



## **Case Study**

### **Marketing Communication of Diet Kitchen**

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# **Marketing Communication of Diet Kitchen**

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### **Abstract**

*Diet Kitchen* is a food service provider focusing on diet food. It was established by Mr. Satira Tassanawat. He adopted the clean food concept and modified it to be tastier. *Diet Kitchen* offers all range of diet and healthy food including main courses, snacks, and drinks. The target customers are those in the working age group who want convenience. Their expected benefit from this food is weight reduction because they do not have enough time for exercising. *Diet Kitchen* communicated its message regarding menu items and marketing promotion through the online channel which is Facebook. However, the awareness, image, and sales are lower than expected. Given the limited financial and human resources, *Diet Kitchen* is reviewing its current marketing communication practices. *Diet Kitchen* wonders what to do based on the present business environment and consumer behaviors. In addition, *Diet Kitchen* wants to seek new marketing communication practices in order to build more awareness and attract more customers.

## **Acknowledgement**

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This case study is expected to provide intellectual benefits to students, If there is any flaw or mistake in the case study, I will assume all the responsibility.

Asst.Prof. Kawpong Polyorat, Ph.D.

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## **Marketing Communication of *Diet Kitchen***

### **Synopsis**

“*Diet Kitchen*” with the slogan “*Order now. Some menu items are delicious.*” is a food service provider focusing on diet food. It is run by Mr. Satira Tassanawat who is a young entrepreneur of this small-sized, recently-established food service provider. The main product is diet and healthy read-to-eat food for consumers who want to control their weight and want to take care of their health. The current channel of communication is primarily online. He wants to know what to do to make *Diet Kitchen*'s marketing communication better in order to reach consumers more efficiently and increase brand awareness, sales, and customer base more effectively. Mr. Satira considers awareness in product quality, consumer knowledge in calories and weight control, and the use of poster as tools to achieved the goals.

## Part 1

### Business Background

“*Diet Kitchen*” with the slogan “*Order now. Some menu items are delicious.*” is a food service provider focusing on diet food. It was jointly founded by Mr. Satira Tassanawat and his friends in March 2015. The business then started the full operation in the following month.

The story of *Diet Kitchen* began when Mr. Satira wanted to find a method to permanently lose or control his weight. He tried to search for the right approach and found that body builders were those who could seriously lose weight by consuming little-processed and little-seasoned clean food in addition to exercising regularly. Therefore, Mr. Satira started learning how to cook clean food from internet. After he cooked for himself and posted the pictures of his food in his Instagram, his friends suggested that he start clean food business.

Clean food is fresh, clean, and natural. It is not supposed to be seasoned by chemicals. The food should be seasoned or processed as little as possible. As a result, the taste is neither spicy nor intense. For example, clean food should not be too salty or too sweet. Consuming clean food does not necessarily mean consuming a lot of vegetables. Instead, it is the consumption of all food groups in a suitable proportion in order to obtain all necessary nutrition values. Examples of clean food are fresh vegetables and fruits, whole grains, and mild taste food.

When Mr. Satira returned to live in Khon Kaen again, he came up with the idea of starting a clean food business, based on his trial-and-error experience in clean food cooking. To gain more expertise in this area, he therefore decided to take a cooking course with Ms. Fahsai Pueng-Udom, a trainer at *Studio Fitness* and a writer for an online food and health blog “*Fit Junction*”. At that time, there were few competitors in clean food business in Khon Kaen.

Mr. Satira thought that truly clean food could be too difficult for those who just turned to have unprocessed and unseasoned food. As a result, instead of serving the essentially clean and unpalatable, he chose to serve diet and healthy food instead of truly clean food. Food



from *Diet Kitchen*, however, still maintained the cooking concept of clean food but made it tastier to be more easily consumed. Mr. Satira planned to offer all range of diet and healthy food including main courses, snacks, and drinks.

## Part 2

### Current Marketing and Marketing Communication Operations

#### 1. Brand and brand name meaning

The name “*Diet Kitchen*” comes from the word “diet” which implies the decrease or refraining of something from each meal. The slogan “*Order now. Some menu items are delicious.*” comes from the fact that Mr. Satira’s friends considered some menu items from *Diet Kitchen* to be delicious. Mr. Satira thought this comment was unusual and thus could be a good tactic to draw customers’ interest. Therefore, he adopted this name and this slogan.

The brand symbol is pumpkin because it can reduce the body weight due to its high fiber, low calories, and low fat. As a result, pumpkin is adopted as a symbol for diet food and for *Diet Kitchen* as displayed in Figure 1



**Figure 1:** Brand and brand name.

#### 2. Product

The diet and healthy food served by *Diet Kitchen* can be classified into 4 categories.

1. *Main dishes* include packaged ready-to-eat food with a variety of menu items. Examples of menu items are basil chicken, minced spicy chicken, Kua-king chicken, spicy chicken salad, and chicken breast salad as depicted in Figure 2. The main dishes come with rice or rice noodle, vegetable or fruit, and meat. The calories are calculated and displayed on the package label as displayed in Figure 3. This piece of information is therefore very suitable for those who want to lose their weight.



brownie, cheese cake, and pumpkin cake. *Diet Kitchen* also serves popcorn. The desserts are displayed in Figure 4.



**Figure 4:** Pastries and popcorn from *Diet Kitchen*

3. *Snacks* include granola (dried cereal with fruit) which is good to eat with yogurt or milk. There is also Sai-Uar or northern sausage as displayed in Figure 5.



**Figure 5:** Granola and diet northern sausage

4. *Drinks* include high protein milk in three flavors (French vanilla, Coffee Latte, and dark chocolate) and almond milk as displayed in Figure 6.



**Figure 6:** High protein milk (left) and almond milk (right)

### 3. Price

The prices of food and drink sold by *Diet Kitchen* can be classified as follows;

- *Main dishes and desserts.* The price starts from 70-130 Baht.
- *Snacks.* The price starts from 50-90 Baht.
- *Drinks.* The price starts from 50-69 Baht.

### 4. Place

The main distribution channel of *Diet Kitchen* is the online channel through Line with ID Line: dietkitchenkk and Facebook under the page “*Diet Kitchen Khon Kaen*”. The delivery is free within the Khon Kaen Municipality area (from the Government Housing Village Project 1 to the Bus Station #1 and from Sri Than Swamp to Khon Kaen Hospital) and in Khon Kaen University area. The free delivery is provided for the minimum order of 3 packs of ready-to-eat meal. Otherwise, the regular delivery fee of 50 Baht will be charged.

There are 2 delivery periods: 9.00-10.00 a.m. and 11.00 -12.00 p.m. In addition, the food and drink from *Diet Kitchen* were once also sold at Msociety Fitness in Metro Condo and at Zugar Dessert Bar in HUGZ Mall. The use of these two outlets, however, was discontinued due to product turnover problem. At the present, Diet Kitchen has only an online channel and does not have an actual physical outlet. Therefore, the ambience or physical appearance is not yet an issue.

## 5. Promotion

Diet Kitchen conducts its marketing communication mainly through Facebook under the page title "*Diet Kitchen Khon Kaen*". Many kinds of sales promotions are used.

For example, the discount of 10 Baht for salmon is offered with online order. Buy 5 northern sausages and get 1 free. Members of Msociety Fitness can get 10% discount. In addition, *Diet Kitchen* opened a booth in several marketing events such as in Ton Tarn Market with Msociety, in Hipster Market Project- Central Plaza Khon Kaen, in Gambol x Cheez Market- Central Plaza Khon Kaen, and in Farm Hugz Fair -Hugz Mall, as displayed in Figure 7.



**Figure 7:** Marketing promotion of Diet Kitchen

## Part 3

### Business and Competition Environment

#### Analysis of business environment

In terms of economic environment, consumers are more careful with their spending due to the economic depression in the previous year. They try to reduce several kinds of expenses such as travel expense. Therefore, a number of consumers turn to buy online or home-shopping. This trend is beneficial for *Diet Kitchen* as the online channel is its primary way to communicate and sell its products.


Regarding the social environment, consumers tend to be concerned with their health and their shape. As a result, clean, diet, or healthy food can respond to this consumer's trend. Moreover, due to the pressing schedule of people nowadays, *Diet Kitchen* can accommodate this social change because it serves ready-to-eat diet food. Moreover, the popularity of social media communication also substantially facilitates the ordering or selling process of *Diet Kitchen's* products.


#### Analysis of competitive environment

Because of the trend in consuming clean or diet food for weight reduction or for health concern, the recipe for this kind of food is readily available from both experts and amateurs. This information can be easily found through various kinds of media including social network such as Facebook under the page "Eat Clean Baby", Youtube, or various blogs both domestically and oversea. As there is no need to create the recipes by oneself, new players can thus easily start a clean, diet, or healthy food service. As a consequence, threat of new entrants is high.

Direct competitors in the same industry are food service providers that sell clean, diet, or healthy food in Khon Kaen through the online channel such as Facebook and Line and provide delivery service. Here are the list of the main competitors in the same service business and their information.



<p style="text-align: center;"><b>1. Kin Klean</b></p> 	<p><b>Product &amp; Price</b></p> <p>Main courses: price 49-89 Baht</p> <p>Snacks: price 49-59 Baht</p> <p>Desserts: 35-45 Baht</p> <p>Drinks: 35 Baht</p> <p>With minimum order of 10 boxes (including free delivery service)</p> <ul style="list-style-type: none"> <li>- Around Khon Kaen University area- price 600 Baht</li> <li>- Outside Khon Kaen University area- price 650 Baht</li> </ul>
	<p><b>Distribution Channel</b></p> <p>Location: behind Khon Kaen University, Ing- Mor Lane, Sila sub-district, Muang district, Khon Kaen</p> <p>Facebook: <a href="https://www.facebook.com/kinklean">https://www.facebook.com/kinklean</a></p> <p>Line: 099-460-0038</p> <p>Delivery periods: 3 rounds</p> <ol style="list-style-type: none"> <li>1. 07.30-08.30</li> <li>2. 11.00-13.00</li> <li>3. 16.00-18.00</li> </ol>
	<p><b>Marketing Promotion</b></p> <ul style="list-style-type: none"> <li>- free delivery around and outside Khon Kaen University area with minimum order of 4 boxes</li> <li>- Free 1 box of fruit with minimum order of 300 Baht</li> </ul>

<p><b>2. Por Dee Clean &amp; Health Food, Khon kaen</b></p> 	<p><b>Product &amp; Price</b></p> <p>Main courses: price 45-79 Baht</p> <p>Main course without rice: price 80 Baht</p> <p>Breakfast set for 5 days: 300 Baht</p> <p>Snacks: price 35 Baht</p> <p>Drinks: price 35 Baht</p>
	<p><b>Distribution Channel</b></p> <p>Facebook: <a href="https://www.facebook.com/พอดี้-Clean-and-Healthy-Food-Khonkaen">https://www.facebook.com/พอดี้-Clean-and-Healthy-Food-Khonkaen</a></p> <p>Line: pordeefood</p> <p>Delivery periods: 1 round, before 12.00</p>
	<p><b>Marketing Promotion</b></p> <ul style="list-style-type: none"> <li>-free delivery</li> <li>- providing calories estimate of menu items</li> </ul>

<p style="text-align: center;"><b>3. Diet Menu</b></p> 	<p><b>Product &amp; Price</b></p> <p>Main courses: price 70-90 Baht</p> <p>Main courses without rice: 70-90 Baht</p> <p>Desserts: 60 Baht</p> <p>Weekly set (6 days)</p> <ul style="list-style-type: none"> <li>- 2 meals per day: price 820-1,050 Baht</li> <li>- 3 meals per day: price 1,200-1,550 baht</li> </ul> <p>Monthly set (26 days)</p> <ul style="list-style-type: none"> <li>- 2 meals per day: price 3,450-4,550 Baht</li> <li>- 3 meals per day: price 5,300-6,820 baht</li> </ul>
	<p><b>Distribution Channel</b></p> <p>Facebook: <a href="https://www.facebook.com/dietmenu777/">https://www.facebook.com/dietmenu777/</a></p> <p>Line: dietmenu</p> <p>Instragram: dietmenu777</p> <p>Delivery periods: 2 rounds</p> <p style="padding-left: 40px;">1.07.30-12.30</p> <p style="padding-left: 40px;">2.16.00-18.00</p>
	<p><b>Marketing Promotion</b></p> <p>-free delivery</p>

Based on the competitors' information, it can be seen that most of the competitors' prices are lower than those of *Diet Kitchen* even though *Diet Kitchen* uses discount as a form of sales promotion. Therefore, the intensity level of industry competition is considered high for *Diet Kitchen*.

The buyers' bargaining power is also considered high for several reasons. First, Khon Kaen has so many types of restaurants. In addition, there are a steadily growing number of new food service providers with free delivery service. Moreover, clean food can be cooked by the consumers themselves without paying much attention to the taste of food. As a consequence, consumers' bargaining power is relatively high.

*Diet Kitchen* uses meat from Betagro Plc. It buys other ingredients such as vegetable, fruit, and seasonings from vendors in fresh markets and supermarkets who sell pesticide-free vegetable and fruit. Therefore, the suppliers' bargaining power is regarded as moderate.

In terms of substitute goods for clean or diet food, there are many food service providers that serve noodle, cook-to-order food, all-you-can-eat food, snack, coffee shop, or bakery, for example. As a result, this threat is considered high.

The competitive environment can be summarized in Table 1 as follows;

Table 1: The competitive environment of *Diet Kitchen*

Factors	Details
Threat of new entrants	High as it is easy to start this type of food service
Competitors	High as competitors tend to offer a lower price than those of <i>Diet Kitchen</i>
Buyer's bargaining power	High as there are many food service providers and consumers can cook this type of food by themselves
Supplier's bargaining power	Moderate as there are many suppliers
Substitute good	High as diet food can be substituted by general food

### **Analysis of strength, weakness, opportunity and threat (SWOT)**

#### **Strengths**

1. Package is microwavable and therefore is convenient for consumers.
2. Food package provides nutrition values and calories are clearly marked. This is thus suitable for those who want to lose weight.
3. Menu is flexible in that consumers can choose to have either riceberry rice or wholegrain rice noodle. This flexibility is thus likely to increase customers' satisfaction.
4. The business owner has knowledge in nutrition and consequently can provide consultancy to customers.
5. *Diet Kitchen* has many distribution channels including online, Msociety Fitness, and Zugar Dessert Bar.

#### **Weakness**

1. *Diet Kitchen's* prices of some menu items are higher than those of competitors which generally do not exceed 100 Baht.
2. Delivery time does not cover the whole day as there is no delivery service in the afternoon or in the evening which are meal time as well.
3. There is delivery fee for some areas while most competitors do not charge extra for delivery.

#### **Opportunity**

1. There is a popular trend in consuming diet food for health or for good shape.
2. Consumer's daily lives rely more on social media as a communication channel.
3. More consumers turn to online shopping to reduce their expense during the economic recession.

#### **Threat**

1. There are not many direct competitors while there are many indirect competitors which are general food service providers.

2. Economic recession may lead to lower consumers' spending power.

## Part 4

### Analysis of Consumer Behavior

Based on the interview with Mr. Satira, information regarding consumer behaviors in the following topics can be provided as follows.

#### Analysis of Consumer Behavior with the 6Ws1H Framework

##### 1. Who is in the target market? (Who)

Consumers are those in the working age group who like tasty but low calorie food or those who want to reduce or control their weight and yet enjoy convenience in food consumption.

##### 2. What do consumers buy? (What)

They buy ready-to-eat diet food with clearly displayed information on nutrition value and calories. Certain service providers of clean or diet food do not provide this kind of information, though.

##### 3 Why do consumers buy? (Why)

They buy to respond to their physical need because food is a major staple for living. They also buy to satisfy their psychological need in weight control in order to have a better shape. *Diet Kitchen* motivates consumers to have diet food by using persuasive message and appetizing pictures of diet food as displayed in Figure 8.



**Figure 8:** Persuasive message and picture

**4. Who takes part in the purchase decision-making? (Whom)**

Direct reference groups who take part in food consumption include family members and friends who are health conscious and like to have low calorie food in order to reduce their weight or to take care of their health. Indirect reference groups are those who do not communicate directly with the consumers but may have influence on their attitude and belief in health. These people could be, for example, celebrities in health issues (e.g., food nutritionist) and entertainment (e.g. movie stars or actors and actresses)

**5. When do consumers buy? (When)**

They buy when they want to satisfy their physical need derived from hunger in food. Consumers need to order 1 day in advance. From the psychological need perspective, consumers buy when they want to lose weight.

**6. Where do consumers buy? (Where)**

Consumers can primarily buy from online channels including the Facebook page of *Diet Kitchen Khon Kaen* and Line. In the past, they could also buy from Msociety Fitness in Metro Condo and from Zugar Dessert Bar in HUGZ Mall. However the use of these two selling outlets was discontinued. Diet Kitchen does not plan to have its actual physical outlet due to budget constraint.

**7. How do consumers buy? (How)**

Consumers have a need in consuming low calorie food to reduce their weight. They search for information on healthy or diet food in terms of types, prices, and selling outlets from a personal information source (i.e., the salesperson or Mr. Satira who is the owner) and from social network (Facebook under the name *Diet Kitchen Khon Kaen* as displayed in Figure 9). Consumers evaluate the purchase decision making. They evaluate the product or store attributes by sorting the importance and expected benefits of those attributes such as menu variety, calorie level, food appearance, and price of each store. This decision may lead to just trial purchase or repeated purchase. The post-purchase evaluation is based on the degree to which the product from *Diet Kitchen* can satisfy the consumers.





**Figure 9:** Facebook of *Diet Kitchen*

### **Segmentation, Targeting, and Positioning**

The framework of segmentation, targeting, and positioning or STP is also used to analyze consumer behaviors.

#### **Segmentation**

Mr. Satira uses the following variables in decision-making regarding segmentation.

1. Demographics: segmented by age groups including student age group, worker age group, and retirement age group.

2 Psychographics: segmented by food consumption motivations including safety/clean, deliciousness, convenience, and worthiness.

3 Behaviors: segmented by benefits sought from food consumption including weight reduction, health care, taste, survival, and by communication formats (e.g., online channel and telephone).

#### **Targeting**

From the variables identified in the segmentation stage, the target group chosen by *Diet Kitchen* is working people who need to spend the whole day at work for approximately 8 hours a day. Convenience is one of their motivations for food consumption. Their primary expected benefit is weight reduction as they also lack time for proper exercise. They use online communication in their daily life. The reason of choosing this target is that this group of consumers tends to have high demand and purchasing power.

### Market Positioning

Mr. Satira decides to differentiate *Diet Kitchen* from competitors based on packaging, the package of *Diet Kitchen* is thus microwavable and on the primary benefit of food which, for *Diet Kitchen*, is weight reduction. This positioning is displayed in Figure 10.

*Diet Kitchen*: microwavable package and weight reduction purpose

*Pordee*: unmicrowavable package and weight reduction purpose

*Kin Klean*: unmicrowavable package and healthcare purpose

*Diet Menu*: unmicrowavable package and healthcare purpose



**Figure 10:** Market positioning

The market position of *Diet Kitchen* is different from those of competitors in that the primary purpose of its food is for weight reduction and its package is microwavable. Its food is quite suitable for consumers who want to lose weight because the amount of calories is clearly marked on the package for each meal. Moreover, Mr. Satira can provide customers with advice on nutrition for weight reduction or weight control. As a result, the concept of *Diet Kitchen* should focus on convenience and tasty diet food.

## **Part 5**

### **Marketing Communication in the 1-Year Future**

Mr. Satira wants to consider what *Diet Kitchen* should do in terms of marketing communication in the next 1 year. Several businesses pay special attentions to marketing communication because it is an important tool for business success. These businesses attempt to analyze the communication process in order to build and convey their image through various forms of message to increase the target consumers' awareness in their business. It is expected that these messages will be a part of consumer's purchase decision-making. As a consequence, effective marketing communication will eventually lead to the business profits.

This case study analyzes the marketing communication of *Diet Kitchen*. The results reveal the integrated use of several kinds of marketing communication tools. For example, there are menu advertising and sales promotion in the form of discounts. These messages are communicated through Facebook Page under the name "*Diet Kitchen Khon Kaen*". In addition, *Diet Kitchen* had a booth in several events in Khon Kaen. Personal selling is through Mr. Satira, the owner of *Diet Kitchen*. Most of the communicated messages through these different channels focus on sales promotion. However, this is relatively little message designed specifically to create brand awareness and brand equity in the perception of the target consumers.

As a consequence, in order to build more brand awareness, change the attitude of the target consumers, and increase the brand equity, *Diet Kitchen* may consider other relevant factors or issues to come up with more insights and more effective marketing communication. The level of consumer involvement with the product may be one of such factors. Product involvement may be put into 2 categories: high and low.

Consumers with a high level of product involvement may have complicated decision-making behaviors. They search extensively for product information. This is especially pronounced when there are marked differences among different brands or when the price is high. However, when the brand differences are low, information will be less important and consumers turn to use beliefs and convenience in purchase decision-making.

When product involvement is low, consumers tend to have simple decision-making behaviors. They may use little time to make a purchase decision. When the differences among brands are high, consumers may want to have a product trial for the competitive brands. When the brand differences are low, consumers may simply switch to the competitive brands. Low involvement products tend to be the daily necessities. Information may not be needed much for decision-making. Price, instead, could be more influential.

*Diet Kitchen* serves diet and healthy food. Therefore, their product may be considered as highly-involved for target consumers who want to lose weight or have health problem. As a consequence, food and types of food play a very important role for them. However, there is some overlap between *Diet Kitchen's* diet food and clean food which is widely available in Khon Kaen. The image of these two types of food is thus similar. *Diet Kitchen* may thus need to consider this issue in formulating their new marketing communication strategies.

In addition, based on the interview with Mr. Satira, there are three more issues that is being considered (1) awareness in product quality, (2) consumer knowledge, and (3) the use of poster. However, Mr. Satira has not made a definite decision regarding these 3 issues. However, he has taken the following details into considerations.

Regarding product awareness, *Diet Kitchen* may need to identify and communicate more information regarding the quality of the ingredients for each of its menu items. For example, to communicate the origin of the ingredients, *Diet Kitchen* may make a VDO clip

for each dish. The clip may inform the origin of the ingredients. It may say that chicken from Betagro is used because of its high standard and quality. Moreover, the clip may describe the benefits or quality of the ingredient which are perceived by consumers to be of a high price. For example, salmon could be described with the nutrition values and its price worthiness. Moreover, calorie information can also be provided in the clip. The VDO clip could be put on the Facebook Page.

This VDO clip presentation is aimed to improve target consumers' attitude toward the price of *Diet Kitchen* food. As the prices of some of its menu items are higher than those of the competitors, *Diet Kitchen* thus needs to provide the benefits or reasons for the higher prices. The clip may communicate the use of better ingredients and *Diet Kitchen's* serious attention to the calories issue.

Regarding how to increase consumers' knowledge in calorie amount and approaches to reduce weight and have better health, *Diet Kitchen* has been used Facebook Page primarily to communicate the menu. In the future, *Diet Kitchen* may consider changing this Page to be a blog or even a community for those who want to lose weight. Because Mr. Satira has been successful in weight reduction himself, he may take this opportunity to position himself as a trainer or guru in weight reduction by sharing his method of weight reduction. One of the easiest and most effective ways to communicate this expertise is by recording a vdo clip and uploads it on Facebook. Nowadays, due to target consumers' rush life schedule, presentation through pictures will attract more attention than those in text.

The message content should try to inspire or provide moral support for those who want to lose weight. This is because most of the unsuccessful weight reduction comes from the lack of discipline or inspiration.

Creating brand awareness by posting posters in locations with target consumers. Complex or Food & Service Center 1 in Khon Kaen University, a fitness gym in Khon Kaen University or in the dormitory areas around Khon Kaen University are some examples. The purpose of this poster is to supplement the online social media currently used. An example of poster is displayed in Figure 11.

- ไม่ต้องคิดเมนู
- ไม่ต้องทำอาหาร
- ไม่ต้องคำนวณแคลอรี
- บริการส่งถึงที่ !!!!



Figure 11: Example of poster

## Conclusion

Mr. Satira is a young entrepreneur of a small-sized, recently-established food service provider "*Diet Kitchen*". The main product is diet and healthy food for consumers who want to control their weight. The current channel of communication is primarily online. He wants to increase product awareness, change consumer's attitude toward its product and to increase sales which are lower than expected. Given the limited financial and human resources, he is reviewing his current marketing communication practices. He wonders what he could do based on the present business environment and consumer behaviors.

**Assignment**

Mr. Satira wants to know what to do to make *Diet Kitchen's* marketing communication better. He looks for consultancy in marketing communication. Assume that you are his consultant, what advice would you provide to Mr. Satira to make his marketing communication better in order to reach consumers more efficiently and increase brand awareness, sales, and customer base more effectively. Mr. Satira considers awareness in product quality, consumer knowledge in calories and weight control, and the use of poster as tools to achieved the goals.

## Teaching Notes

### Case Summary

Mr. Satira is a young entrepreneur of a small-sized, recently-established food service provider “*Diet Kitchen*”. The main product is diet and healthy food for consumers who want to control their weight. The current channel of communication is primarily online. He wants to increase product awareness, change consumer’s attitude toward its product and to increase sales which are lower than expected. Given the limited financial and human resources, he is reviewing his current marketing communication practices. He wonders what he could do based on the present business environment and consumer behaviors.



### Key Challenge

□ Typical textbooks often illustrate their communication models or marketing concepts using examples from consumer products such as toothpastes, detergents or soft drinks. When the examples come from service industry, they are often big hotels or chain restaurants. The use of small service establishment as an example is very scant. Therefore, one challenge of this case study is the application of the marketing communication theories in the context of small food service providers focusing on an online channel. Although the concepts are identical, students may need to familiarize themselves with the study context. In fact, this could reflect work in the real world when students want to start their own small business such as those in the food and beverage sector and use an online channel or social media as a primary communication tool.

□ In addition, students are urged to think from the perspective of a small entrepreneur with limited resources. Therefore a grand IMC plan typically found in a marketing plan competition may not be quite efficient and effective for SMEs. In this regard, students need to be more creative to use only available resources to come up with marketing communication solutions.

□ Further, a special attention should be given to the environmental factors and consumer behavior before the marketing communication plan is formulated. In other words,



there is no ready-to-use marketing communication plan. In contrast, students need to consider the relevant factors before coming with the proper solutions. In other words,



the consistency between environmental factors and a marketing communication plan should be considered.

### **Learning Objectives**

1. Identify environmental factors relevant to marketing communication decisions.
2. Analyze consumer behaviors and provide implications for the marketing communication decisions.
3. Propose a new marketing communication plan for the organization in the case study. This plan should cover target audience, communication objective setting, message design, communication channel selection, and marketing communication tool decision.

### **Suggested Readings**

1. Case Study: Marketing Communication of *Diet Kitchen*
2. Text Book: Integrated Marketing Communication

### **Teaching Overview**

This case study best suits an integrated marketing communication class at the undergraduate level. When the case is used by the same course for the MBA level, instructors may ask students for more critical thinking and more extensive supplementary reading. The case study can be also used for a principle of marketing course, marketing management course, advertising & sales promotion, and service marketing courses.

## Teaching Plan for Using the Case Study

### **Course information**

**Course Name:** Integrated Marketing Communication (IMC)

**Course Code:** 963 326 (undergraduate level) **Semester/Year:** 2/2016

**Lecturer:** Asst. Prof. Kawpong Polyorat, Ph.D.

*Other course administrative information: -*

### **Learning Objectives to be developed through the case study/studies**

1. Identify environmental factors relevant to marketing communication decisions.
2. Analyze consumer behaviors and provide implications for the marketing communication decisions.
3. Propose a new marketing communication plan for the organization in the case study.  
This plan should cover target audience, communication objective setting, message design, communication channel selection, and marketing communication tool decision.

### **Teaching and Learning Resources**

1. Case Study: Marketing Communication of *Diet Kitchen*
2. Text Book: Integrated Marketing Communication

**Week 1: Date:** \_\_\_\_\_

<b>Teaching focus</b>	<b>Teaching activity</b>	<b>Student learning activity</b>	<b>Preparation/resources</b>
Engagement	Explain how this case study is beneficial to students' future career	Identify someone they know who works in a similar area as that in the case study.  Indicate the extent to which students want/are likely to work in a similar field.	Find alumnus or senior students who have worked in a similar area as that in the case study
	Provide background to the case study on a lecture	Show them the product in the case.  Indicate if any student has some experience with the product or know someone who uses the product.	Find/Secure the product  Prepare lecture

**Week 2: Date:** \_\_\_\_\_

<b>Teaching focus</b>	<b>Teaching activity</b>	<b>Student learning activity</b>	<b>Preparation/resources</b>
Informing	Assign a case study for reading	Read the case study  Summarize the case study in writing or presenting orally	Write a case study  Design a summary table or prepare an example of summary
	Provide a list of relevant theories/tools	Briefly describe those concepts/tools	Prepare a set of concepts/tools

**Week 3: Date:** \_\_\_\_\_

<b>Teaching focus</b>	<b>Teaching activity</b>	<b>Student learning activity</b>	<b>Preparation/resources</b>
Practice	Identify the relevant environmental factors	Work in a small group	Prepare a list of environmental factors
	Analyze consumer behaviors and provide marketing implications	Work in a small group	Prepare an analysis framework

**Week 4: Date:** \_\_\_\_\_

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Practice Evaluation	Propose a new marketing communication plan which covers: - target audience - communication objective setting - message design - communication channel selection - marketing communication tool decision.	Write a report  Make an oral presentation	Prepare a marketing plan template

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**Assessment Plan**

**Task 1: Identification of relevant environmental factors**

**Date:** \_\_\_\_\_

**Learning Objectives (by number):** 1

**Task description:**

Identify environmental factors relevant to marketing communication decisions.

**Preparation required:**

List of business environmental factors relevant to marketing communication decisions and relative importance of each factor.

**Assessment criteria:**

Rationale

Communication and Presentation

**Task 2: Consumer Analysis and Implications**

**Date:** \_\_\_\_\_

**Learning Objectives (by number):** 2

**Task description:**

Analyze consumer behaviors and provide implications for the marketing communication decisions.

**Preparation required:**

List of consumer behaviors relevant for marketing communication implications

**Assessment criteria:**



Rationale

Communication and Presentation

**Task 3: Marketing Communication Plan**

**Date:** \_\_\_\_\_

**Learning Objectives (by number):** 3

**Task description:**

Propose a new marketing communication plan for the organization in the case study. This plan should cover target audience, communication objective setting, message design, communication channel selection, and marketing communication tool decision.

**Preparation required:**

Template of marketing communication plan.

**Assessment criteria:**

Rationale

Communication and Presentation

**Reflection on teaching and learning:**

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**Revision plans for future use**

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