

INTERNATIONAL MARKETING
FINAL ASSIGNMENT



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1. CREATIVE STRATEGY :

Wakai is an Indonesian footwear brand that were defined by five letter : S M A R T ; Sport, music, retail and technology as the spade of collections, activities and brand identity as well. This brand was born to fulfill the lifestyle of young people who are creatively spirited. Wakai manufactures lifestyle items that is fused with Japanese influence and are carefully designed with passion and devotion. The brand embodies a sleek style that integrates with the essence of Japanese culture. Every little detail tells a tale in each of the pieces produced.

Hong Kong's people discovered that walking explicitly lowers CO2 pollution, 85% of the Hong Kong individuals were able to walk more. In reality, out of 85%, 70% were willing to walk everyday for more than 10 minutes. This means that we can inspire the people of Hong Kong to live low-carbon lifestyle as long as we warn the general population about the strong connection between walking and CO2 emissions.

As we all know that Hong Kong people tends to walk and taking public transportations rather than driving their cars. I think Wakai is suitable for Hong Kong people because of the shoe and soles features that can support human body weight and provide the feeling of comfort when walking, in addition for Hong Kong people who are very active walking anywhere even in the middle of a crowded place.

Wakai will do a collaboration with Hong Kong chiropractic wellness centre, ATLAS. As the ATLAS team consist of experts chiropractors that are based in HK. They use regular chiropractic adjustments, correction of lifestyle habits and consistent exercise which they will create a custom care plans for each individual clients to effectively combat their physical stress especially to the spinal health problems that are caused by walking too long with the wrong shoes and unsupported soles.

The collaboration will be held in a form of workshop that will be located in each MRT station. For a month

2. BIG IDEAS :

The workshop will be set up in a booth with many spinal health records and feet facts around the booth and video of health care will continuously play on the TV. The video that will continue to air is deliberately to make people remember, curious and finally come to visit one of the booth.

When they finally visit the booth, we can slowly tell about the health information and precautions to take. While doing so, we can also inform that Wakai is a lightweight shoe that allows people to walk far without feeling pain due to the sole that supports the feet not to get tired easily, anti bacterial, breathable and ergonomically designed footwear.

Not only that, but the booth is also designed to welcome people that are feeling stress and tired to take 30 minutes rest with the set up massage chair.

The aim is not only to inform about Wakai products but to inform about health care and engage with Hong Kong people as well.

3. ADVERTISING APPEAL :

- Psychological and rational lecture.

Since wakai and ATLAS has set up a booth in the mrt station around hong kong. We can use psychological and rational lecture as the advertising approach, why is that so. Is because we want to give the sense of caring through the Hong Kong people and to let them know about their health even better.

Hong kong has many big billboards, so we want to advertise our campaign through the billboard and through the printed posters that are located around the mrt.

The advertisement is not just an information, but a 1 minute video campaign and the video should be emotional. So it touches their heart and soon they'll remember. The video also

not to be too direct so it has a hidden message through it that makes people wonder. Until they reach into our booth.

4. PLATFORM :

Hong kong has many big billboards, so we want to advertise our campaign through the billboard and through the printed posters that are located around the mrt. And for the online advertising campaign we want to air in Youtube ads. So people can get a look in the video campaign eventhough they might skip it

By doing this so we want to make people remember, whether they are currently on their phone or while they are passing down the streets.

5. CREATIVE EXECUTION :

For the language we air in Canton, Mandarin and English language this is because Hong Kong is a diverse country, but still they are proud of themselves, so in order to be accepted by the people of Hong Kong we should also introduce ourselves carefully and respect their cultures and traditions by airing their language and advertising it with their language as well.



