



Digital Audit & Strategy

April , 2022

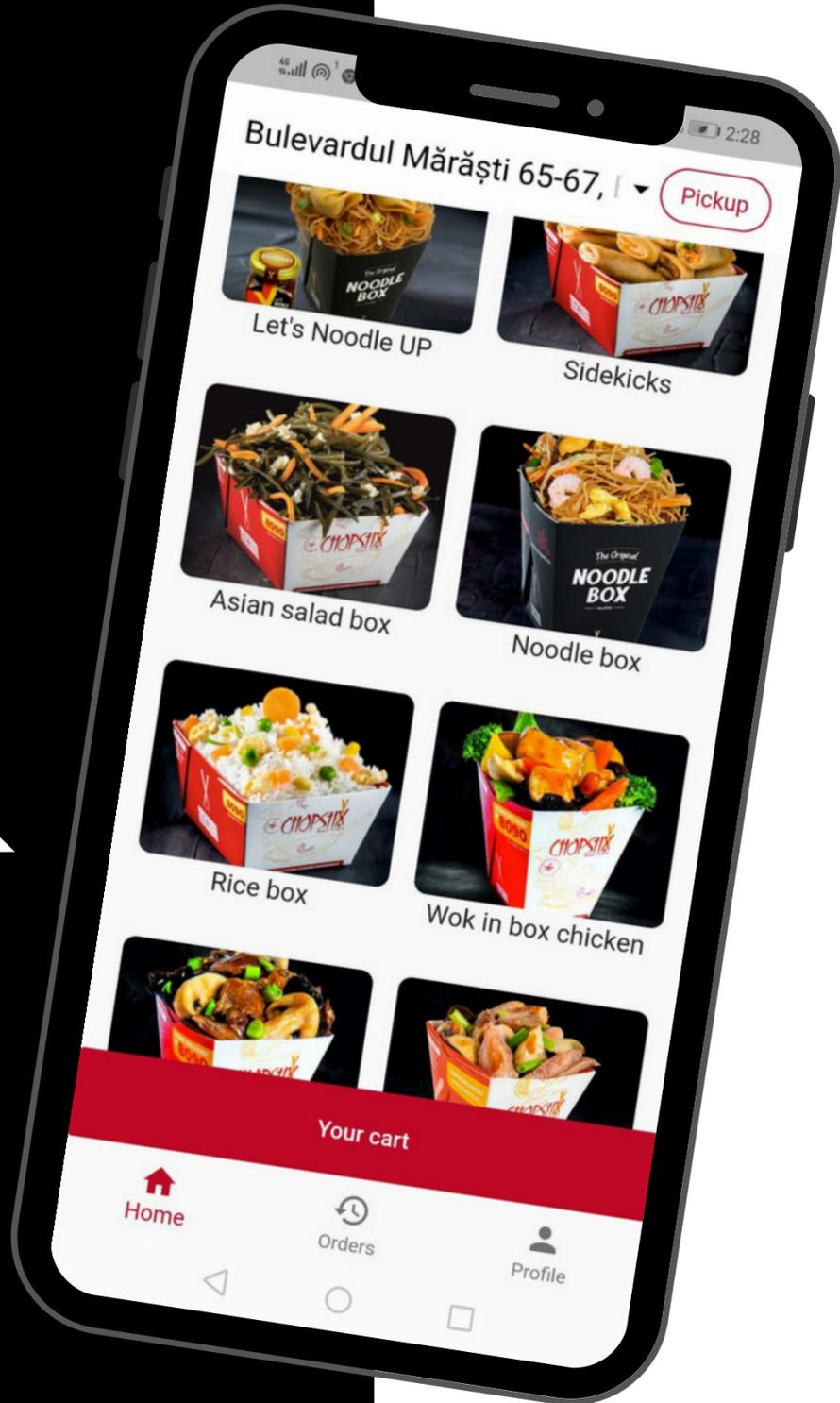


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**Market
TRENDS**



1. **Functional foods and personalised nutrition:**

- Consumers are beginning to choose food based on **what it does for their body** rather than simply opting for whatever tastes best.
- Consumers want foods, beverages, and supplements that have the ability to improve **their mood and boost immunity**, sharpen their cognition, help with their athletic performance, or improve their skin or sleep.

2. **Home cooking:**

- Consumers are relying on home cooking due to previous lockdown phase, Many restaurants today are **sending the recipe ingredients to customers** home to enable them to cook it at their houses.

3. **Live-fire cooking goes large:**

- 2022 will focus on fire-cooking techniques and chefs will add more to this new way of cooking.

4. **Udon noodles:**

- Japanese udon noodles, with the UK launch of two huge chains, Murugame Udon and Kineya, both of which have hundreds of sites globally. The brands now run very popular restaurants in London that serve bowls of **hearty noodle soups**, and have plans to expand rapidly across the UK.

5. **Korean food gets the love it deserves**

- the Korean food is getting more popularity over the countries more in 2022

Top 5 F&B trends after COVID-19

Global Consumers say that they are interested in learning more about where their food comes from and how it is made
Innova Consumer Survey,2020

3 out 5

Global consumers are increasingly looking for food and beverage products that support their immune health
Innova Consumer Survey,2020

64%

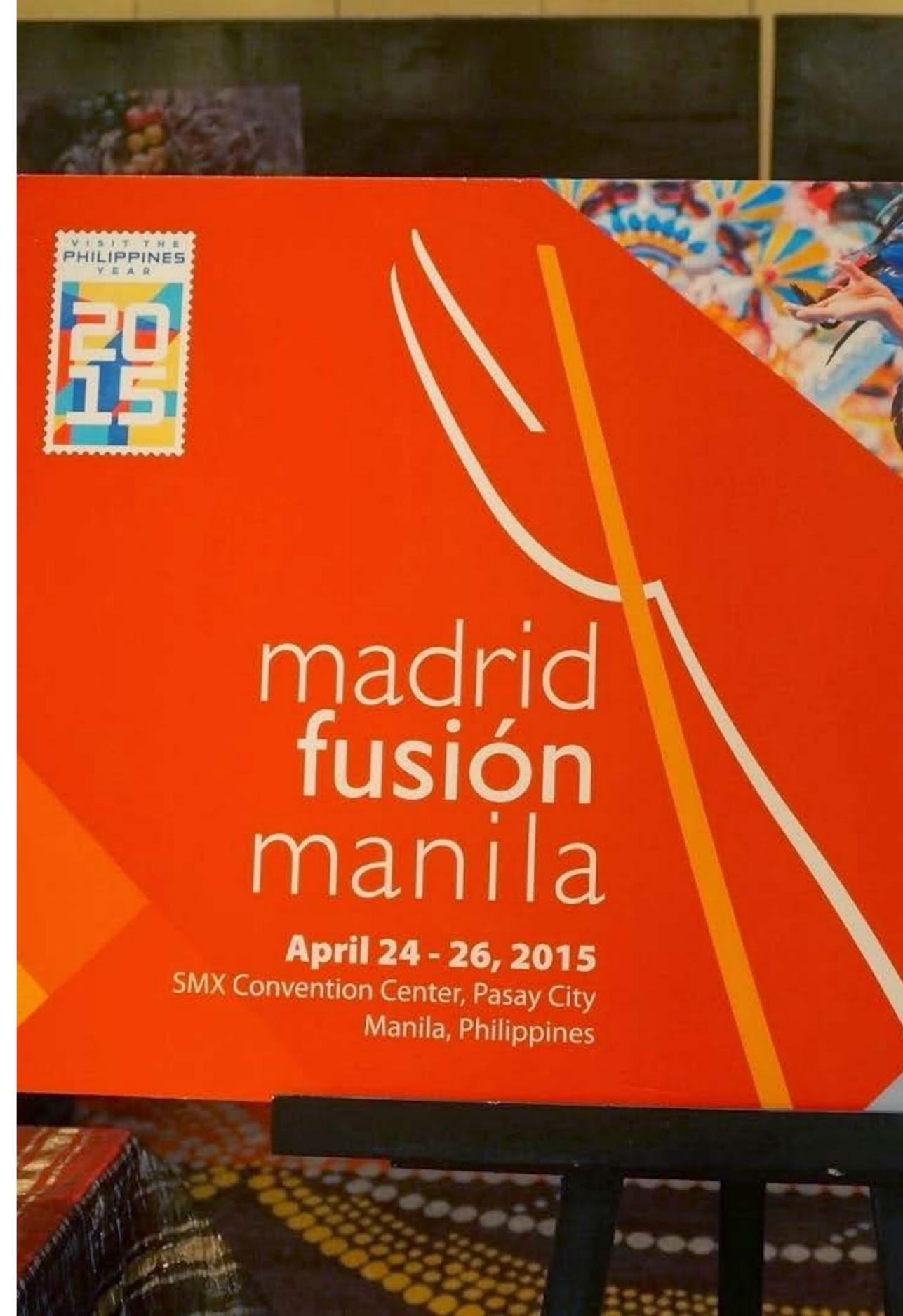
Of global consumers are looking for food products that are tailored to their individual lifestyle and needs

54%

Of global consumers say that due to covid-19, they have spent time educating themselves on ingredients and procedures that can boost their immune health

Asian Food Trends Worldwide

- Asian flavors are the new zeitgeist that influence the world. Like fashion, food moves in trends and now, more than ever, almost every famous chef around the world is trying to create his or her own new invention by mixing European cooking techniques with Asian flavors
- Madrid Fusion event, an international gastronomy event that gathers renowned chefs from around the world in Madrid, Spain, During three-day event, many chefs work with various Asian elements, from using tea fermentation known as kombucha, It is quite obvious that the idea of fusing Asian techniques and European local products is the new trend for chefs these days
- Asian foods become extremely popular in Fast food segment in western countries as it is believed to be more nutritious than conventional fast food such as burgers, pizza, pasta, burritos, taco and sandwiches



Why Asian Food is Healthy

- The traditional Asian diet contains all of the essential nutrients needed by most adults
- It's high in fiber, vitamins, minerals, and antioxidants
- The Asian diet is also low in saturated and total fat.
- Many of health professionals believe that Asian food protects against many chronic diseases, such as heart disease and cancer
- The Asian diet is relatively low in meat and dairy foods. Protein and iron are obtained from nuts, seeds, and legumes. Iron is also provided through certain vegetables, such as dark leafy greens. Calcium is obtained from soy products, nuts, seeds, and green leafy vegetables



Healthy Asian food habits

A close-up photograph of a man with dark hair, wearing a dark blue shirt, eating from a bowl. He is using chopsticks to lift a portion of yellow noodles from a blue and white patterned bowl. The background is dark, and the lighting is focused on the man's face and the food.

1. **Small Plates and Chopsticks:**

Can help you eat smaller portions. Chopsticks are an easy way to avoid the shovel technique of eating, thus reducing overeating or eating too fast - which both cause bloating in the stomach

2. **Rice Combination:**

Black, brown, red, or even purple rice are nutritionally denser than white or brown - resulting in a less starchy diet therefore less sugar conversion and lower calorie consumption

3. **Seafood:**

Fish provides one of the highest amount of healthy oils and lean protein in a serving as compared to other kinds of meat. Whether it's lightly fried, filleted, steamed or cooked in a curry, load up on the fish dishes!

Healthy Asian food habits

A close-up photograph of a man with dark hair, wearing a dark blue shirt, eating from a bowl. He is using chopsticks to lift a portion of yellow noodles from a blue and white patterned bowl. The background is dark, and the lighting is focused on the man's face and the food.

4. Herbs and spices:

Herbs and spices also known to relieve common health ailments and promote better general health

5. Eat a 3:1 Ratio Vegetables to Meat:

3:1 means three times the amount of vegetables to the amount of meat. While meat is high in protein, it isn't the healthiest choice of protein. The Asian diet includes a healthy balance of meat and vegetables following a 3:1 ratio of vegetables to meat, which is filling while also providing the daily nutrients recommended according to the food pyramid

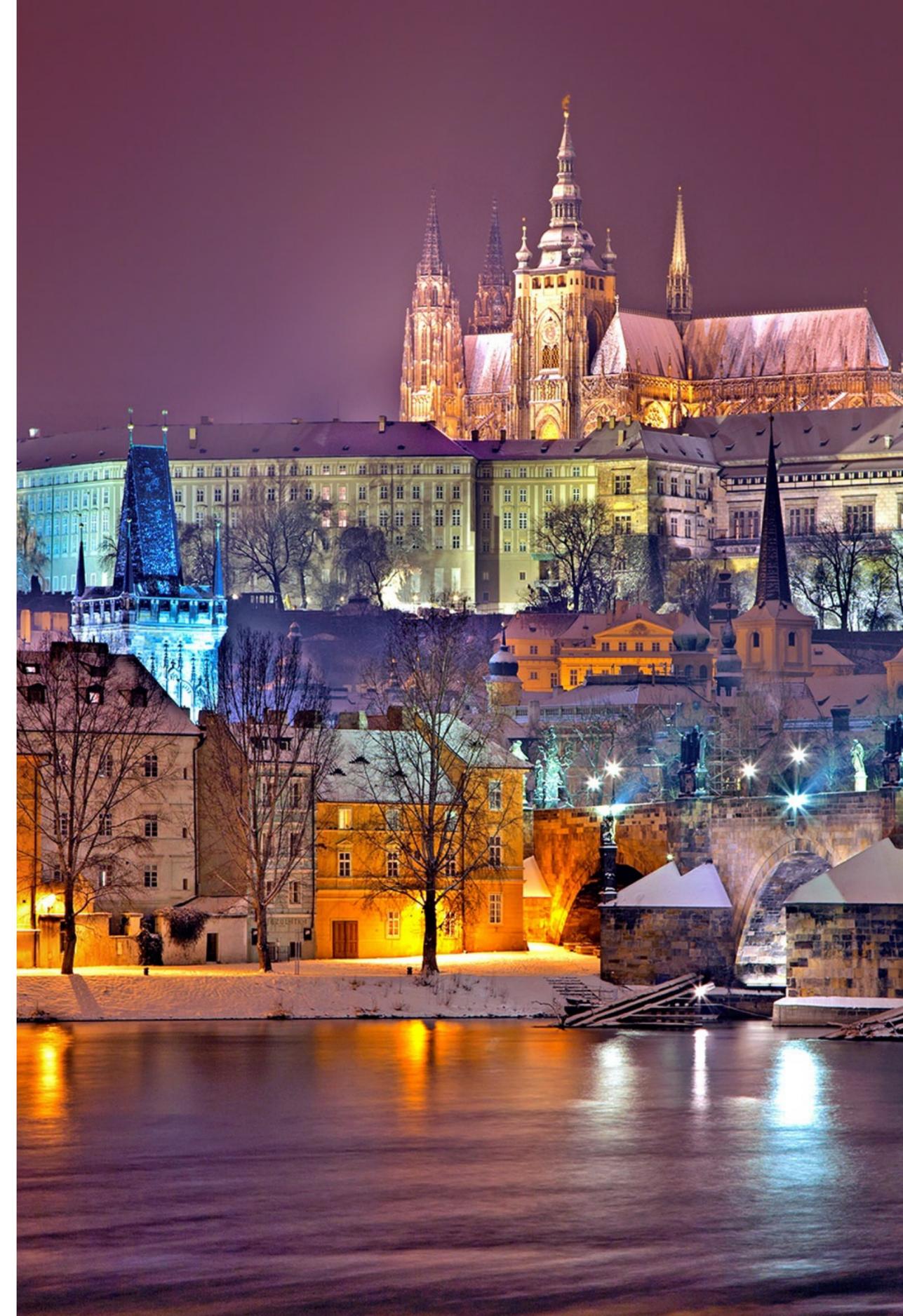
6. Have Soup Often:

Asian soups are believed to have specific healing properties depending on its ingredients. Not only does it give comfort during times of illnesses like flu, fever or sore throat, it also strengthens the body from fatigue

Market trends in Europe

In European countries where prepared food deliveries were permitted, such as the UK and Ireland, many foodservice outlets scaled up home delivery and contactless transactions.

Food and beverage purchasing behaviours being influenced by the below top trends: ↓



Market trends in Europe

1. A focus on self-protection

- Consumers after COVID are more aware of food type that immunity-boosting such as vitamin C, D, zinc
- Consumers are using food to self-medicate their moods, with increased sales of comfort foods such as confectionery and ice-cream

2. A new relationship with cooking and drinking

- **Over 50%** of European consumers are now cooking more at home and attempting new cuisines and recipes
- Some bakeries and pizzerias are delivering at home pizza kits to make with the family
- Chefs, social media influencers and restaurants are providing more recipes online and tutorials via platforms such as Instagram Live



Market trends in Europe

3. Snackification is on the rise

- Consumers turn to snacks for comfort, but the nature of snacking has shifted from a quick fix on the go to an at-home occasion.
- A survey by Mondelez found **that 53% look** forward to snacks more than meals.

4. Importance of e-commerce

- COVID19 made a big digital transformation for many domains from staying in touch with loved ones to ordering food online.
- Foodservice outlets pivoting to online delivery and engaging with consumers via mediums such as Instagram and carrying out cook-alongs on Facebook Live and Zoom.



Market trends in Restaurants

Some restaurants created a new idea that enable customers to eat at their stores and still protect themselves from COVID-19

1. Lena's Wood Fired Pizza & Tap restaurant in Alexandria, Va., erected a large tent on top of a parking deck, divided it with sheer fabric walls and added flooring, colorful chairs, glitzy lights and lots of greenery
2. Another restaurants thought in creative way to emphasis and support the social distancing so they made dividers from fabric Kirby had on hand to make it less budget and added some plants to bring more positive vibes to the store.

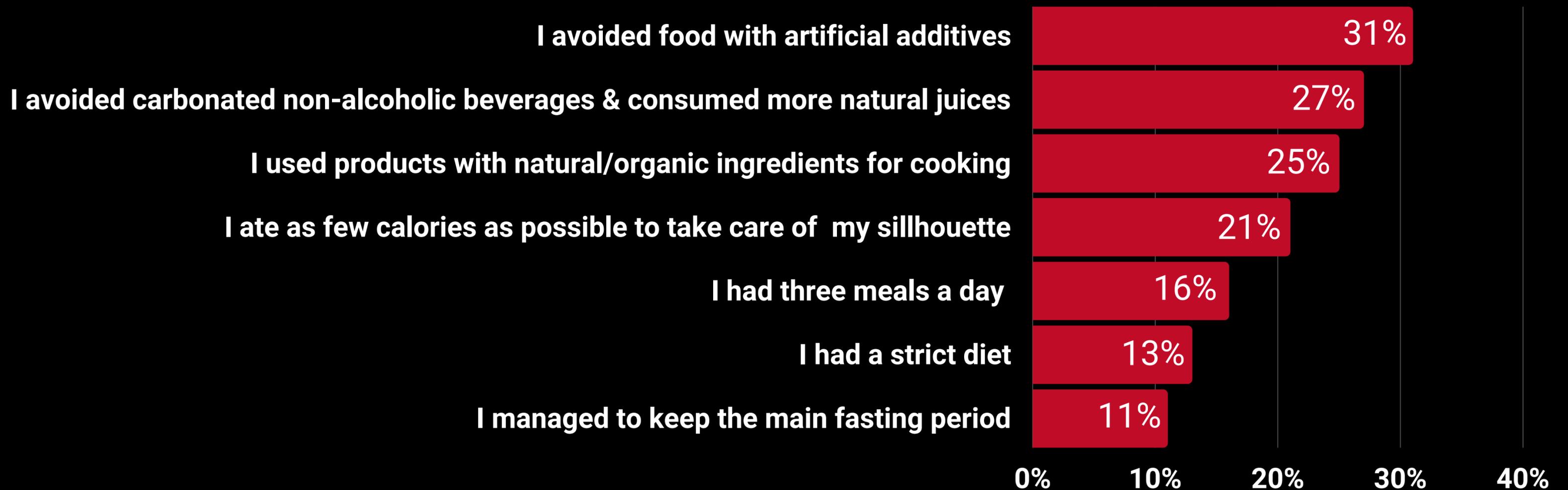


Market trends in Romania

- **33%** decrease in alcohol use after Covid19
- There was a significant rise in online shopping, planned purchases and bulk buying, but also the largest increase in impulse buys (**39% doing more vs 21% less**)
- The hospitality industry will develop new business strategies with the delivery segment playing a focal place
- Among the product types that showed significant growth last year were seafood, fish, exotic fruit varieties like pomegranates and avocados and beverages like cider and champagne



Food consumption behavior during the pandemic in Romania in 2021



Recommendations



1

To follow consumer pattern after COVID, Chopstix can make a new product line which is sending boxes of their meal's ingredients to let customers make their meals in their homes

2

Chopstix should speak more about their ingredient healthiness in social media & website to let customers know that all Chopstix ingredients are healthy

3

Chopstix should keep their existence at food delivery apps because customer tends to order online more nowadays

4

Produce new product line that support customers immune health, it could be

- Haw Flakes
- Rice Crackers
- Yan Yan
- Pop Pan
- French Biscuits
- Wung Wang Snow Cookies.

Top Food Aggregators in Romania

Top Food Delivery Mobile App IOS Store

1

tazz

2

Bolt
Food

3



6

OUT4
FOOD

4

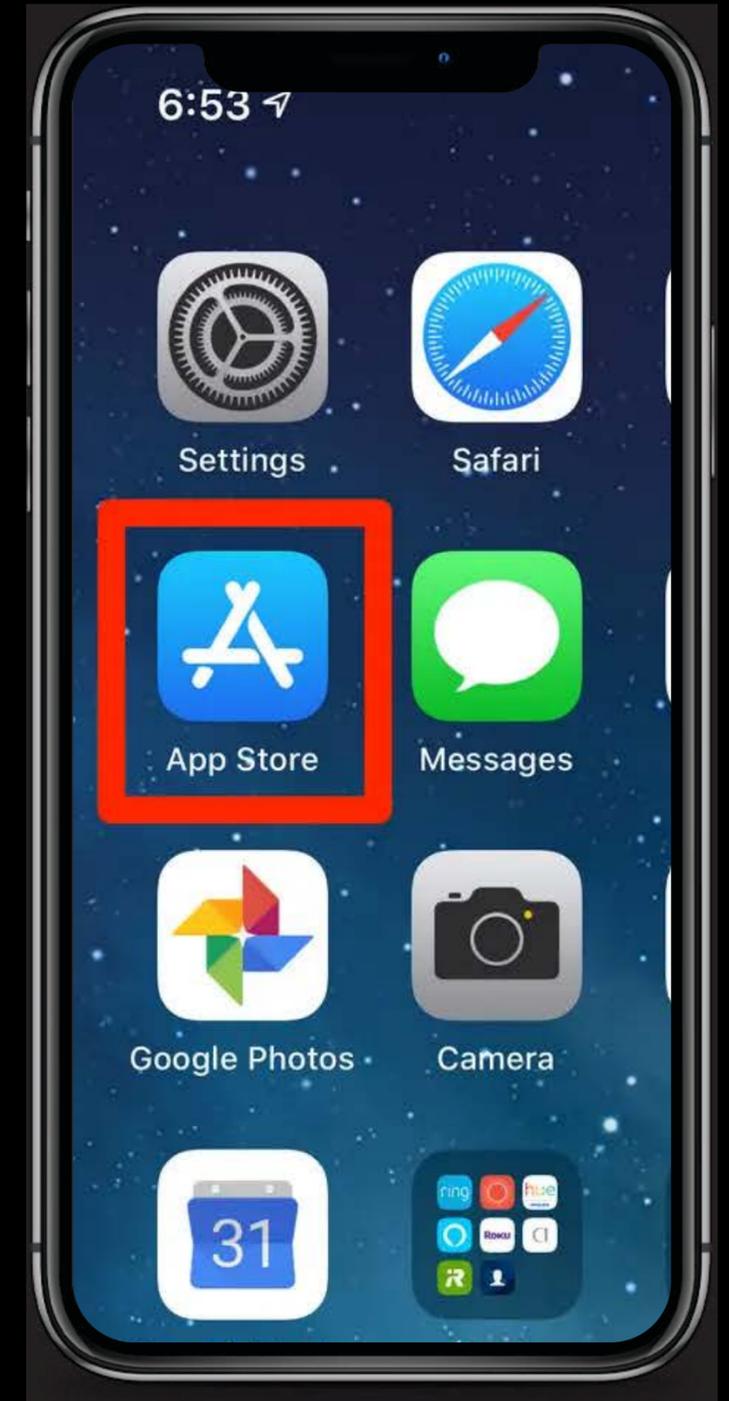


foodpanda

5

Uber Eats

Glovo?



Top Food Aggregators in Romania

Top Food Delivery Mobile App Google Play Store

1



2



3



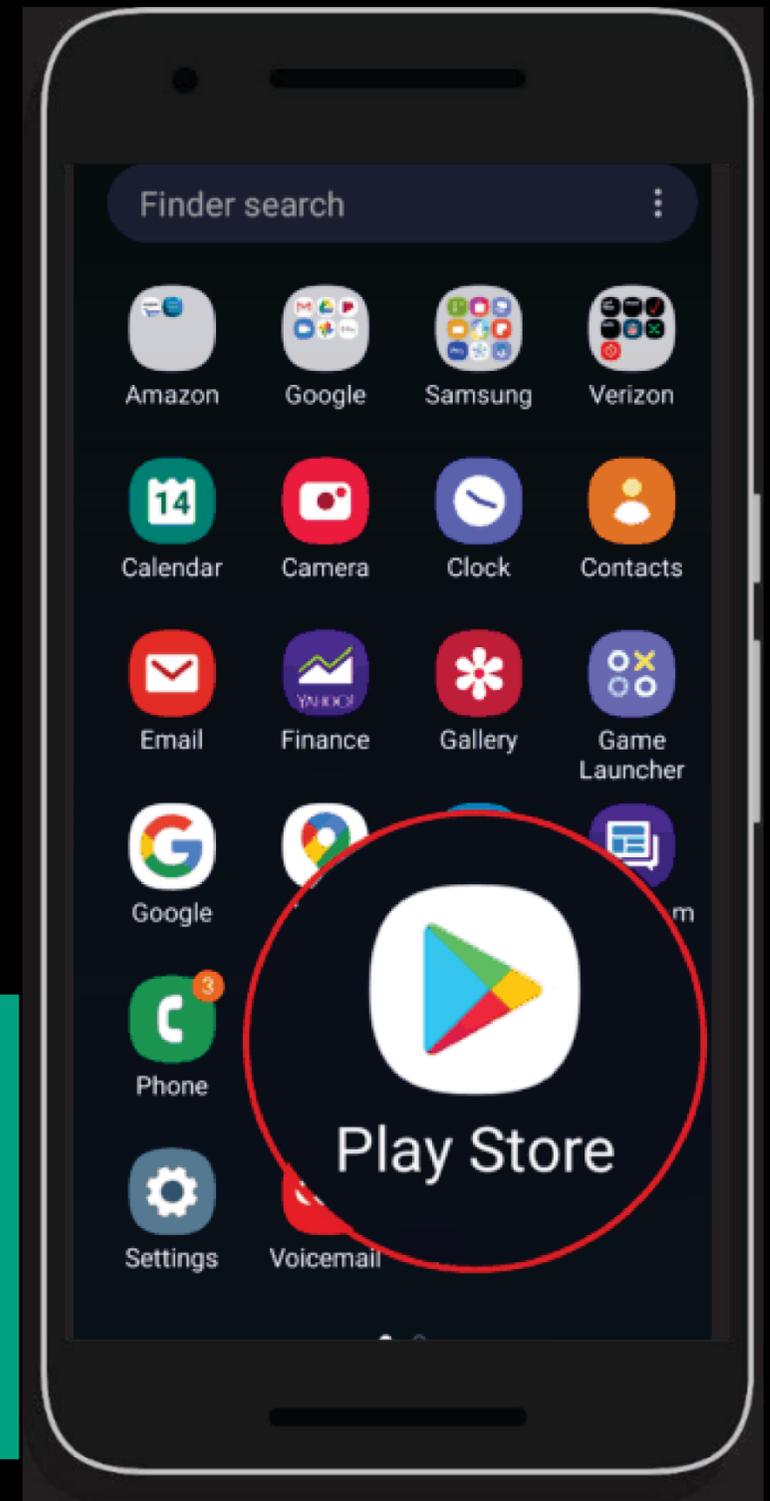
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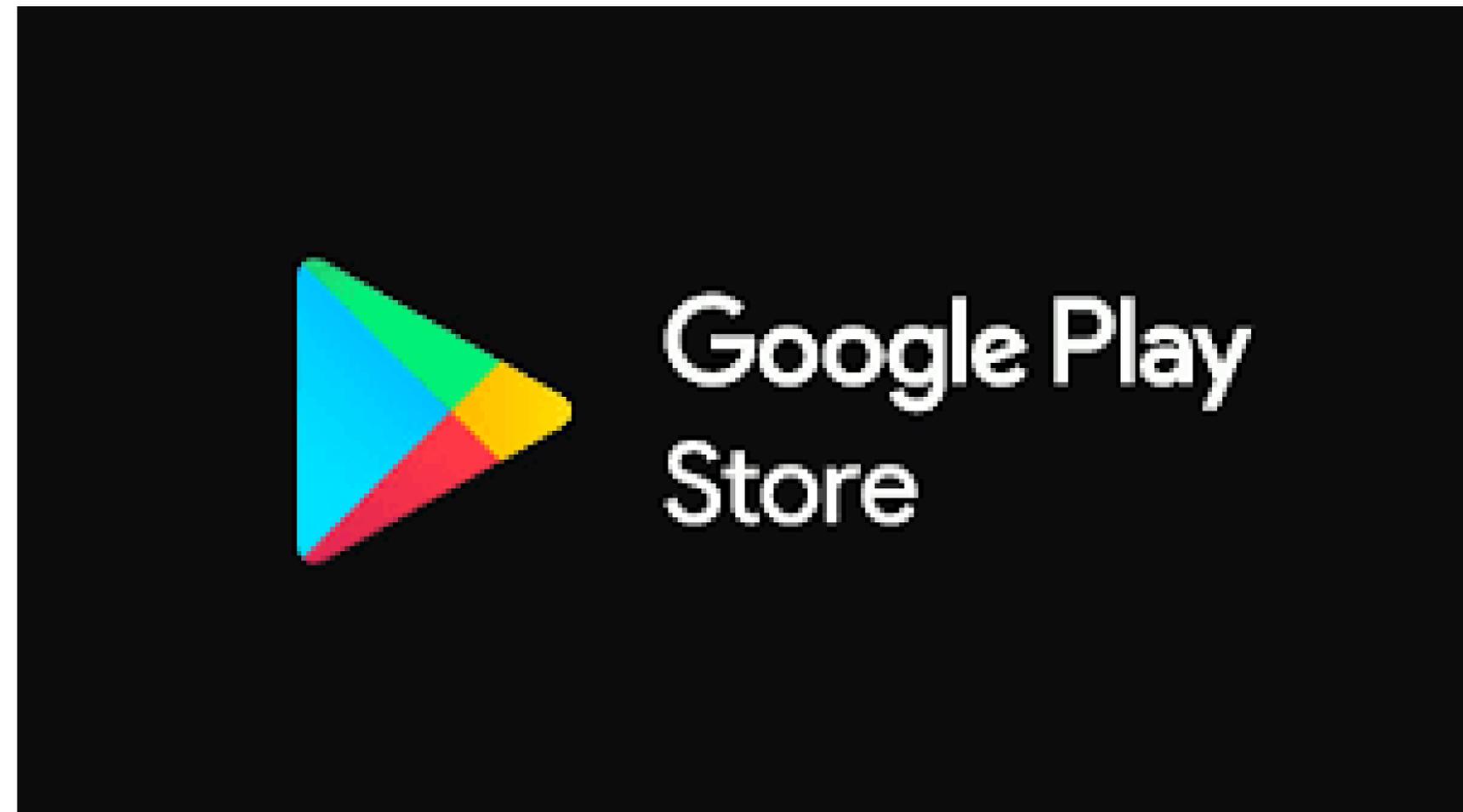


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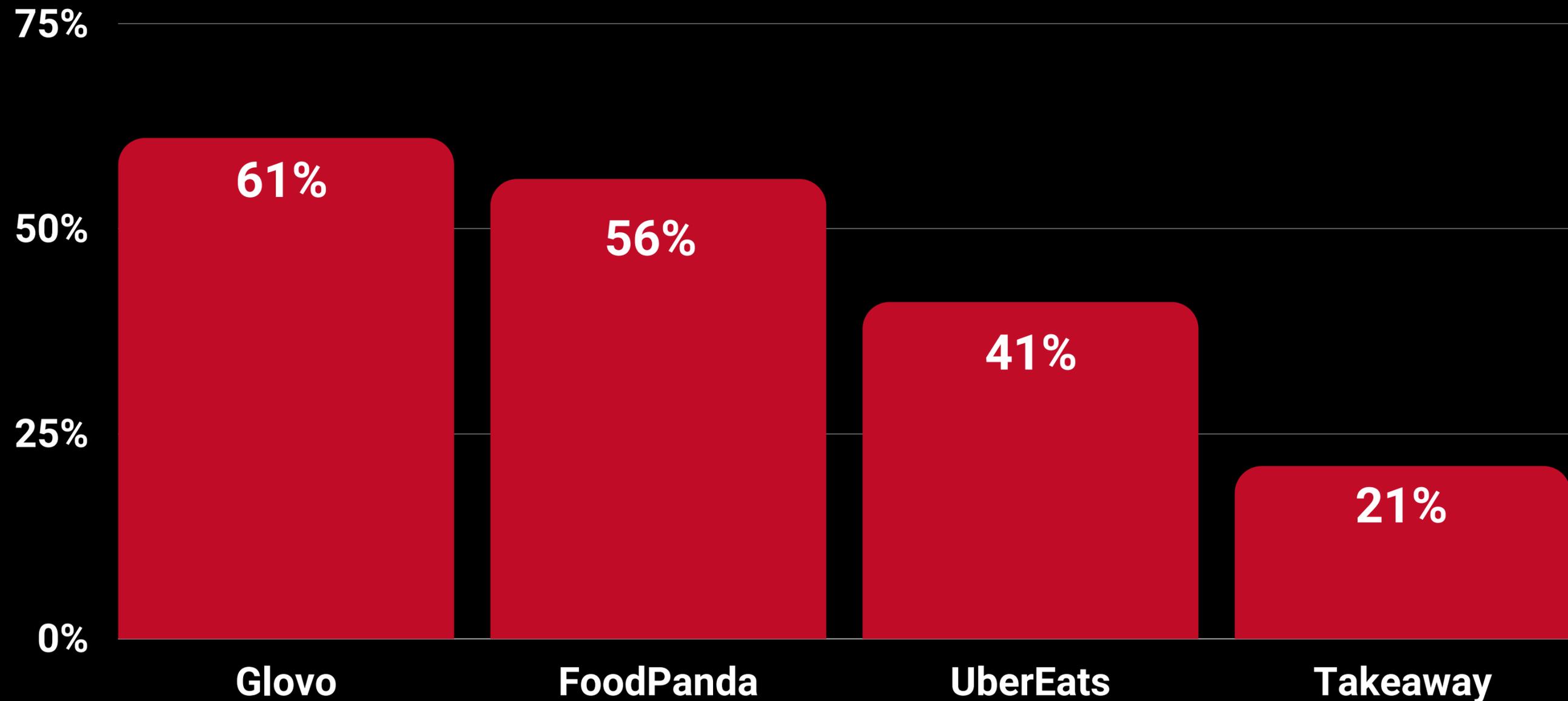
Total number of downloads

Tazz	1M+
Bold Food	1M+
Takeaway.com	100K+
Foodpanda	1M+
Uber Eats	100M+
Out4food	100K+
Glovo	50M+



Top Food Aggregators in Romania

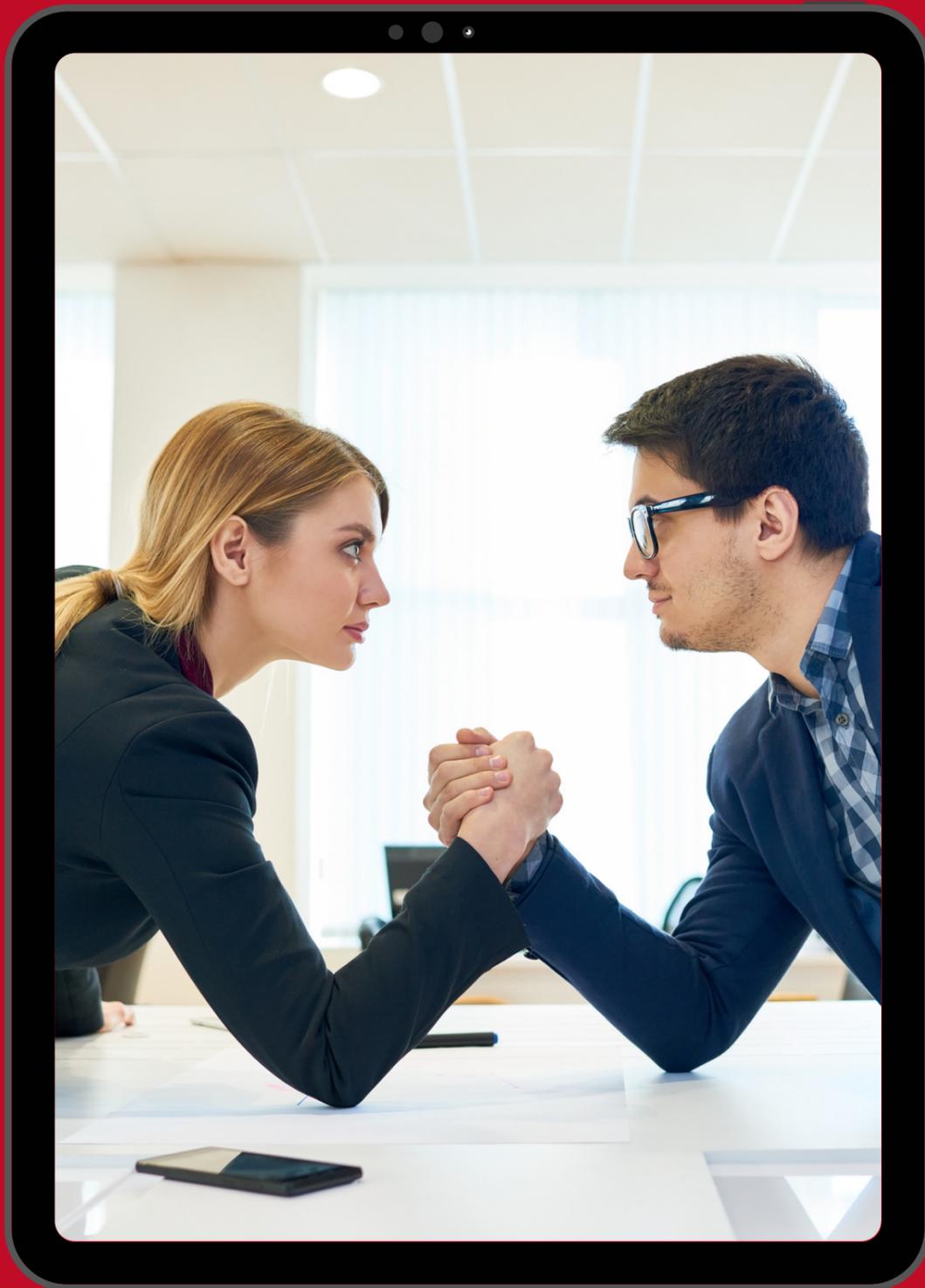
Most used food delivery apps in Bucharest during the coronavirus pandemic in Romania in 2020



What People are asking about Restaurants in Romania?

1. **Restaurants** in Romania Bucharest
2. Chinese Restaurant **Bucharest**
3. What **Food** is Eaten in Romania
4. **Best Restaurants** in Romania Bucharest





Market Players



Competitive Audit

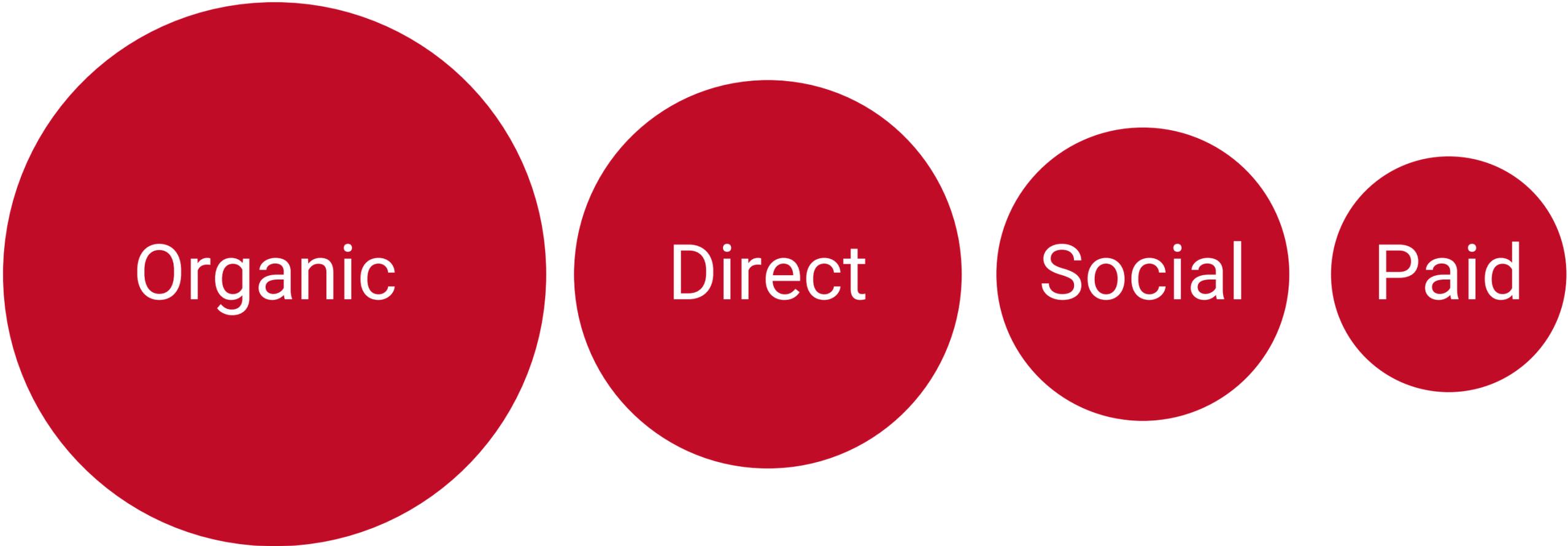
- Most Visited Sites / Traffic Sources
- Benchmarked competition websites
- Social Media Audit
- SEO Audit
- The competitors location Link



	Client	Total Visits	Monthly Visits	Visit duration	Pages Visit	Top Country 1	Top Country 2	Top Country 3
Global Competitors	https://www.newportseafood.com/	27,853	9,284	00:02:39	2.50	USA	UK	Canada
	https://beijingmenu.com/	6,249	< 5,000	00:00:27	2.85	USA	-	-
Top Local Competitor in Romania Based on Numbers Provided by Chopstix	https://presto-pizza.ro/zao	185,091	61,697	00:10:01	12.02	Romania	Czech Republic	Turkey
	https://www.wuxing.ro/	47,760	15,920	00:01:58	3.30	Romania	Czech Republic	Germany
	https://chopstix.ro/	23,574	7,858	00:01:32	3.64	Romania	Germany	USA
The Rest of The Competitor Provided by Chopstix	https://kungfu-king.ro/	9,242	< 5,000	00:02:18	8.34	Romania	Netherlands	-
	https://restaurant-hao.ro/home/menu/	7,626	< 5,000	00:00:20	1.58	Romania	-	-
	http://www.templulsoarelui.ro/	7,103	< 5,000	00:04:21	3.78	Romania	Indonisia	-
	https://noodlepack.ro/	5,576	< 5,000	00:00:25	1.82	Romania	Spain	
	https://po-li.ro/	< 5,000	< 5,000	00:00:37	2.10	Romania	Denmark	-
	https://leehofood.ro/	< 5,000	< 5,000	00:01:33	3.33	Romania	-	-
	https://manay.ro/?v=2416390f62ea	< 5,000	< 5,000	00:04:56	8.75	Romania	-	-
	https://www.zen-garden-restaurant.ro/	< 5,000	< 5,000	00:03:31	1.51	Romania	-	-
	https://chinesegarden.ro/restaurant/?return_restaurant=/	< 5,000	< 5,000	00:03:30	9.18	Romania	-	-
	https://pengyou.ro/	< 5,000	< 5,000	00:02:34	3.82	Romania	-	-
New three Romanian Competitors Provided by Icetulip team	https://yukihomedining.ro/en/	< 5,000	< 5,000	00:00:57	3.85	Romania	Denmark	-
	https://kunnai.ro/	< 5,000	< 5,000	00:00:48	2.28	Romania	-	-
	https://www.tuk-tuk.ro/	< 5,000	< 5,000	00:01:01	2.11	Romania	Germany	

	Client	Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
1	https://www.thehousecollective.com/en/the-opposite-house/	13.51%	NA	8.89%	3.13%	54.51%	18.43%	1.52%
2	https://www.newportseafood.com/	14.08%	NA	18.19%	0.01%	67.71%	NA	NA
3	https://beijingmenu.com/	49.89%	NA	20.22%	NA	29.89%	NA	NA
4	https://presto-pizza.ro/zao	53.86%	NA	1.21	0.35%	38.01	5.86%	0.71%
5	https://www.wuxing.ro/	30.68%	NA	2.39%	1.30%	52.48%	13.15%	NA
6	https://chopstix.ro/	21.40%		1.84%	2.03%	59.85%	13.63%	1.25%
7	https://kungfu-king.ro/	33.05%	NA	NA	NA	66.95%	NA	NA
8	https://restaurant-hao.ro/home/menu	4.26%	NA	22.44%	NA	73.29%	NA	NA
9	http://www.templulsoarelui.ro/	20.65%	NA	5.33%	6.33%	67.69%	NA	NA
10	https://noodlepack.ro/	24.78%	NA	2.94%	15.23%	57.06%	NA	NA
11	https://leehofood.ro/	37.13%	NA	NA	62.87%	NA	NA	NA
12	https://manay.ro/	62.88%	NA	NA	3.51%	33.61%	NA	NA
13	https://www.zen-garden-restaurant.ro/	NA	NA	NA	NA	100%	NA	NA
14	https://chinesegarden.ro/restaurant/?return_restaurant=/	33.78%	NA	NA	NA	66.22%	NA	NA
15	https://pengyou.ro/	NA	NA	NA	NA	74.80%	25.20%	NA
16	https://po-li.ro/	28.89%	NA	NA	0.49%	70.62%	NA	NA
17	https://yukihomedining.ro/en/	13.76%	NA	NA	3.35%	82.89%	NA	NA
18	https://kunnai.ro/	20.23%	NA	NA	NA	79.77%	NA	NA
19	https://www.tuk-tuk.ro/	11.51%	NA	NA	NA	88.49%	NA	NA

Benchmarked Competitors – Traffic Sources



Organic

Direct

Social

Paid

Top Paid Bilingual Keywords Sample

	<u>prestopizza</u> aplicatie	jerry pizza	presto pizza
mancare chinezeasca livrare	pizza 24h <u>buchares</u>	pizza non stop	pizza
mancare chinezeasca cluj	presto pizza sector 1	comanda pizza online	pizza livrare
bete chinezesti pentru mancare	pizza 50 cm	oferta pizza 2 1 gratis <u>bucuresti</u>	trenta pizza
mancaruri cu ciuperci chinezesti	oferte pizza sector 4	pizza <u>on line</u> <u>bucuresti</u>	pizza 1 1 sector 2
sosuri pentru mancare chinezeasca	domino pizza	presto pizza meniu	oferte pizza sector 5
pengyou	oferte pizza 1 1 gratis <u>bucuresti</u>	livrare pizza	<u>livrari</u> pizza
restaurant peng you	lucky pizza	pizza 2 1	oferte pizza
restaurant chinezesc pui cu lamaie	almondo	pizza brancoveanu	<u>preto</u> pizza
peng you	comanda online jerry's pizza	presto pizza contact	pizza sector 5
mancare chinezeasca	jerrys pizza	presto pizza mare	comanda pizza
pizza non stop sector 1 wu xing mancare chinezeasca	pizza non stop sector 1 wu xing mancare chinezeasca	wuxing	wu xing sector 3
wu xing noodles cu orez de vita	pizza non stop sector 1 wu xing mancare chinezeasca	mancare <u>asiatica</u> <u>bucuresti</u>	wu xing meniu

Top Organic Bilingual Keywords Sample

coltunasi	<u>cnoodle pack</u> meniu	chopstix informatii nutritionale	chinezesc <u>brasov</u>
porc cu alune	happy noodles arena mall bacau	<u>chopstix</u> meniu	mancare chinezeasca cluj livrare domiciliu
ciuperci pe plita	noodles cluj	<u>chop stix</u>	taste of asia comanda
mancare chinezeasca	lotus center oradea noodle	chopsticks timisoara	mancare chinezeasca cluj
paprika mancare chinezeasca	<u>noodlepack</u> oradea	chopstix cariere	ramen sector 6
<u>pui de balt</u>	chopstix	mancare coreeana <u>dilivery</u>	alge wakame
noodle pack	chopsticks	chopstix plaza	auchan sushi afi
<u>noodlepack</u>	chopstix meniu	chopstix ready to box	taste of asia iasi
noodle pack site	livrare mancare 1 ianuarie chopstix	chopstick	unde poti cumpara ingrediente asiatice in bucuresti
noodle pack meniu	ravase <u>bucuresti</u>	chopsticks dragonul rosu	ramen craiova
noodle pack.ro	<u>chopsitix</u> menu	noodles cu pui chopstix reteta	ramen <u>ploiesti</u>
<u>noodlepack</u> cluj	chopstix calorii	custom chopsticks romania	mancare coreeana comanda
noodles pack	shopstix.ro	mancare chinezeasca livrare	supa chinezeasca acru iute vegetariana
noodle pack preturi	chopstix nutritionale	comanda chinezesc	noodles
noodle orez vs grau	chopstix pachetele de primavara	mancare <u>asiatia</u> sau <u>chinezesca</u> in mall bacau	prajituri cu ravas
meniu noodle pack constanta	bolt chopstix	valsul chopsticks	magazin asiatic brasov
noodle pack afi brasov	mancare chinezeasca	produse asiatice park lake	sergent apostol constantin 16e cod postal

Top Organic Bilingual Keywords Sample

presto pizza	pizza sector 5	<u>prestopizza</u> night	burger presto
presto	pizza cuptor lemne sector 6	pizza presto sector 2 program	livrare pizza <u>bucuresti</u>
presto pizza berceni	meniul zilei presto pizza	presto pizza livrare	bucharest pizza 24h
presto pizza bucuresti	pizza non stop <u>bucuresti</u> cu cardul	oferte pizza	pizza night
prestopizza	menu presto	pizza sector 6	napoletta
pizza	presto pizza militari	oferta pizza 1 1 <u>bucuresti</u>	presto ristorante
presto pizza militari residence	presto reducere	<u>pressto</u> pizza	presto pizza program <u>bucuresti</u>
presto pizza meniu	mancare non stop <u>bucuresti</u>	proxima apropiere	shaorma online
pizza presto <u>bucuresti</u>	presto pizza sector 6	presto pizza oferte	presto pizza inchis
pizza presto	presto pizza bere	presto pizza ro	livrare pizza sector 5
pizza 1 1 <u>bucuresti</u>	pizza program revelion	<u>piiza</u> sector 6	presto p[izza
pizza sector 4	pizza non stop	program presto pizza	presto drumul taberei
pizza blat pufos livrare sector 6 <u>bucuresti</u>	presto pizza sector 3	presto in bucate	livrare tigari non stop
menu presto pizza	presto pizza google	pizza sector 3	<u>prestopizza</u> bacon cheeseburger vita
pizza de post	pizza livrare	presto popesti	comenzi <u>pizza-bucuresti</u>
presto <u>piza</u>	terase pizzeri pe langa obor	pizza <u>on line bucuresti</u>	comenzi <u>on-line</u> pizza
presto <u>piiza</u>	pizza deschis acum	presto bauturi	presto?

Top Organic Bilingual Keywords Sample

ingrediente sushi online	lee ho food	livrari focsani	comanda chinezesc
mancare online	porc cu scortisoara chinezesc lee ho	mancare chinezeasca cluj	chineze garden'
mochi iasi	lee ho restaurant	restaurant chinezesc	mancare chinezeasca cluj livrare domiciliu
preturi mancare gatita carrefour	leeho man	comanda chinezesc	restaurant chinezesc bucuresti
taitei noodles pret	manay	zen garden	dumplings cu porc online
restaurant chinezesc targu mures	manny iulius mall	restaurant chinezesc bucuresti	supa wonton comanda
comanda online mancare	salata fructe de mare	cel mai bun chinese restaurant bucharest	catering chinezesc
fanta lamaie	restaurant chinezesc craiova	restaurant asiatic bucuresti recomandare	dumplings livrare
kids box	mancare chinezeasca cluj livrare domiciliu	restaurant chinezesc sector 3	pui de balta bucuresti
condimente pentru tofu	comanda chinezesc	best chinese restaurant bucharest	catering fructe de mare bucuresti
magazin coreean galati	ramen craiova	restaurante asiatice bucuresti	restaurant chinezesc pe jary
aplicatii de livrat mancare cu multe oferte	mancare chinezeasca	gang guo caulliflower	pui de balta pret
restaurant chineyesc brasov	mancare chinezeasca livrare	note d'intention café zen	happy noodles bacau
supa ramen bucuresti	cel mai bun sushi din craiova	zen garden restaurace	cel mai bun chinese restaurant bucharest
alge marine ron	comanda mancare piatra neamt	jack daniel's rtd - jack & cola 0.33l	porc cu urechi de lemn
magazin asiatic bucuresti	mancare coreeana comanda	mancare chinezeasca cluj livrare domiciliu	mancare chinezeasca
lee ho mancare	pui bambus	dumplings restaurant	restaurant chinezesc sector 3

Top Organic Bilingual Keywords Sample

oferta pizza 2 1 gratis bucuresti	ravase <u>bucuresti</u>	calorii noodle pack	chinezesc <u>brasov</u>
pizza quattro formaggi presto	mancare chinezeasca <u>bacau</u>	mancare <u>taiwaneza</u>	orez valori nutritionale
presto pizza	<u>wi xing</u>	mancare <u>asiatia</u> sau <u>chinezesca</u> in mall bacau	pui gong bao
<u>presto pizza comenzi</u>	wu xing constanta	<u>furmici</u> in copac reteta	restaurant <u>chineyesc</u> brasov
presto burger	chinezeasca	mancare chinezeasca cluj livrare domiciliu	pepsi 1.25 l
presto burger 250g	wuxing comanda	orez date nutritionale	<u>siteuri chinezeti</u> navigatii
wuxing.ro	we xing	mancare coreeana comanda	pachetele de primavara
mancare chinezeasca livrare	wu xing cluj napoca	valori nutritionale mancare	wu <u>zing</u>
wu xin	wu xing restaurant	prajituri cu ravas	mancare chinezeasca cluj
presto pizza sector 1	sun plaza mancare chinezeasca	chopsticks timisoara	pui tikka masala
wu xing	wuxing mini meniu pui	li-wu comanda online	restaurant chinezesc
wuxing	<u>wuxing</u>	site chinezesc	urechi de lemn reteta
kung fu king meniu	comanda chinezesc	restaurant chinezesc <u>bucuresti</u>	meniu pentru o luna
shopping mancare online romania	catering chinezesc	xing	pluriva erp
kung fu king	wuxing meniu	tuborg christmas brew	li wu meniu
kungfu king	happy noodles bacau	porc cu urechi de lemn	comanda tichete sodexo
kung fu restaurant bucuresti	furnici <u>in</u> copac cu pui	noodles	pluriva

Referring Domains Samples

hellofit.ro

tranquillibrary.com

cuponeria.ro

mail.jooble.com

google.com

mail.jooble.com

zaochinezesc.ro

verandamall.ro

boli-medicina.c



Referring Industries Samples

Lifestyle > Fashion and Apparel

Computers Electronics and Technology >
Search Engines

Food and Drink > Restaurants and Delivery.

E-commerce and Shopping > Coupons and
Rebates

Health > Health - Other
Jobs and Employment
Beauty and Cosmetics

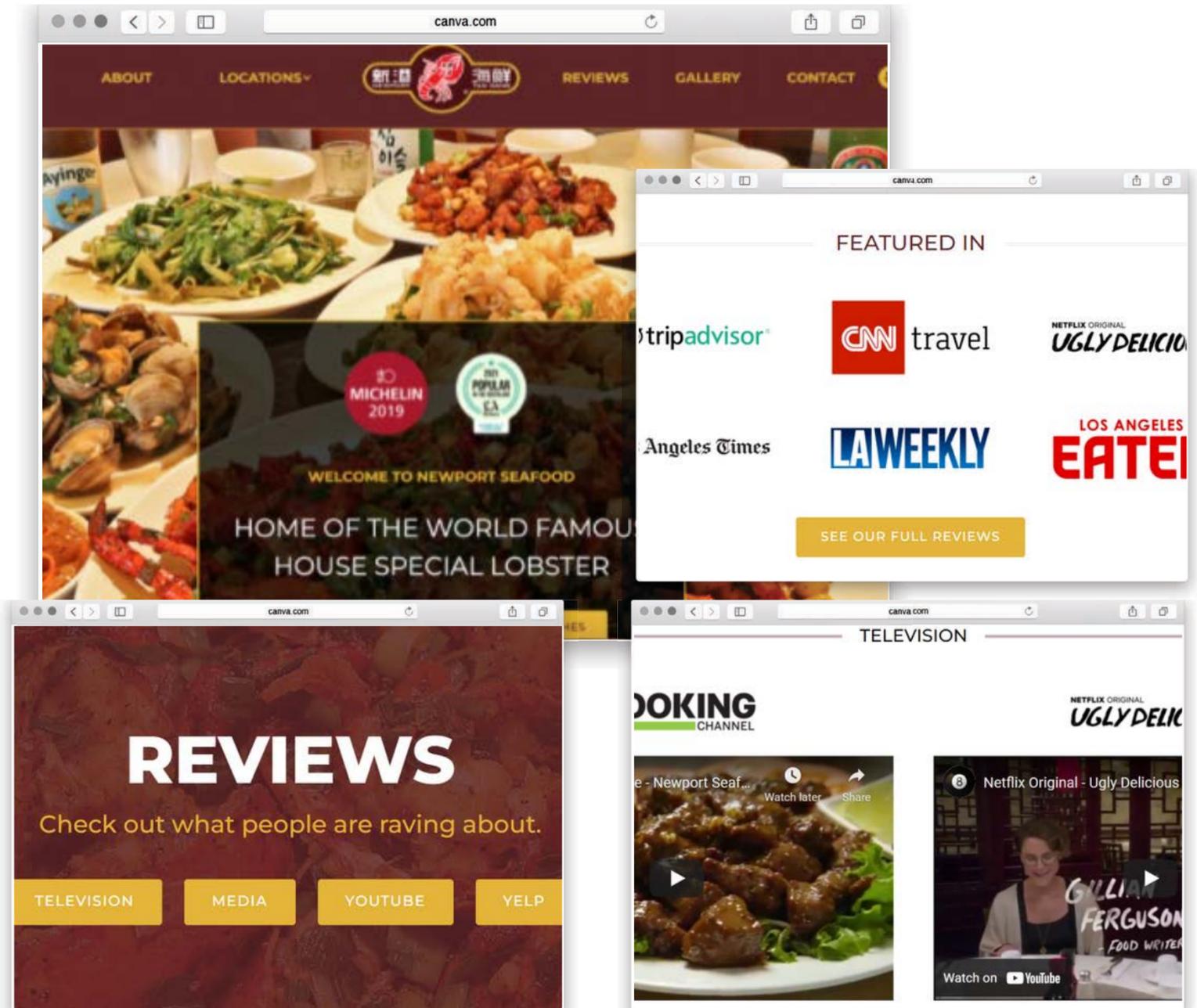
Competitive Communication Monitoring - Top 5 visited Websites



1. Website Analysis - New Port Seafood



- Website UI UX is good
- Second banner mentions where they were featured which is very important for building customer trust
- The booking journey is user friendly
- Website features: About us - Gallery - Reviews - Signature dishes
- Images and design is very attractive
- They have video reviews on YouTube
- This is how it should be done



2. Website Analysis - Beijing



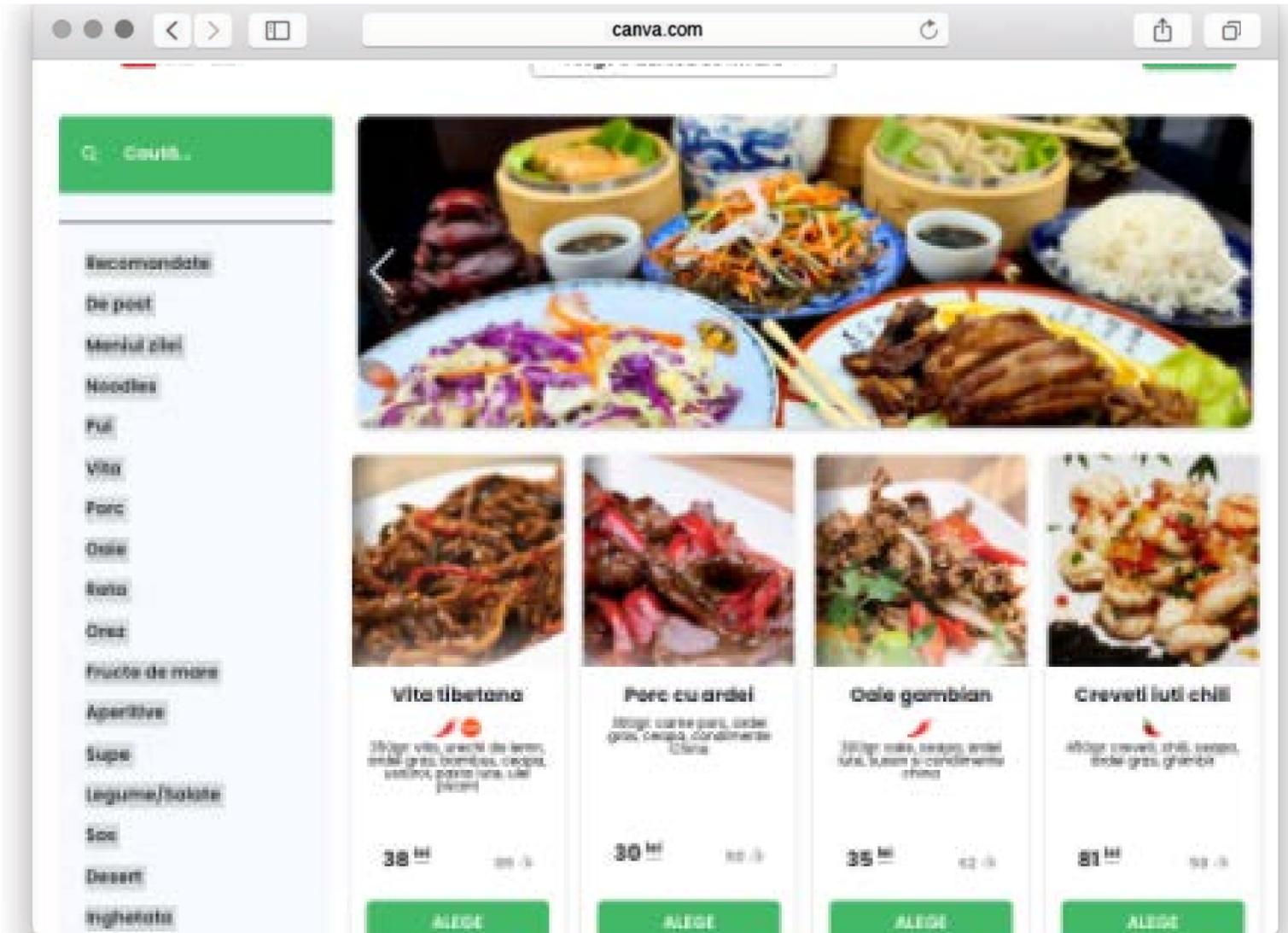
- Home page should include more information, the available only image - Gallery - Footer
- The website has only the basic information
- The menu image can't be read easily as an attached image, it's low resolution
- The copyright not updated since 2018



3. Website Analysis - Presto Pizza



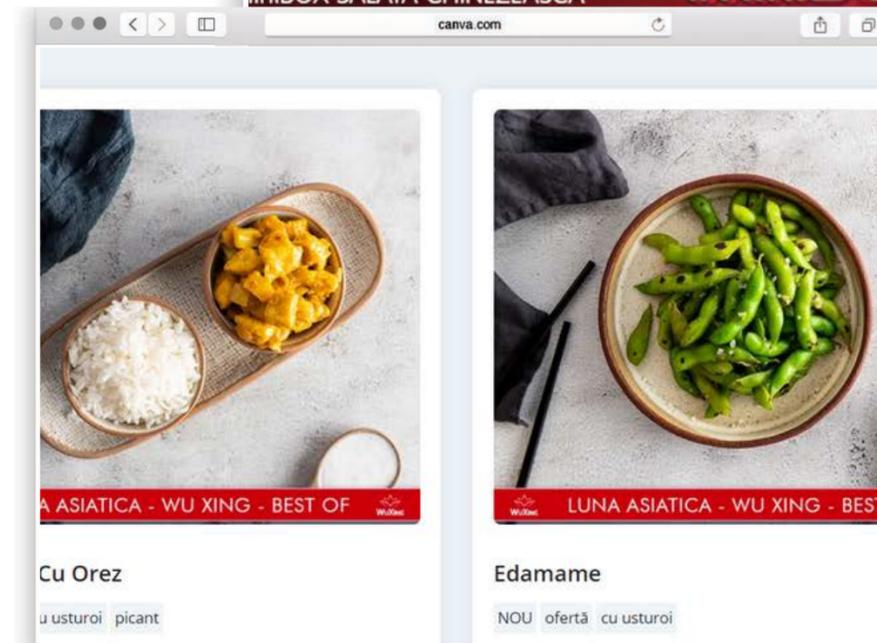
- Website UI UX is so bad and old
- The copyright is not updated since 2018
- Website features: Delivery, Track order, Newsletter, Food menu
- They have mobile application on Apple store & google play
- Menu bar design is so old
- The images are not real and are not attractive



4. Website Analysis - WuXing



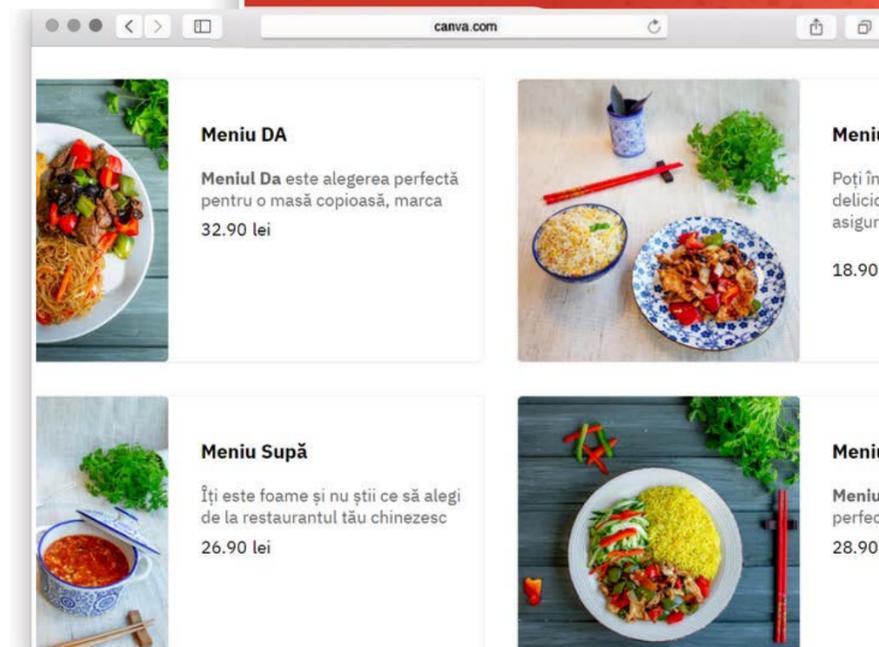
- The website UI UX is good
- Homepage slider banner has offers, map of the several locations of the restaurant and many more but no food images, and the text is not clear
- Food images are attractive, and professional not from google
- The website includes many functions: About us - Contact us - Sign up - Menu
- The website sorting can be done in better way
- There's a bug in the slider, when you click on certain image in the slider the website open the same page
- No English language



5. Website Analysis - KungfuKing



- The website scrolling is smooth
- Website is clean and clear
- Homepage banner is very dull
- Good features mentioned such as: Order tracking, Delivery, About us, Search, sign up
- No English language
- Brand logo need enhancement!



Chopstix Website Audit



Menu

Restaurants

Call and order
*8090 | 0372 773 323

Login

LET'S
NOODLE UP!
TOP IT UP!

ADAUGĂ ȘI
SOSUL PREFERAT



CURRY



DULCE
ACRIȘOR



PICANT



CIUPERCI

NOODLES +
WONTON (4 BUC.)

360 g **23**⁹⁹
LEI



NOODLES +
GYOZA (2 BUC.)

360 g **23**⁹⁹
LEI



NOODLES +
DUMPLING
VEGETAL (4 BUC.)

360 g **23**⁹⁹
LEI



NOODLES +
CREVETI PANE

400 g **27**⁹⁹
LEI

Street, Number

Search

BUGS

Restaurants

Call and order
*8090 | 0372 773 323

When user click "Call & Order" in the menu bar nothing happens knowing that it's clickable and doesn't do the job

The home page slider images arrows are not clear

The slider timers should be faster in 2 sec

ZI DE ZI, **ADUCEM ASIA MAI APROAPE!**



BUGS

When you register a new account, the user should receive a confirmation email to activate the account on Chopstix but no email was sent



Dear sima,

Thank you for your registration.

We just sent you a confirmation link via e-mail which we kindly ask you to click in order to complete the registration.

Your Chopstix team

[Go to login](#)

Site-ul nostru stocheaza si utilizeaza cookie-uri pentru a va oferi o experienta de utilizare cat mai buna. Daca doriti sa vedeti setarile legate de cookie-uri cat si alte date personale utilizate de platforma noastra va rugam sa utilizati link-ul de mai jos! Va multumim si va dorim navigare placuta in continuare!
[Setari GDPR](#)

[Vezi Cos](#) | [Contul Meu](#)
[Am luat la cunostinta](#)



Cookies design can be done in a better way



Check out competitors cookies!

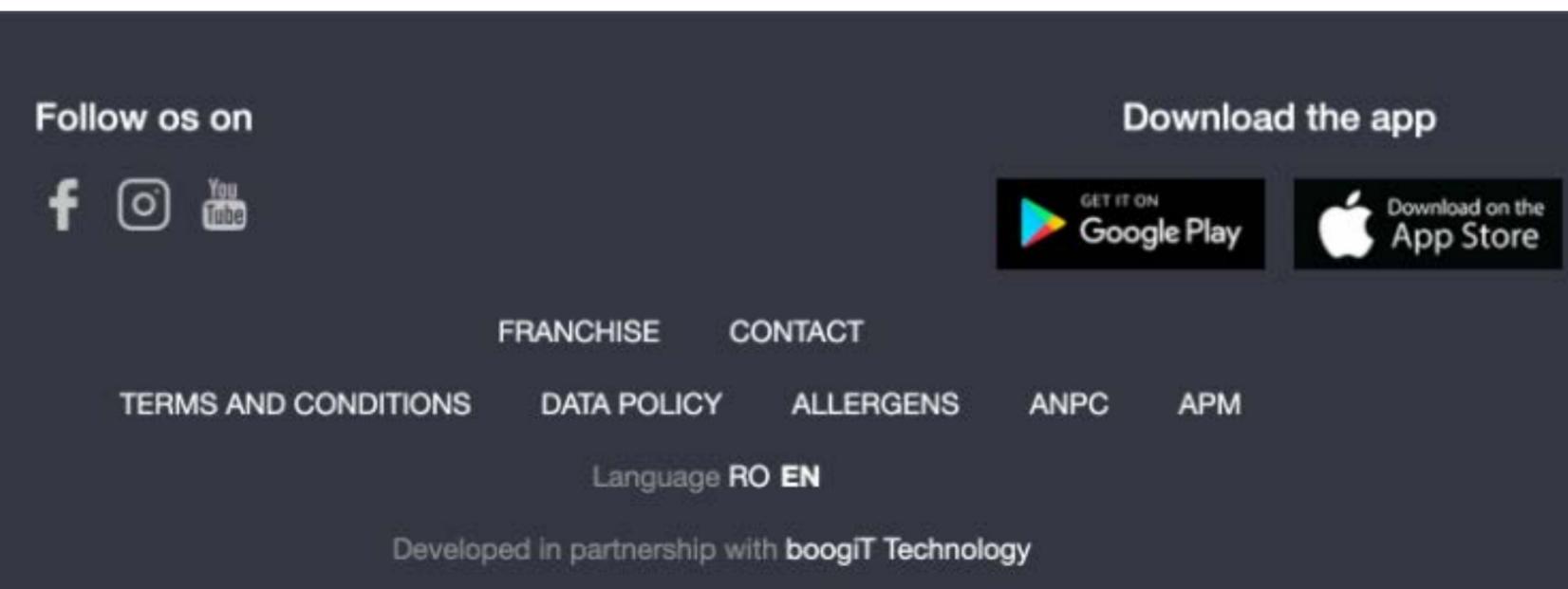


Developed in partnership with [boogIT Technology](#)

Chopstix uses Cookies to ensure that we give you the best experience on our website. If you continue browsing, without changing your settings, we'll assume that you accept our Cookies Policy. [Find out more.](#)



CHOPSTIX READY TO BOX RESTAURANTS



What can we do to take it to the next level?

1. Rename “Restaurants” into “Branches” since inside this page user can check all Chopstix branches in Romania
2. Website footer information need re-sorting (Check out the last image -> Competitor's footer sorting)





Let's Noodle UP



Sidekicks



Asian salad box



Noodle box

What can we do to take it to the next level?



Wok in box seafood



Vegetarian



Asian soup



Meniuri copii

3. The Menu Page is not well organized, all kinds of dishes are sorted under each other,
4. When the user presses on the menu, he/she should see the below categorization

- Drinks
- Appetizers/soups
- Noodles
- Deserts
- Etc..



Prajituri



Racoritoare



Sosuri



Promotii

CHOOSE FROM OUR DELICIOUS
DISHES

CHECK THE MENU

EXPERIENCE THE
TRADITION

BOOK NOW

EXPERIENCE THE
EXCITEMENT

Teppanyaki at Sono
Friday, Saturday & Sunday Lunch,
Friday & Saturday Dinner

BOOK NOW

EXPERIENCE THE TRUE TASTE OF TRADITION



A LA CARTE



FUNCTIONS



TEPPANYAKI



BEVERAGES

What can we do to take it to the next level?

5. "Choose from our Delicious Dishes" should be displayed in a more attractive way.

Add images for the most ordered or top sold dishes to attract users to order them

6. Chopstix should talk more about the experience, we suggest to add some experiences in the home page, similar to the attached image

Menu Bar information re-sorting:

Home



About us

Menu



Chopstix Branches

Allergies



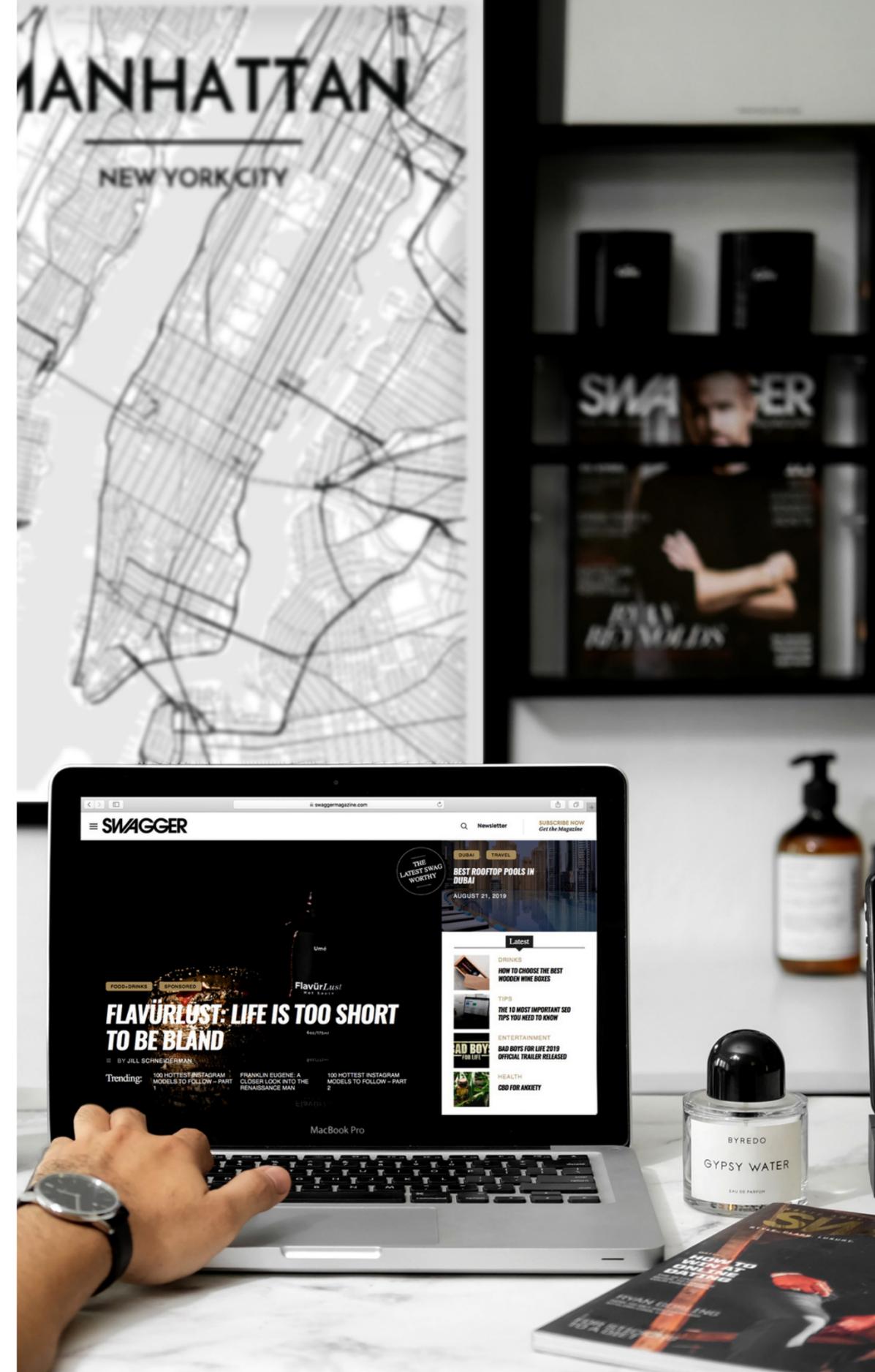
Sing up

Careers



My Profile

Contact us



Homepage information re-sorting:

1. Slider
2. Choose from our Delicious Dishes
3. Our story
4. Reviews
5. Our Best Ingredients: Speak more about how healthy they are (This is new feature)
6. Signature Techniques: Speak more about the used cooking techniques (This is a new feature)
7. Asian Food Experience
8. Join our Team
9. Subscribe to our Newsletter



Social Media Audit



Brand | Platform

facebook.

Instagram 

 TikTok

You  Tube

 SnapChat

Linked  in.



Brand Platform	facebook.	Instagram 	 TikTok	You  Tube	 SnapChat	Linked  in.	
Chopstix	 	 					
New Port Seafood	 	 					
Presto Pizza	 	 					
WUXING	 	 					
Kung Fu King	 	 					

 Present

  Present - Active

 Not Present



Call to action



Image: It's attractive due to colors, theme and photography

Caption EN:

You don't have to go to Cambodia to do #UnboxingAsia . Just order the #AsianMoon Moon combo, which you can find in the bio link

Trendy caption, as if they bring the flavor from the country of origin to encourage them to order

Hashtags:

#Bucharest #LunaAsiatica #deliveryfood #Bucharest #Romania #asianfood #foodporn #cambodianmenu #cambodianfood #goodfood #WuXing



Call to action



Image: Creative but with too many elements and the girl looks photoshoped

Caption En:

Are you #UnboxingAsia with us?

We stopped in Laos where we prepared limited edition dishes for you. You can find them in the bio link

Hashtags: Good hashtags they mentioned their location, their name, their food type

#Laos #Bucharest #LunaAsiatica #WuXing #WuXing #Bucuresti #Romania #asianfood #foodporn #laosfood

Minimal use of emoji





Video - Awareness



Video is not branded and looks fake

Caption En:

When you know you have Saint 5 insured, otherwise you learn for the session. ??

The NEW "Student Menu - Saint 5" is now available in bio, it does not contain coenzyme Q10, but it gives you energy when it catches you in the morning with your eyes on classes. Enjoy it starting today, all June!

Nice idea of doing student menu that fit their financial status

Hashtags: Good hashtags they mentioned Menu, location, their name, their food type





Offer post



Image: No customized design

Caption EN:

Today you have a 30% discount on #bolognese pasta. You have to try them! ??

Download the Presto app and order from the Presto Pizza restaurant, in the Offers category. Nice to have offer, the language is formal, should be less formal to make people communicate more, the post should include more information such as the offer expiry date

Hashtags: No hashtags used





Offer post



Video: The video shoot is annoying for the eyes which will make the users skip it

Caption EN:

Your desires have responded in the application

Presto! Order from partner restaurants

All the emojis use together, the user cant get any message from the caption, need more description highlight more the value of the restaurant

Hashtags: Only 3 hashtags used





Reel



Image: No customized design + No identity (Logo)

Caption EN:

♥ Papanas with cream and jam. With Presto, you can enjoy them at any time. Open the application and order from the Presto Pizza menu. All the emojis use together, the post doesn't delivery the right msg

Hashtags: No hashtags used





Celebration post



Image: The image doesn't fit with the caption and anniversary

Design: does not show a sense of celebration

Caption EN:

This year marks 10 years since we have been here in Romania and we always want to surprise you with delicious dishes and irrefutable offers.

Kung Fu King - authentic Chinese food, fresh and hot everyday.

The language is formal a bit, should be less formal

Hashtags: No hashtags used





Offer post



Image: The design could be better, the food does not look tasty and appealing to the user to order

Caption EN:

Don't know what to eat today? How about a menu that you can combine in over 1000 different ways?

🤖 Yes, yes, you read that right! The DA menu (650 g) contains 3 main courses and a side dish or 2 main courses a salad and a side dish of your choice. What you say? Sounds tempting?

The caption language is good, good use of emojis

Hashtags: No hashtags used





Review post



Image: Lifestyle, real images and reviews work best!

**Caption EN:
Thank you for choosing KungFuKing!
Should speak more about the experience in Kung Fu Kind, how the service, the food was, hats the best meal**

Hashtags: No hashtags used





Reel - Awareness



Video: The video is good, shows why the restaurant is the best...

Caption:

Good caption highlighting the restaurants one of the top 10 in 2021

Hashtags: No hashtags used





Engagement post



Image: Too many information, no design, no brand identity, text is very small you can't read it

**Caption:
Good caption highlighting the event**

Hashtags: No hashtags used





New year post



Always better to use videos, even in greentings
The caption is so formal no fun or excitement in the post

This post should include a more fun tonality and enthusiasm by choosing good words, emojis and hashtags

Caption - There's no use of emojis in the caption, making the tonality very serious and not fun

No hashtags used





New year post



Caption En:
Order now the new Noodles Mix assortments online, on <https://www.chopstix.ro> or at * 8090. #asian #chinesecuisine #chopstixromania #noodlesmixln

This post should include more details about what's inside the noodles box to encourage users to purchase , putting the link in the caption does not work. You should always direct them to link in bio

There are some Hashtags & emojis





Engagement post



Caption En:

Can you find the way?

#asian #chinesecuisine #chopstixromania

#crevetitorpedo #puicrocant

#crevetiincuibdecartof #orezcufructedemare

#puiculegume

Speak more the yummy noodles they offer

There is some Hashtags & emojis noted





Engagement post

The screenshot shows the YouTube channel page for 'Chopstix', which has 26 subscribers. The navigation menu includes HOME, VIDEOS, PLAYLISTS, and CHANNELS. Under the 'Uploads' section, there are two video thumbnails:

- LET'S NOODLE UP**: 2.3K views • 4 days ago. The thumbnail shows four noodle bowls with various toppings and a duration of 0:36.
- Chopstix Ready to Box - Povestea**: 5.3K views • 7 years ago. The thumbnail shows a large tray of food in a kitchen setting with a duration of 3:25.

The channel is old. The first video published was from 7 years ago
Video duration 3.30 minutes
26 subscribers
Only Two videos
Information\Educational content





Design





Design





Design



Text is not clear

Font is very old and widely used

the red color in the background is not comfy for the eyes

food visual could be better to be more appealing

STRATEGY

"When you say it, it's marketing. When they say it, it's social proof."

- Andy Crestodina

Recommended SM Platforms For Chopstix



Social Media SITUATION ANALYSIS



1,945
Followers count



1,154
Number of posts



7.4
Average likes per post/month



156,467
Page likes



156,134
Followers count



57.2
Average likes per post/month

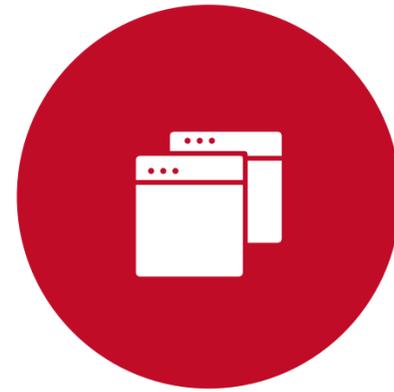
CHOPSTIX PILLARS



**CELEBRATED
DAYS**



**CHOPSTICKS
EXPERIENCES
"FOOD & MOOD"**



**TIPS FOR
COOKING**



**CHOPSTIX
INFLUENCERS**



ABOUT ROMANIA



**THE ART OF
CHOPSTIX**



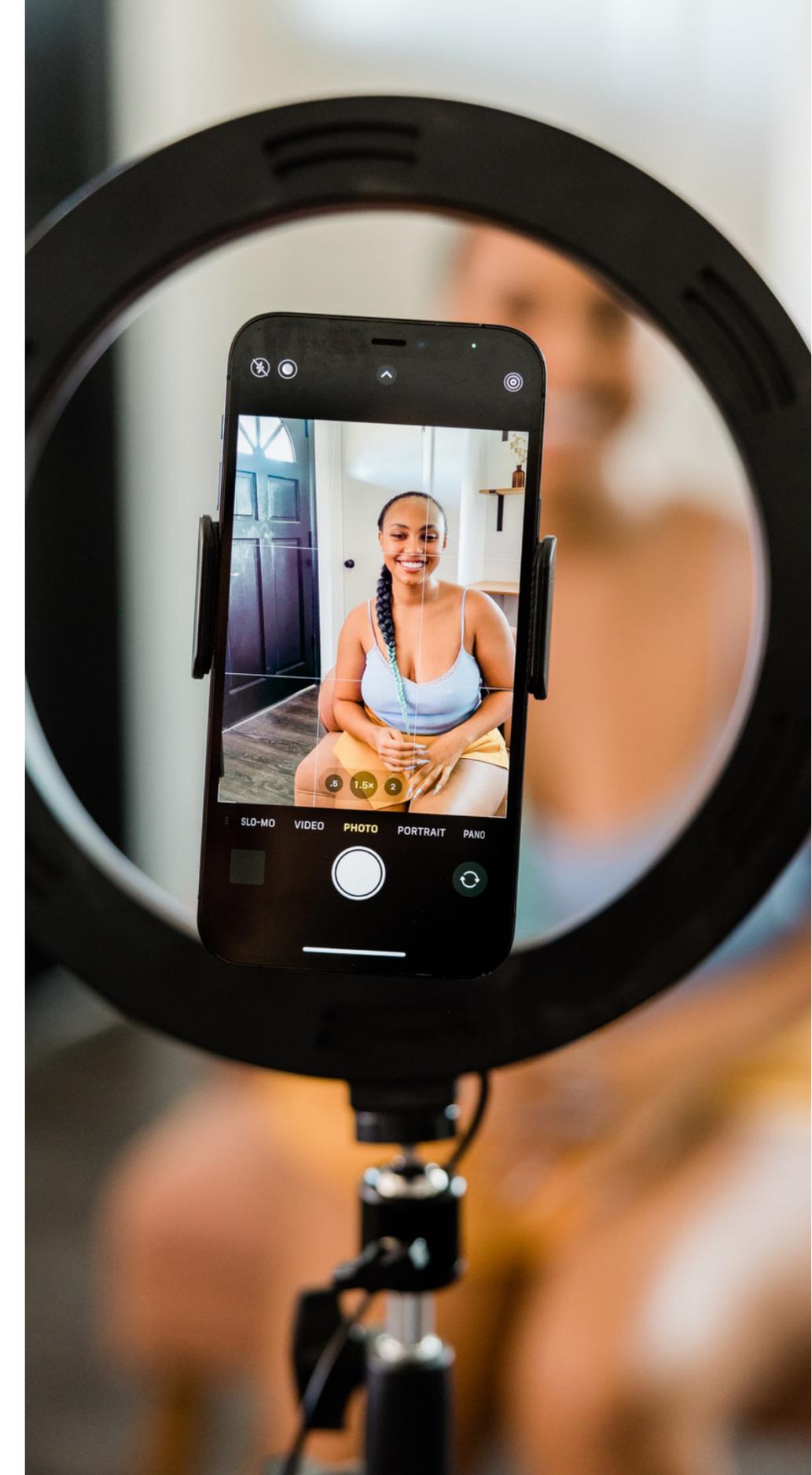
**TASTE OF ASIAN
& CHINESE CULTURE**



CHOPSTIX INFLUENCERS

INSTAGRAM

Nicolai Tand	163k followers	Chef cuisinier
Adrian Hadean	114k followers	Chef cuisinier
Andreea Grecu	101k followers	Chef cuisinier
Eatincluj	40.1k followers	Food talks page
Adelicious	21.6k followers	Food blogger
Food of Bucharest	40.3k followers	Food blogger





CELEBRATED DAYS - INTERNATIONAL DAYS



January 16, 2022

INTERNATIONAL HOT AND SPICY FOOD DAY



July 7, 2022

WORLD CHOCOLATE DAY



October 1, 2022

WORLD VEGETARIAN DAY



second thursday of october

WORLD CHICKEN DAY



November 1, 2022

WORLD VEGAN DAY





CELEBRATED DAYS - NATIONAL OCCASIONS

1 May, 2022

MOTHER'S Day

8 May, 2022

FATHER'S DAY

26 June, 2022

FLAG DAY

29 July, December 2022

NATIONAL ANTHEM DAY



CELEBRATED DAYS - NATIONAL OCCASIONS

15 August, 2022

ST MARY'S DAY

23 September, 2022

SEPTEMBER EQUINOX

31 October, 2022

HALLOWEEN

25, December 2022

CHRISTMAS

1 December, 2022

GREAT UNION DAY

ABOUT ROMANIA

We can launch different carousels with touristic & other interesting topics in order to promote Chopstix branches in an indirect way:

“5 Things to do in Brasov”

1. Visit Mount Tampa for the best views of Brasov
2. Explore Brasov Old Town
3. Check out the black church, the most iconic landmark in Brasov
4. Visit Pele's Castle
5. Experience Asian Cuisines in Brasov



ABOUT ROMANIA

We can be promoting free-walking tours on our social media. The chosen locations would have a walking distance from any of the Chopstix branches.

“Best of Free-Walking Tours in Bucharest”

1. See the Parlimentary Palace
2. Stroll Herastrau Park
3. Visit the Umbrella Passage
4. Spot the French Influence
5. Taste the Asian Cuisine



ABOUT ROMANIA

Once a tourist lands in Bucharest, they will most probably join a **"free walking tour"** to discover the best of Bucharest and explore the most emblematic areas, monuments and buildings with local guides. The idea is to contract with various tour guides and reward them with commissions on sales for every customer they bring into Chopstix.

Walkabout Free Walking Tours Bucharest

4.7 ★★★★★ (323) · Tour operator

Bulevardul Unirii · In Parcul Unirii · +40 743 155 367

Open 24 hours



Website



Directions

Bucharest Free Walking Tours - BTrip

5.0 ★★★★★ (110) · Non-profit organization

Strada Benjamin Franklin 1-3 · Near the Romanian At...

Open · Closes 5:30PM



Website



Directions

Bucharest Free Tour - Old Town and The P...

5.0 ★★★★★ (4) · Tour agency

Bulevardul Unirii 5 · +40 790 840 454

Closed · Opens 10AM Tue



Website

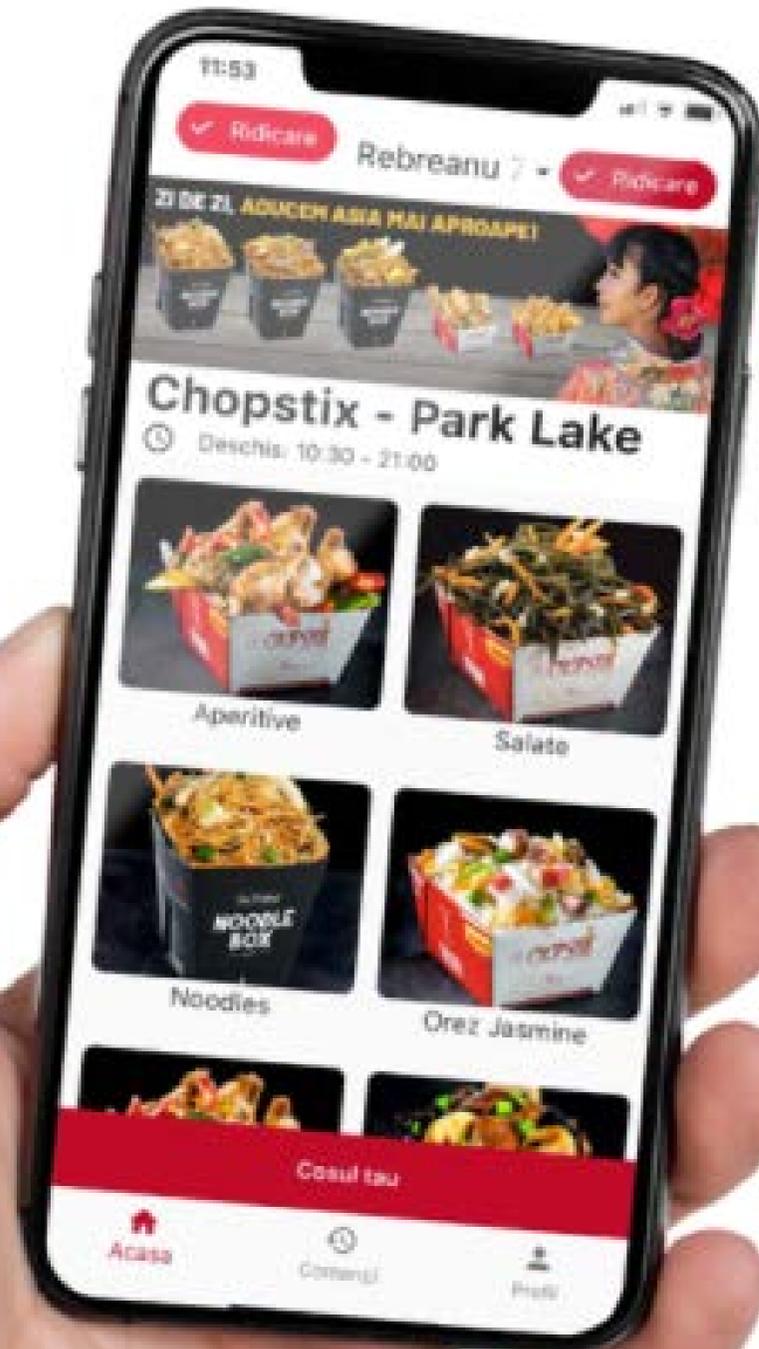


Directions





CHOPSTIX EXPERIENCES "FOOD & MOOD"



- **Chopstix Milestones:** Started in 2008
- Chopstix **Interactive Map** showing all branches & great sites to visit
- Asian Food Experience
- Delivery Service
- Quick Service Restaurants (fast food served within food court)
- Live Cooking
- Promoting menu food items & benefits
- Offers for Adults (Employees, couples, families)
- Offers for young people (Teens, school Students, university students)
- Employee of the month across all branches



CHOPSTIX EXPERIENCES " FOOD & MOOD"

To Target executives who are working in companies, we can launch promotional email campaigns with headlines like... **"Checking your Inbox was never Better"**

Or **"Think Outside of the Box & Eat inside the box"**

In that way, we play around the concept of emails, where we ask people to download the app, where they register their data (Name, Email, Work Address, birth date,) then they receive emails with daily offers to trigger them to order from their work.



LOVE IS FOOD
AND FOOD IS STICKY
STICKY CHICKEN RICE

NEW!



LIPICIOS SI DELICIOS
PANA IN VARFUL B

Street, Number

Search

We can create a visual for the “Sticky Chicken Rice” saying something like

“It’s good to stick around”

and have an online activation launching a loyalty card where you stamp every time a customer visits a Chopstix branch.

LET'S
NOODLE
UP



Street Number



Noodle box

We can launch a new catchphrase **#NoodleIt** to benchmark on the famous “Google It” by creating videos that play on the words “Search” and “Google” like the below:

- If you’re searching for Great Asian food, “Noodle It”.
- If you’re searching for Asian food in Bucharest, “Noodle It”



Let's Noodle UP



TASTE OF ASIAN & CHINESE CULTURE

- Chinese New Year
- Chinese Astrology
- The Great Wall (Showing menu content of Chopstix)
- Chinese food History
- Chinese Fans (with real menu or QR code)





TASTE OF ASIAN & CHINESE CULTURE

- FryDay (Foods that are fried at chopstix)
- We can deliver at home Chinese food kits to make with the family.
- Chefs, social media influencers can provide recipes online and tutorials via platforms such as Instagram Live & YouTube
- Ideas for Snackification: Can we turn some of our foods to on-the-go snacks?



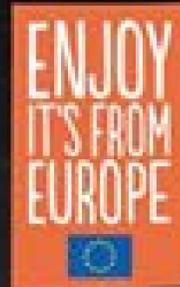


East Meats West



Culinary Competition

EUROPEAN BEEF & LAMB



Meet the finalists



Chan Chi Bun



Chan Ka Ki



Chan Wai Tong



Cheng Ka Him



Nicolau Ricardo



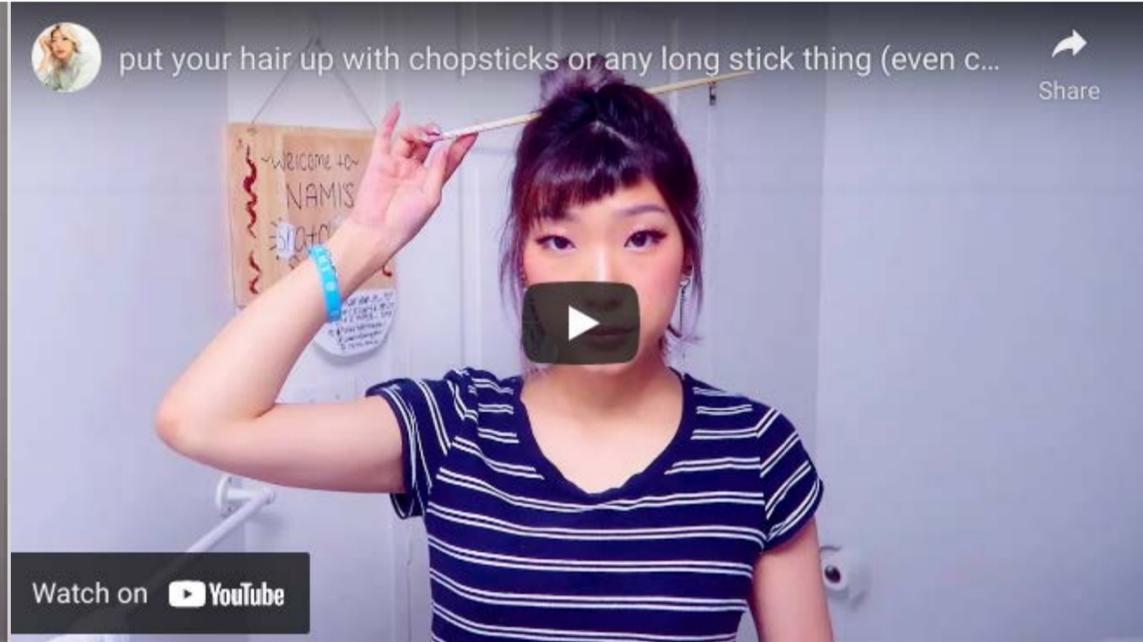
Wong Si Lun



**Cooking Contest held
live at Chopstix**



The Art of Chopstix



Design Suggestion

A top-down view of a dark wooden table with several bowls of Asian food. The dishes include dumplings, rice, and chicken. There are chopsticks and fresh herbs scattered around the bowls. The text "Design Suggestion" is centered on the table.

Design Suggestion - Application 1

MENIURI COMBO
PE GUSTUL TAU!

MENIU
BIG
CHOICE

30⁹⁹
LEI



LET'S NOODLE UP!

**NOODLES +
PUI SHANGHAI**

ADAUGA SI
SOSUL PREFERAT
400g

21⁹⁹
LEI



LET'S NOODLE UP!

**NOODLES +
PUI SHANGHAI**

ADAUGA SI
SOSUL PREFERAT

22⁹⁹
LEI



Design Suggestion - Application 2

Top It Up!
BENTO BOX



 ***8090**

**4 DELICIOUS FLAVORS
TO CHOOSE FROM**

CHOPSTIX
READY TO BOX

**21⁹⁹
LEI**

VEGETABLE NOODLES
Top It Up!



**YOUR FAVORITE
FRIED NOODLES**

 ***8090**

Top It Up!
FRIED NOODLES

**ONLY
THE
BEST**



CHOPSTIX
READY TO BOX

**22⁹⁹
LEI**

Social Media Management & Content





What tone are we going to use?

When we create guidelines for a new brand voice, we take every aspect of writing and communication into account. Next, we consider connotations of every word, uses of punctuation marks, and everything in between, because all of these aspects of your writing effect of its impact.

With so many things to keep in mind, we have to start somewhere!
To begin, we usually list out adjectives that describe your brand





Character – First, we imagine your brand as a person and what they would be like. Is their persona casual or more formal? **Factual or playful?** We make a big list to start with

Tone – Your brand’s voice may switch between a few different tones, depending on what the situation is. Some scenarios are more formal or casual than others. **For example, social media posts are usually more written in a more casual tone than a written proposal**

Language – The words that are chosen in each piece of writing are picked out carefully. Each one has to make sense coming from your brand. This is where slang comes in. Formal, candle-lit dinner restaurants probably won’t be using slang on their menus, **but a hip Korean bbq place can totally dish up some trendy words**

Purpose – Now is when we ask **“so, what’s the point?”**. As we sit down to write a piece in your brand voice, we consider the purpose of the piece. Additionally, what are you trying to communicate?



What tone are we going to use?

- ✔ Tone – Quirky, Casual
- ✔ Character – Funny, friendly, Comedic
- ✔ Language – Simple, English/Romanian
- ✔ Purpose – To entice, educate and generate orders
- ✔ Hashtags: #chopstixromania #noodleit #romaniatrends #noodles #vita #chinese

Taking Your Restaurant's Social Media Game Up A Notch

1. Introduce contests or campaigns.

We recommend giveaways, posts that encourage engagement (such as asking a question), or re-posting customer's content with a shout-out to them.



Taking Your Restaurant's Social Media Game Up A Notch

2. Fit Instagram into your in-store strategy.

Include your Instagram handle on in-store receipts, takeout menus, or flyers. If you can get staff to spread the word on social media, even better. Don't underestimate your employees!



Taking Your Restaurant's Social Media Game Up A Notch

3. Always post your best images.

Your goal is to get a customer's attention.

- If you are posting food, make sure the photo is appetizing.
- Your restaurant interior? Inviting.
- A photo of your staff? Make me want to work there.
- Avoid blurry images, images that are too close up, or ones you simply don't love.



Taking Your Restaurant's Social Media Game Up A Notch

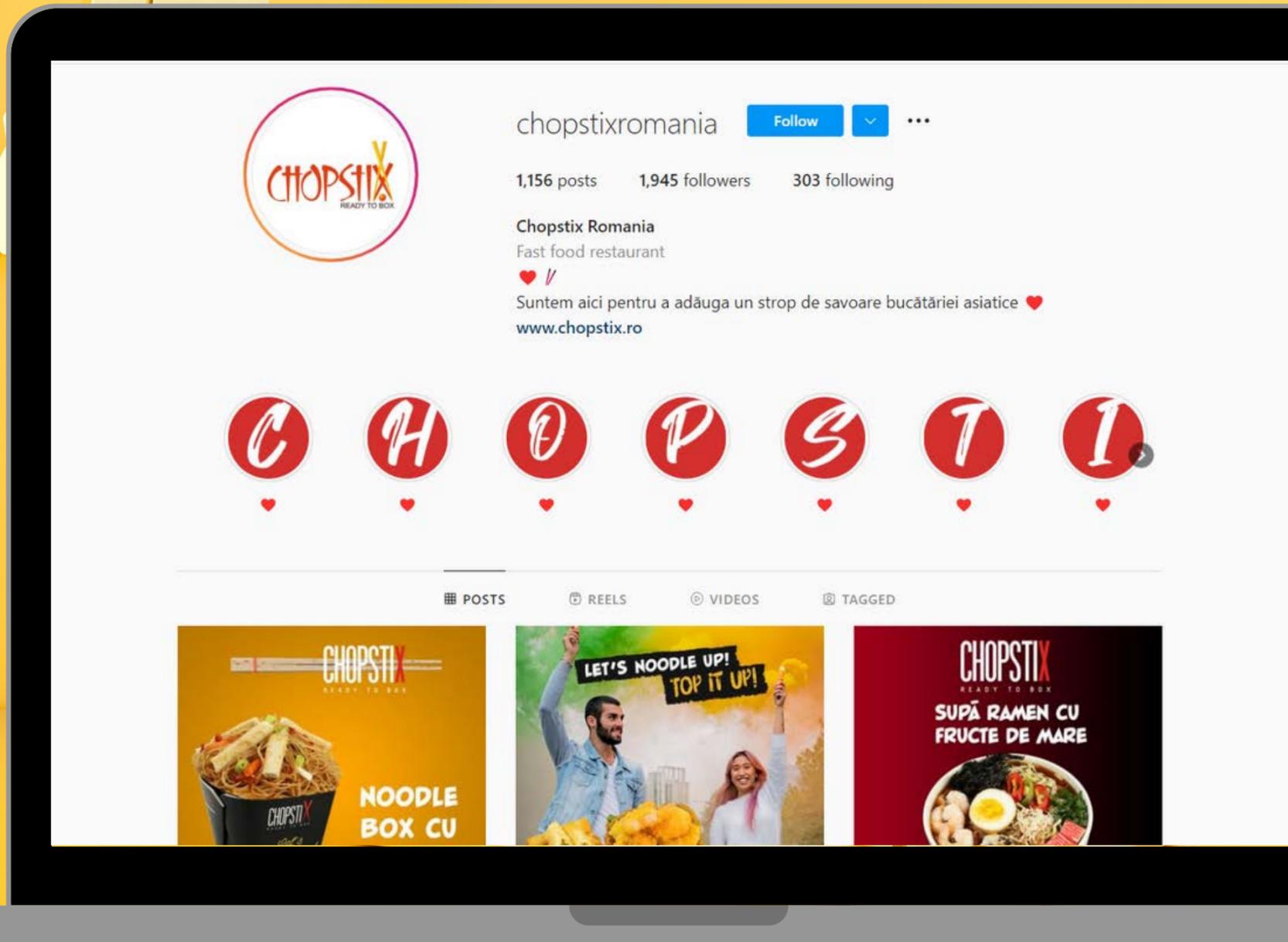
4. Always use hashtags.

This is key for potential new customers to find your restaurant. To determine the best hashtags to use, we think of keywords that describe your photo.

Instagram caps you off at 30 hashtags, so maximize the effectiveness of the hashtags you use by choosing ones which relate to your location & cuisine type



Social Media Content Calendar



When is the best time to post?

FACEBOOK

Tuesdays, Wednesdays, and
Thursdays between 8 AM and 1 PM



INSTAGRAM

Mondays, Tuesdays, and Wednesdays
between 11 AM and 2 PM

Saturdays at 10 AM



TWITTER

Thursdays and Fridays between
9 AM and 4 PM



When is the best time to post?

PINTEREST

Saturdays between 8 PM and 11 PM
and between 2 AM and 4 AM



GOOGLE MY BUSINESS

Every day between 9 AM and 11 AM



TIKTOK

Monday – 6 AM, 10 AM, 10 PM
Tuesday – 2 AM, 4 AM, 9 AM
Wednesday – 7 AM, 8 AM, 11 PM
Thursday – 9 AM, 12 AM, 7 PM
Friday – 5 AM, 1 PM, 3 PM
Saturday – 11 AM, 7 PM, 8 PM
Sunday – 7 AM, 8 AM, 4 PM



Restaurants

Best times to post on Facebook for Restaurants

Best times: Monday noon, Friday 1–2 p.m.

Best day: Friday

Worst day: Sunday

Best times to post on Instagram for Restaurants

Best times: Monday 9 a.m.–1 p.m.

Best day: Monday

Worst day: Saturday

Best times to post on Twitter for Restaurants

Best times: Wednesday noon–2 p.m., Thursday 8 a.m.–2 p.m.

Best day: Thursday

Worst day: Saturday



Awareness

First Step

EMOTIONS

It is essential to try to influence as many positive emotions as possible at every step in building your unique brand image. For example, testimonials and feedback from clients, craving and delicious moments shots. Share happy vibes and videos from the restaurants, share team members birthdays...

POWER OF REPETITION

It takes six or more impressions for potential customers to remember and connect with a brand. Focus on informative and education content on repeat.

Focus on USP "xxxx"

getting at the heart of your business: the value you offer and the problem you solve. A strong USP clearly articulates a specific benefit – one that other competitors don't offer – that makes you stand out.

Awareness



Reels/TikTok

**Educational
Content/Engaging
-> show people
how we do it! out
technique and
ingredients**

Awareness



Telling them about the ingredients



Awareness



Review & Shoutouts! - Experience video

**Video - The entire experience of
Chopstix**

**Delivers our food while still piping hot!
All our customers love them.**

Triggering Interest

Second Step

ENGAGEMENT POSTS

Recommendations content (What to eat during a movie night)

Influencer marketing collaborating with influencers & Food bloggers

Ask your followers questions, know what they want to know more about

Behind the scenes content, trying to shoot people behind the scene laughing, Making off, Memes

PROMOTIONS IDEAS

Give away -voucher for the client with the most referrals

Boost client rewards points for shoutouts on social networks

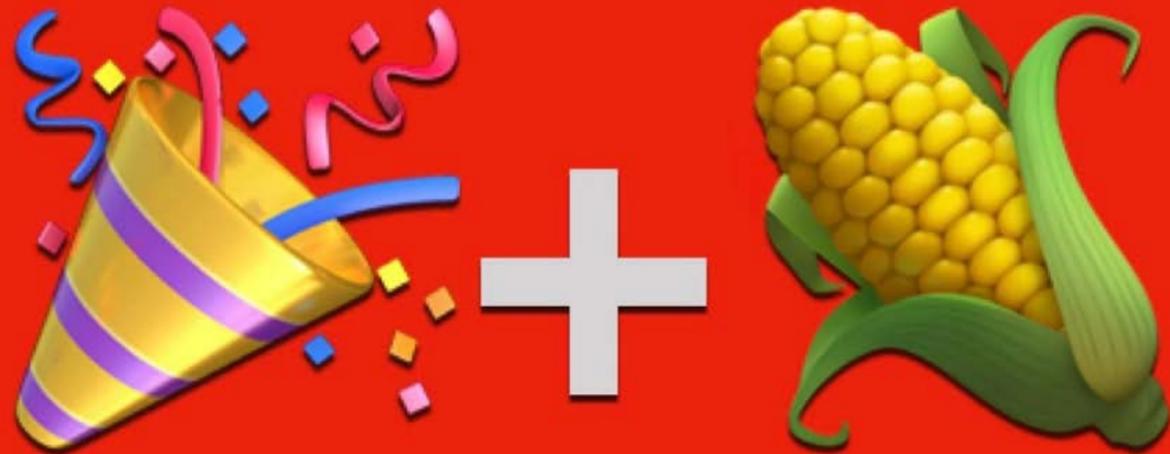
Competition giveaways, trivia questions with gifts

Engagement



Guess the meal!

GUESS THE FOOD



What's the best you have ever eaten?

Would you rather..

..eat Chinese or Japanese food?

Conversion

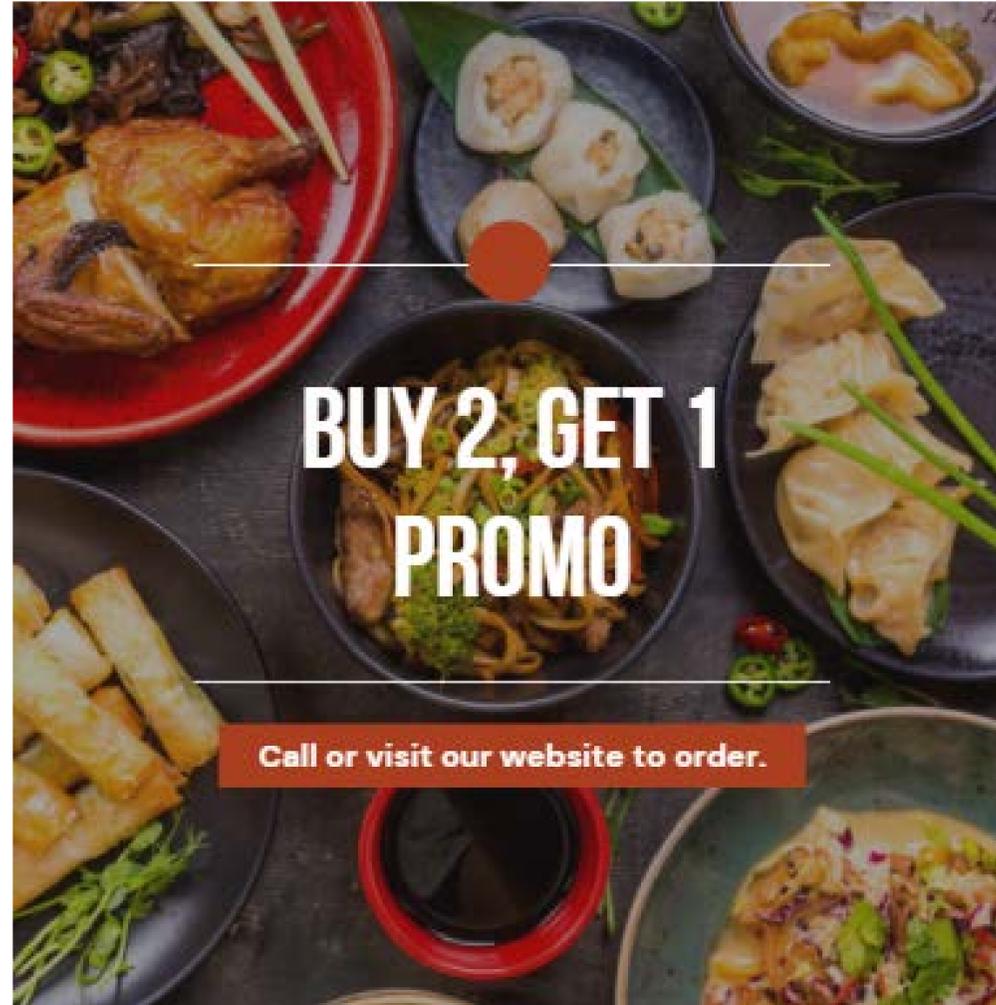
Third Step

- CONVERT LOOKERS TO BUYERS ON YOUR SOCIAL NETWORKS
- Online reviews to persuade new customers to order
- Target new clients with paid advertising
- Activate a YouTube channel
- Promote a package or offer
- Post at least 3 call to actions posts each week

CTA  

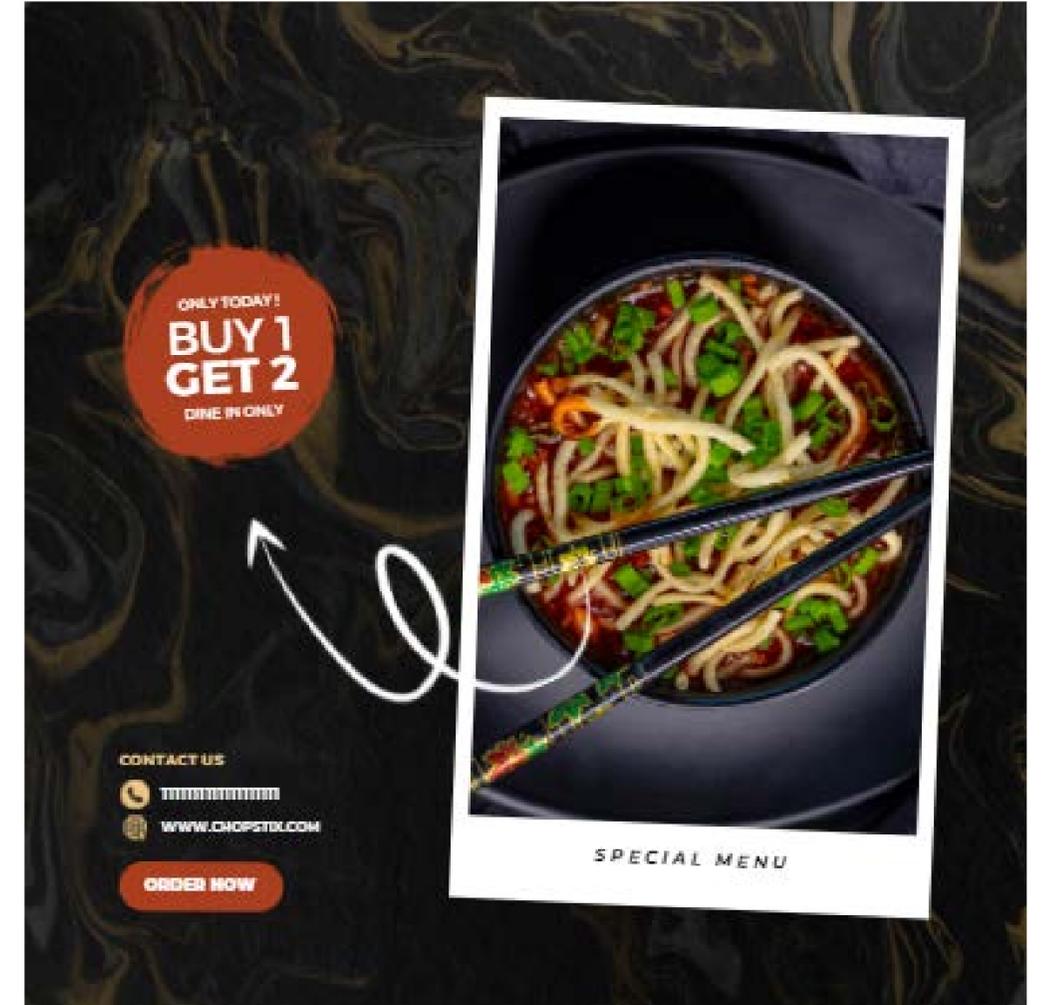



**FREE SHIPPING
ONLY THIS
WEEKEND!**



**BUY 2, GET 1
PROMO**

Call or visit our website to order.



**ONLY TODAY!
BUY 1
GET 2**
DINE IN ONLY

CONTACT US
 1111111111111111
 WWW.CHOPSTIX.COM

ORDER NOW

SPECIAL MENU

Social engagement is the heart of the social strategy!

Time to shift focus and start looking at Social Media as what it's best used for:

- Building one to one, meaningful relationships
- Community managers will be the live support agents
- leading the engaging audience to the related sections of the website

The average response rate on social media for brands is **5 hours**. However, consumers are expecting a reply within an hour.

72% of people who complain on Social Media, expect a response within an hour.



Responding to reviews, both good and bad, shows customers that you read your page comments and you care about what is said.

Responding to their requests for prices, delivery & menu options within a short period of time is very crucial to turn your audience into loyal customers.



RESPONSE STRATEGY

Complaint "Negative":

Hello X

Thank you for sharing your feedback. We're sorry your experience didn't match your expectations. It was an uncommon instance and we'll do better in the future.

Please feel free to reach out to [INSERT CONTACT INFORMATION] with any further comments, concerns, or suggestions you wish to share. We would love to make things right if you give us another chance.

Brand Related Questions:

Hello X

Provide the right answer for the question and add a link to the website or related landing page. Please let us know if there is anything else that we can help you with.

Review "positive"

Hello X

Thank you for your time, your opinion means a lot to us! We're more than happy you enjoyed your experience with us, we work really hard to offer the best service and we're so happy to see this reflected on your last order/visit. Hope to see you again soon!

Brand Related Questions:

Hello X,

Thank you for your interest, we will get back to you shortly with the needed information.

RESPONSE Reporting & Optimization

Our comprehensive monthly report enables us to uncover meaningful insights that contribute to more successful social media marketing campaigns.

The benefits of social media reports include:

Informed Content Creation

- Ideal post length
- Most engaging themes

Smarter Scheduling

- Best times and days of the week to share content
- Targeted Platform Strategy
- Tailored content per the platform's audience and features
- Effective social interaction

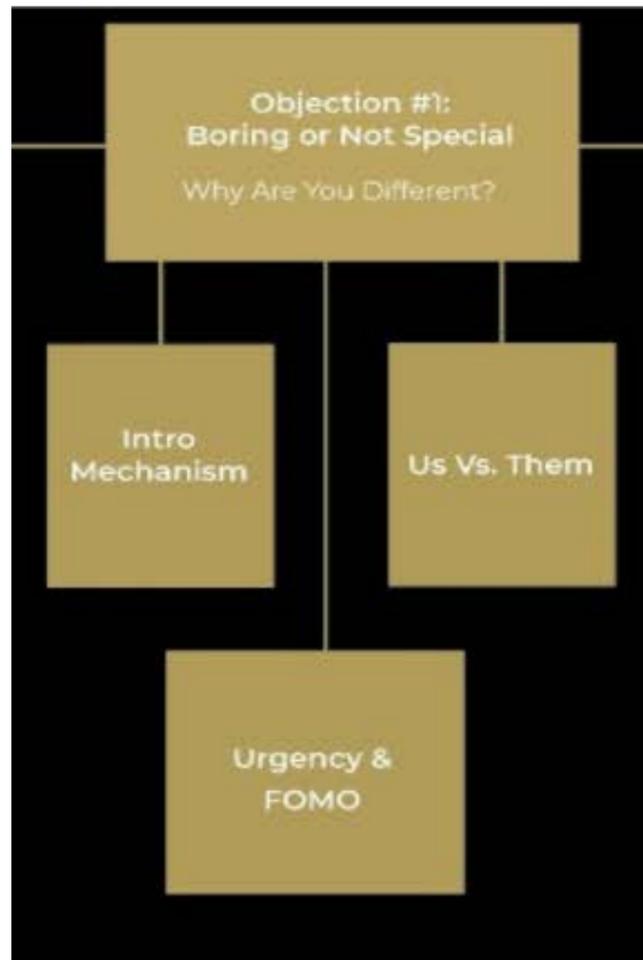
Optimized Media Spend

- Personal data like age and gender, and professional data like current workplace
- Competitor and interest targeting



Chopstix Communication Guidelines

Trespassing Prospects' Objections - Advertising Matrix



Objection 1 - Boring/Not Special

- It Goes back to our primitive protection process:
- Why should I spend Energy reading or looking at this Ad?
- I need energy to survive.
- While we are scrolling our mind asks can I ignore this?
- It is not that “ Is this valuable to me?”

How to Fight This Objection?

Intro Mechanism (Educate our market):

We will use a certain mechanism while doing our ads, meaning describe how our program solves the problem /
Unique Mechanism (For Example, “A video with a Chopstix Representative stating the detailed approach, roadmap, and rewards for ordering from Chopstix



Urgency or Fomo (Fear of missing out):

Create an urgency based content AD – Offer will end through midnight or Few Boxes Left! – Heavy emphasis on FOMO – I don't want to miss the offer.

We will use a combination of Carousel Ads showing experiences details

Showing people enjoying the food experience at Chopstix

We will show testimonials of people who enjoyed our food (social proof)

Us VS Them: It hides behind comparisons – We will show our potential customers what the competition is offering them – vs what we can offer them. Look at what they are offering you, and look what WE can offer you. (Without mentioning the competitor's names of course)



F O M O !

Objection Number 2 – They Don't Trust us! As a brand.

How to Fight This Objection?

USP (Unique Selling Proposition)- We have to build trust and leadership – Use our USP. Show the process how we do it and how we are different from other food providers – This is where we are, and if you are not eating our food, you are craving it – We will use Social proof also – For example this is why we are the number one Chinese food chain in Romania, this is why X had brought his friends. etc...

TRUST



UGC (User Generated Content)

It Feels native and organic and not salesy (Not like an Ad) – Authentic – It's not about our claim. It's about us specifically. (THE UGC Should tackle the experience with us – and our brand)

For example, we can show a user generated video of Chopstix client talking how the staff at Bondai treated him/her, and how they were so supportive and informative.

It's less about the product, less about the claim, but more about us and our brand experience

Testimonials:

All about showing people real world experiences by using testimonials using emojis to reflect as if they are on the reviews page. Inside this Ad we will work on revealing more insights into the brand from different perspectives.



Objection Number 3 – They Don't Trust our Claims

How to Fight This Objection?

Demonstration Marketing: Fantastic way to overcome those claims.

Same technique as objection number 2 but It's not about us as a brand it's about our claims or what we are promising

1. UGC (User Generated Content)
2. USP (Unique Selling Proposition)
3. Testimonials



Objection Number 4

– Just not Sold:

They Might Believe us, they might believe our claims, and our Ads were not boring but not special, It got their attention, but it's not for us. It's just not sold! – We have to come in a different approach.

How to Fight This Objection?

We have to fight this objection in the US vs them mentality. We talked before how amazing our food is, how its appealing, but clearly this didn't work so we will REMARKET them with a completely different angle. Now it's split between "US" VS "Them"

Pure Humor : Makes emotions for purchase – Disruptive Humor.



NO DEAL

Trends in 2022

Instagram:

- Create content that are focused on education - Educational content
- Create content that is focused on humor - Memes are strongly back!
- Reposting Tweets on Instagram Stories is now a trend
- Going live with Influencer Marketing would increase brand awareness and conversion
- Instagram Bookings: Over 1 in 4 teens and young adults are expecting to book directly through their social media feeds and in-app features.

Facebook:

- Using personalized videos as a marketing tool is rooted in the fact that Facebook videos get 135% more organic reach than images.
- As of 2021 alone, there was 100,000 active bots monthly on Facebook Messenger and it is clear that it will further grow in 2022. Make your customer's chatbot experience as personal as possible

<https://about.instagram.com/blog/announcements/instagram-trends-2022>

Trends in 2022

Make your emails more interactive in 2022

- Interactive marketing can easily be incorporated into your email campaigns.

It can be incorporated in many ways, including:

- GIFs and hover-over imagery
- Animated buttons and CTAs
- Interactive product carousels and images, controlled by the user
- Rollover effects to showcase offerings
- Surveys, polls, and user-generated interactive content
- Design mode options (such as a choice of light mode or dark mode)
- Gamification elements to make it fun!



Thank you!