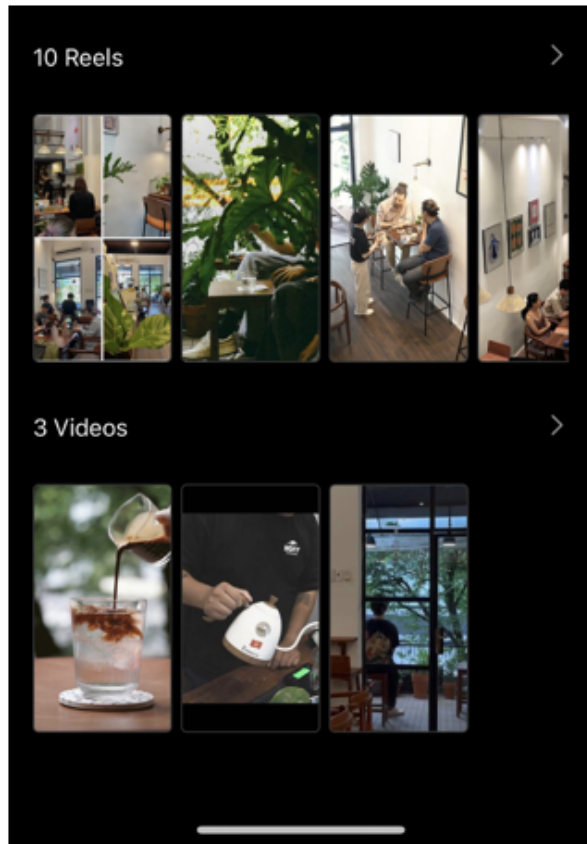
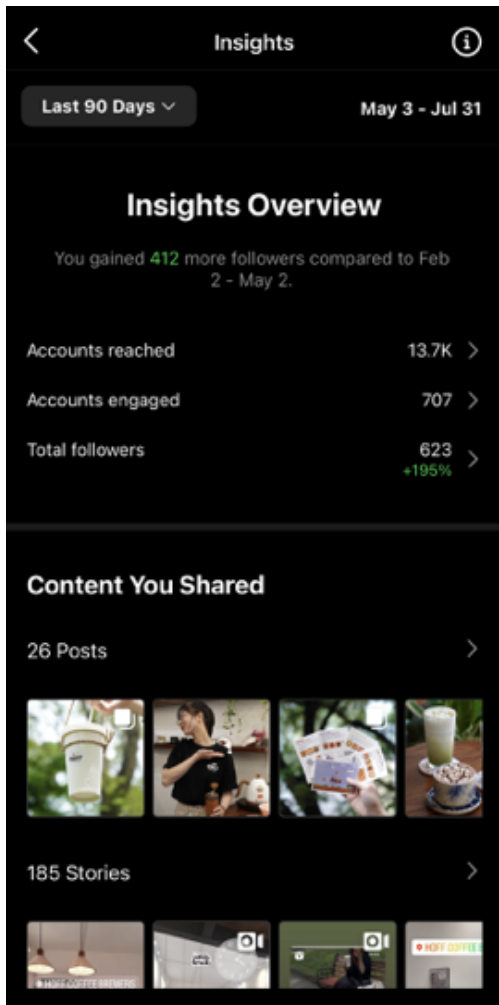
The next most effective content is about Hoff's branding. This contains the Hoff sharing section and brand storytelling posts. The Hoff Sharing section gather a total of 7000 reach for 8 posts and the other branding posts also did very well with the content including stories on Barista as some of the most engaging posts on the platform. Hoff Sharing proves itself as an effective tactic for social media campaigns due to its unique take on branding content that is completely different from its competitors.

	[English Below] Hoff chính thức t... 30 Tháng 6 5:59	Bài viết	Quảng c...	3.555	225	48
	Hành trình săn tìm hương vị cà ph... 28 Tháng 7 20:16	Bài viết	Quảng c...	692	45	0
	Tớ biết là tớ đã hơi tròn một tí, và ...	Bài viết	Quảng c...	609	38	2
	[CÓ THỂ BẠN SẴP BIẾT] Hí mấy ... 4 Tháng 7 6:30	Bài viết	Quảng c...	535	48	0
	Cuối tuần rồi, đi đâu xa Ghé qua ... 9 Tháng 7 6:30	Bài viết	Quảng c...	436	27	1
	🌟 Trong tuần này, Hoff gửi tới b... 15 Tháng 7 20:57	Bài viết	Quảng c...	412	31	1
	🌿 "Một buổi sáng nắng dịu dần... 19 Tháng 7 19:27	Bài viết	Quảng c...	321	26	0
	Ngoài những danh hiệu như #Hof... 30 Tháng 7 6:54	Bài viết	Quảng c...	280	28	0

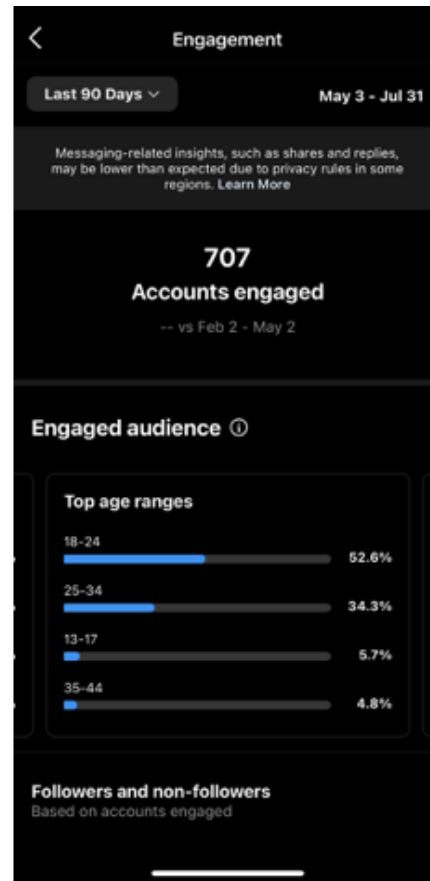
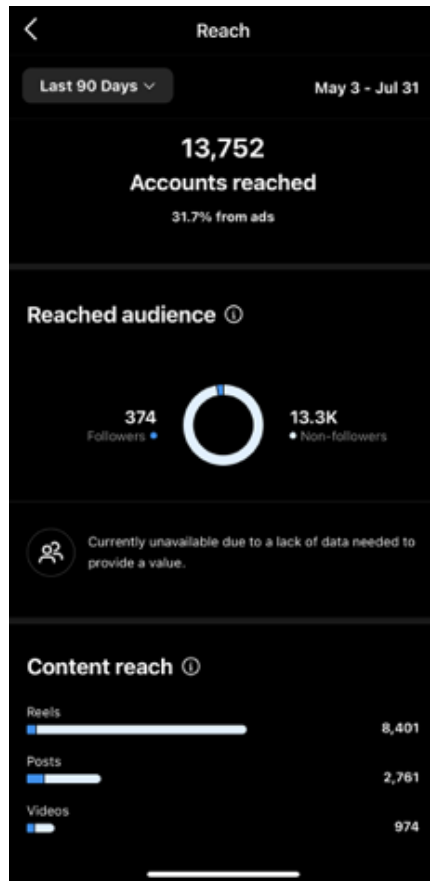
Number of reach and interaction of Hoff Sharing post on Facebook

3.2 Instagram

After 1 and a half months of active Instagram activity, Hoff's Instagram channel campaign has posted 26 Posts including 2 Videos, 10 Reels, 1 Viral Clip, and 185 Instagram Stories. These active activities have amassed a total of 623 Followers with 13.700 accounts reached with only 31% coming from ads and engaged with 700 unique accounts. All the followers and accounts engaged fall into the target audience that Hoff is aiming at which are 18-24 and 25-34 in Ho Chi Minh city. Instagram also become the platform of choice for feedback and reviews through customers' Instagram posts, stories, and even famous bloggers who did reviews on Hoff regularly on Instagram as mentioned earlier.

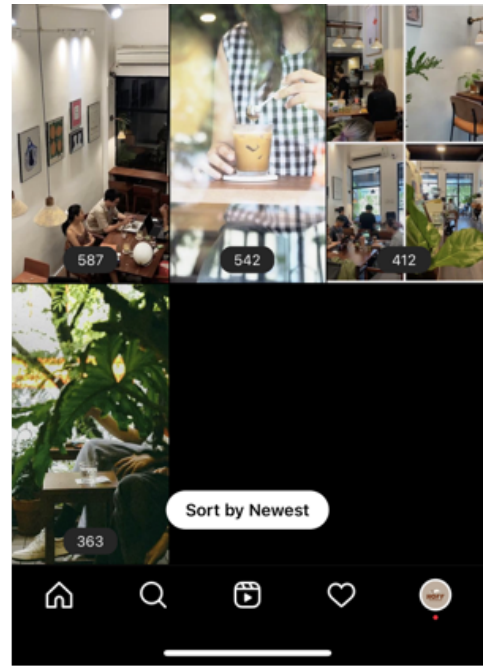


Insight overview of Hoff's Instagram channel

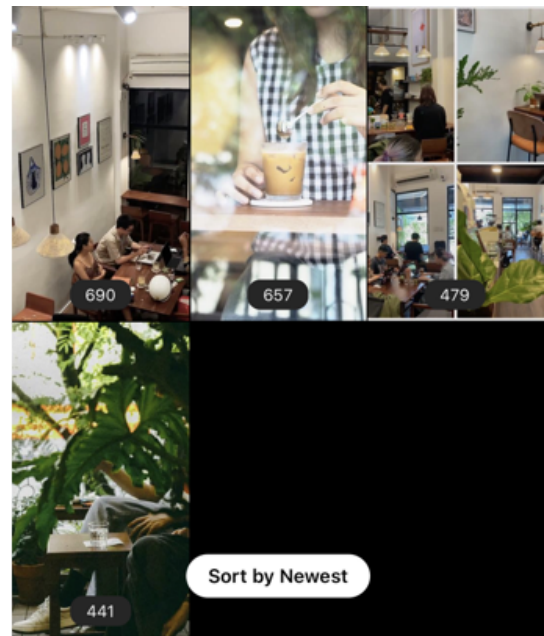


Number of reach and accounts engaged on Instagram

The most effective form of content on Instagram is the Reels Series. This Series has received more than 13.000 views and 8.400 Accounts Reached which is massive compared to the total reach the channel received. The number showed that using Reels as a key tactic on Instagram is completely effective in a campaign. Not only that Reels do well in statistics but also become a key standout from the other channel which can attract audiences into the Instagram channel. Other posts also did well, especially posts that best utilized the Instagram platform such as photo albums with short content. Photo albums that contain Hoff interior and people did the best compared to other posts.

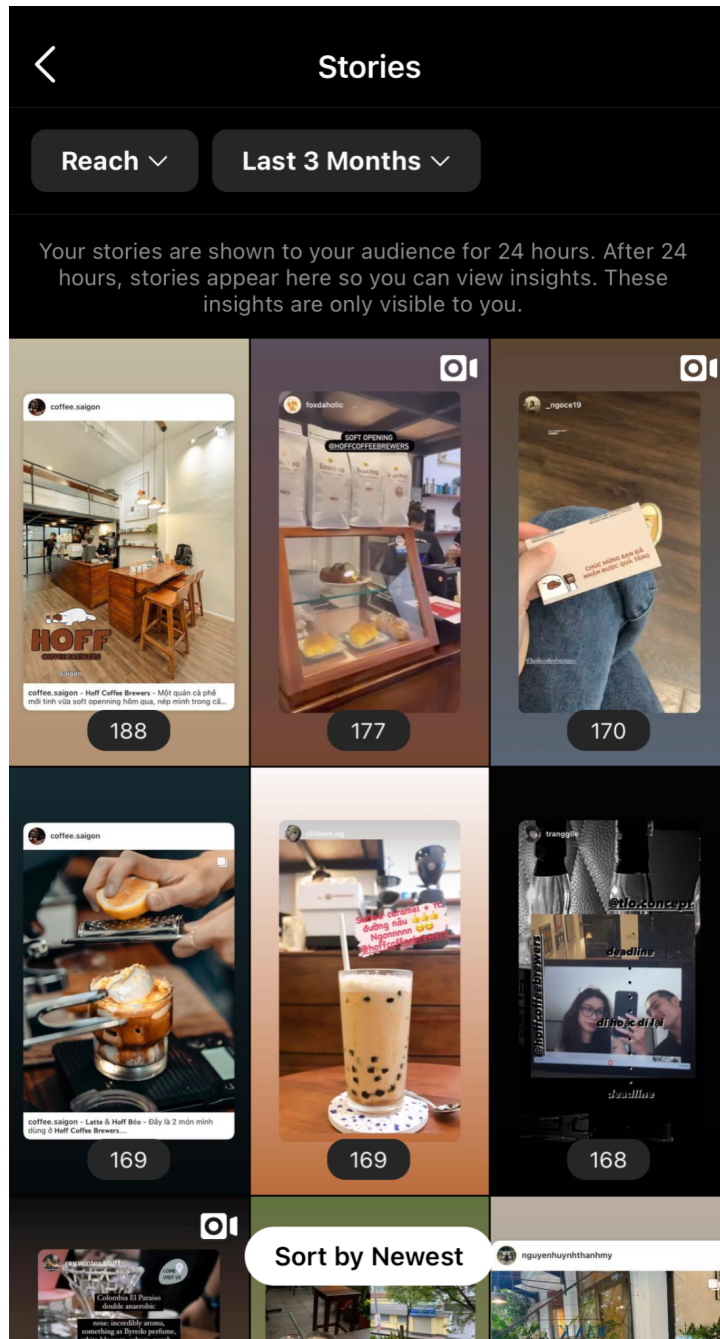


Number of reach per reel on Instagram



Number of plays per reel on Instagram

For Stories, the best-performed form of IG Stories is reposting customer reviews as this is an interactive and engaging activity between Hoff owners and their customers which can further strengthen the strategy of using Instagram as an interactive platform for owners.



Instagram Stories with the highest number of reach

4. FUTURE PLAN

4.1. BRANDING STRATEGY

Though our project ended at the end of July, Hoff on the other hand would still be in operation for a long long time. To better prepare for Hoff and also as a duty of the ones in charge of the project we would make some suggested strategies and tactics for Hoff's future branding strategy.

The current branding strategy for Hoff ended at the awareness-building phase and did not have the time possible to get into building audience retention. For future updates and continuation of this project, we would love to get into a brand retention strategy that focuses on building a deeper understanding and relationship between customers and Hoff Coffee Brewers. We wanted to further explore the brand's story of "Visit your friend home" and build the strategy on its premises. What the clients and the team envision is a coffee shop in which everyone can enjoy themselves and feel comfortable expressing their personality or at least their stories when they are at Hoff so a strategy that we can build on can be implementing the unique loyalty program using a personalized coffee cup, a better communication routine with the customers online and offer unique services to the customers.

For the loyalty program, Hoff can implement it since Hoff does not seat a lot of customers at once so the number of regular customers can be easily identified and remembered by staff which makes it possible. The other reason is that Hoff has already been using unique cups for hand-brewed coffee to build the unique "friend's home" feel so it makes sense to further expand on the idea and make it more personalized for the loyal customers.

The second idea is to build a better communication routine with customers. This idea can be implemented in form of online conversations and utilized the platform more effectively. One tactic that can be easily done is using Instagram Stories to its full potential. For the past 45 days, Hoff's Instagram channel has mainly been used for reposting and daily updates, but Stories offers so much more than that. Instead of just updating, Stories can be used for QnA between Hoff and customers, this Question function can also be a place for customers to share their experiences at Hoff, give feedback, or even recommendations. Hoff can use this information to

better its service or come up with some unique activity to give the customers an experience they can not find anywhere else.

The previous idea leads to the last point, unique services to the customers. The key here is building a relationship. As people, we can make friends by participating in the same interests or activities. Hoff can be the perfect place for some small but unique activities such as a "Make me an off-menu drink". For a fixed price, customers can order a unique, not the menu drink based on their preferences. Hoff can also offer a coffee tasting workshop or a coffee roasting tour of the facility for customers that are interested in Hoff. Another thing that Hoff can do is put out a coffee tier list for customers to participate in. It can be about the coffee drinks or coffee beans and having the list update monthly can be a fun way to interact with customers and also have the insight to figure out what makes a product ranked low or high and make changes to low-ranking products.

4.2 Social Media

One major flaw in the current social media campaign that we feel can be improved on is the lack of diversity and depth in content. In that campaign, only Products and Branding are being explored and shown to the audience but Hoff can offer much more than that. Hoff has a lot of depth and nuances to use as unique content, not to mention other aspects that have not been used to the fullest such as Services or People. For social media, we wanted to make the content feel more personal and insightful. Hoff Sharing section on Facebook could explore more about Hoff's (the character) personality, and bring out more of its preferences, and feelings so that it can feel more like a character rather than just a narrator. Other content can also be explored further such as the feeling towards a product or the lasting emotion a product can give rather than just narrating what it is about. We can also show more in detail about Hoff's vision, story, and what Hoff is all about deep down, not just on the surface level. Hoff's Instagram can be a lot more engaging and personal. We can start to show the owner's aspirations, and stories through the usual short content. Explore more on photo albums instead of a single picture per post, using Stories to ask and answer questions, received feedback, or simply build an engaging conversation about daily life, just like what friends would do. It is about taking them

deeper into Hoff's journey, making them invested in the story rather than keep introducing different little things.