

KULLIYAH OF ISLAMIC REVEALED KNOWLEDGE AND HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

Semester 2, 2019/2020

INTEGRATED MARKETING COMMUNICATION (3560)

Section 1

Draft Pitch

Submitted to:

Dr Aida Mokhtar

Group Members (4)	Matric no.
SA FI AH	1610780
ABDUL RAHMAN LARAIBA	1714238
APRIDIANA ADELITA	1633936
ZHAO YIMAN	1625360

The campaign for Muslim Chinese Restaurant at Edu Cafe in IIUM

1. Introduction

Islamic IMC agency is an agency that incorporates Islamic teachings and practices into marketing tools, such as PR, Advertising, direct mails, etc. The name of our IMC agency is Halal Agency Sdn Bhd and our client is a Chinese Muslim Restaurant at Edu Café. Our IMC campaign team includes all the group members (Sa Fi Ah, Zhao Yiman, Adelita Apridiana, and Laraiba Abdul Rahman).

1. Laraiba holds the position of an account manager and her role focuses on nurturing client relationships. She will manage the client relationship to build a positive partnership with the client and nurture long-term growth.
2. The creative director is to maintain a cohesive look and feel of the project, by ensuring the visuals, messaging, or interactive and motion designs are on point. This role is held by Yiman.
3. Adelita is the media planner and the role of media planner involves liaising with clients who are seeking to put together a promotional or other media campaign.
4. Account planner is responsible for planning, defining, and implementing the creative plan for new ad campaigns. She provides projects with strategic direction and define the guidelines from which the creative team can execute their plan. This position is held by Sa Fi Ah.

This campaign is considered a Muslim campaign with a strong Muslim spirit. This is demonstrated by the way we do our work with fairness and devotion to our objectives. We are loyal to our clients. We do the campaign with the purpose to help our clients in their business in the best way.

Background of the Chinese Restaurant

The Muslim Chinese restaurant located at Edu cafe in IIUM. It is a small restaurant and the owner is originally Chinese. The restaurant has been in IIUM for 2 years. It is working well and attracting many customers to come and try. The owner always uses fresh ingredients to cook the food and it is always delicious. Moreover, this cafe uses original flavors with traditional Chinese dishes, creating their own style. Wheat food and products are eaten more frequently than rice and various dishes and snacks are made from wheat flour as well. The Chinese restaurant would like to bring Chinese cuisine culture into their foods. Other than that, the restaurant is trying to bring Chinese culture abroad and that is why the restaurant is here. They want to bring the IIUM students quintessential and energetic foods from Chinese origin. They also want their delicious food to be enjoyed by students from different countries.

2. Objectives of the IMC campaign

1. To promote and create attention of the Chinese Muslim food to everyone in IIUM and especially students and staff (attention)
2. To attract non-Chinese students to show interest in traditional Muslim Chinese cuisine (interest)
3. To showcase the brand personality to build “emotional connection” (desire)
4. To help the owner upgrade Muslim Chinese cuisine via listening to customers’ feedback through the survey (action)

These objectives above correspond to the AIDA model which is stated by Ghirvu (2013). To achieve these objectives, three marketing communication tools will be used to drive the Chinese food message across to the targeted customers who are mainly the students of IIUM.

1. Advertising Media (Instagram/WhatsApp/YouTube)
2. Sales Promotion
3. Public Relations

Advertising Media	Sales promotion	Public Relations
<ul style="list-style-type: none">•Create product awareness for the Chinese food•Explain the flavors of food to students• Explain the health benefits of the Chinese food to students	<ul style="list-style-type: none">•Develop promotions which are highly visible in campus•Discounts for first 5 people every Friday•Free delivery coupons•Special date discounts for students	<ul style="list-style-type: none">•Position Muslim Chinese food as an ideal food for students from different cultures•Position Chinese food as the traditional Chinese food for health•Link Chinese students to their traditional food and open mind to international students

3. IMC Plan Schedule

i. Theory/Model

Based on our research, which is primary research, we will use the AIDA model as a traditional approach to describing the impacts. These are, Attention, Interest, Desire, and Action. This campaign is considered a Muslim campaign with a strong Muslim spirit. This is demonstrated in

the way we do our work with fairness and devotion to our objectives. We are loyal to our clients. We do the campaign with the purpose to help our clients in their business in the best way.

ii. IMC schedule

Phase	Phase I: Attention	Phase II: Interest	Phase III: Desire	Phase IV: Action
Campaign	24 June-27 July (Monday, Tuesday)	24 June-27 July (Wednesday)	24 June-27 July (Wednesday/ Thursday)	24 June-27 July (Monday- Sunday)
Advertising Media	Instagram/WeChat Sharing Photo Post poster	Instagram/YouTube Post new photo Post Video of the restaurant	Instagram/WeChat Sharing a photo of the new food flavors	Instagram ads WeChat/Whats App copywriting promotion
Sales Promotion	Opening order online every day from 9 am-1 pm (lunchtime) and from 2 pm-6 pm (dinner), free delivery to each Mahallah Special date discounts for students. For example, Teacher's day, international women day. Other than that, the customers can get special Chinese food from the restaurant on Friday free for first 5 people.			
Public Relation	Using personal Vlog, one of the famous Chinese students with high followers in her Instagram/Vlog/WeChat. She has a lot of followers on social media with the name @yasmeencim and her Vlog is @yasdailyfood. <ol style="list-style-type: none"> 1. To promote Chinese food based on her background, culture, she can understand the taste of the food easily. 2. She is active on Instagram, WeChat, and her own Vlog. She can promote the food to not only Chinese students but also non-Chinese students. 			

iii. Islamic Perspective

From Islamic perspective it is very important to incorporate Islamic issues in our campaign since Islam is a complete way of life that governs the lives of Muslims (Alom & Haque, 2011). Things such as nudity, pork, alcohol, false information, etc. must be avoided in the campaign. On the other hand, ethical values in terms of honesty and truthfulness is highly encouraged in campaign from

Islamic perspective. So, in Islam, the campaign needs to focus on satisfying the needs of the customers in an ethical manner without cheating the customers (Abbasi, Akhter & Umar, 2011). Another key important thing is that, the food must be halal and meet the requirements of Islamic law even though it is Chinese food. Thus, there are some reasons why we choose this Chinese restaurant on our campus.

Firstly, we want to introduce Chinese traditional Muslim food to every student who comes from different backgrounds and countries. This is because the human diet is an important aspect of social culture. All ethnic and religious groups have different requirements and prohibitions on diet, which can reflect the ethnic group, the religious etiquette customs, ideology, and belief in cultural life.

Moreover, Muslims were commanded to maintain food hygiene and safety. Halal food is the general term for food that complies with Islamic law and hadith that are according to the teachings of Islam to choose foods selectively, and only eat foods that are beneficial to human health as permitted by the religion of Islam. These are the reasons we choose this Chinese restaurant as our client and the campaign is on the topic of halal and healthy food business.

Therefore, our agency is really confident and trust the business and that is why we love to do the campaign for them. We know that we should help each other to be good and we do the campaign because we want to help the owner to promote his food easier. It is a positive thing from the Islamic perspective. In short, in Islam, we are blessed as Muslims to eat healthy, halal, and food made with hygienic environment and ingredients.

4. The Target Audiences

The target audience for this campaign is IIUM students.

Demographic: The demographics consist of age, gender, occupation, and race. To reach an audience, we need to know about their information to make sure we can target them. For example, which age range of customers will like to eat Chinese food in Edu Cafe.

- Gender: Male and female
- Age: 20 - 40
- Occupation: Students
- Nationality: Chinese, Non-Chinese.
- Kulliyah

- Year of study

Psychographic of target audience: This means, we have to understand the psychological thinking of our target audience. It is a very important element in order to know how they think about the food, whether they like it or not, and why.

- Personality/values: anyone who is looking for a good and halal Chinese food at an affordable price.
- Attitude: Chinese food lovers.

5. Mock-ups of Creative Execution

We made a short video related to the business/foods of the Chinese restaurant on YouTube. The video shows the varieties of cuisines in the restaurant. The first scene of the video shows the location of the restaurant in Edu cafe and how the restaurant operates. Some customers came and ate the food. Next, we updated the menu of the restaurant in the video. Below is the link to the video: <https://youtu.be/w9RsSjmtCG0>.

We also made some posters related to the menu of food, the first poster shows the special food in the menu. The second poster shows the popular food that customers like to order. Both of them stated the phone number and Instagram address. See the posters in appendix.

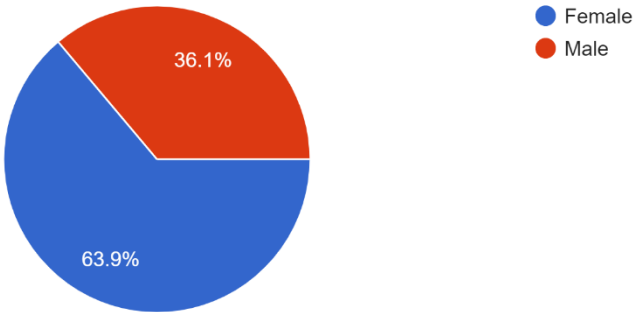
6. Research Results of the Proposed IMC Campaign

We conducted primary research. Meaning that we made our own survey questionnaire and interview to collect data from scratch. The type of research we will be using is Consumer Insight. It is an effective marketing communication that rests on truly understanding the consumer. Meaning that we need to understand the consumer\target audience well, knowing their attitude and preferences. We also want to know why they buy Chinese cuisine or why they do not buy or try. So, we chose Consumer Insight because our research is mainly based on getting to know the level of awareness and interest of IIUM students towards the Chinese cuisines. The preliminary results are shown below.

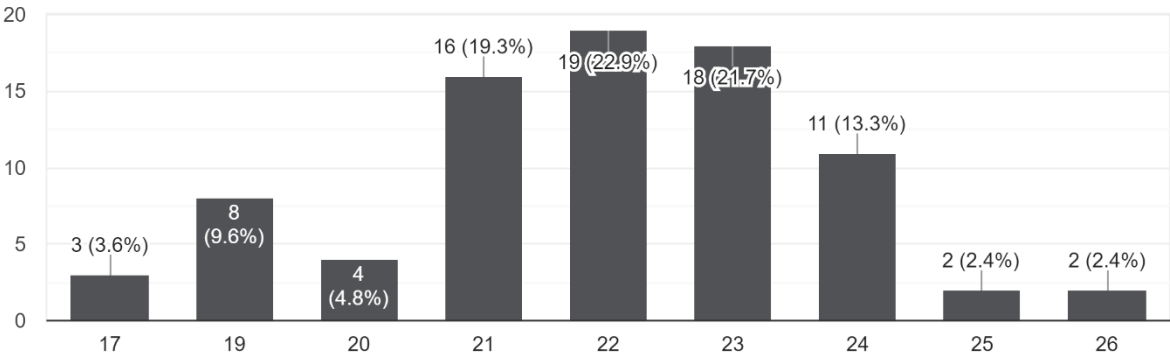
Data analysis

SECTION A: DEMOGRAPHICS

Gender
83 responses

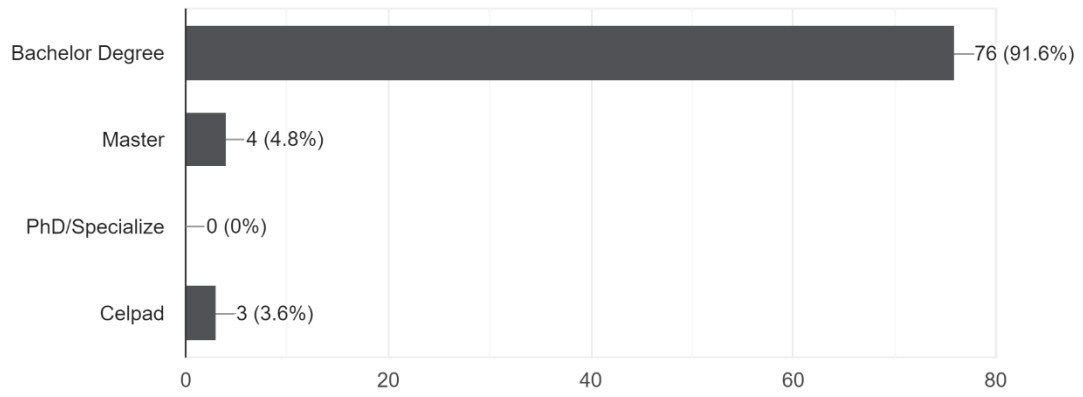


Age
83 responses



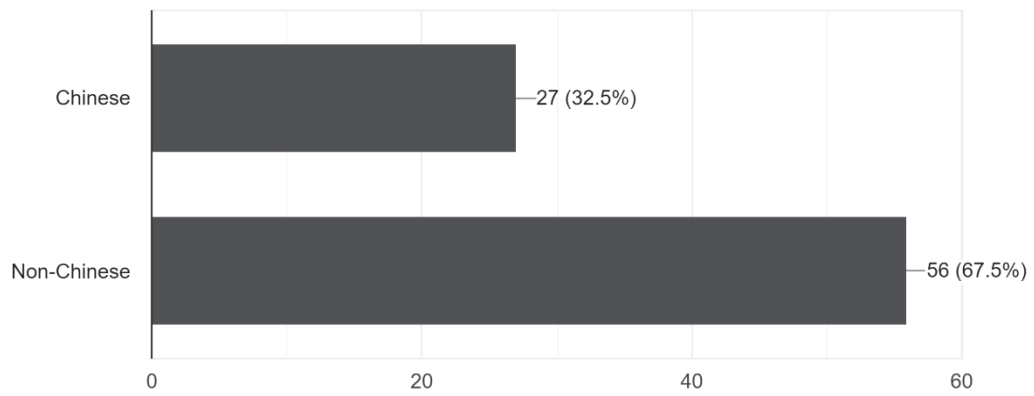
Level of Education

83 responses

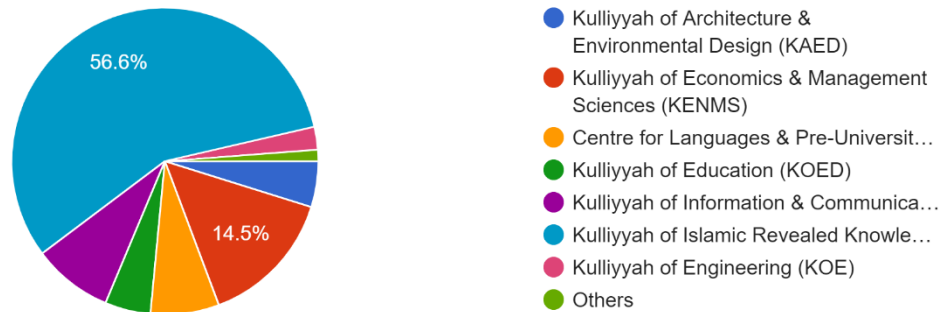


Nationality

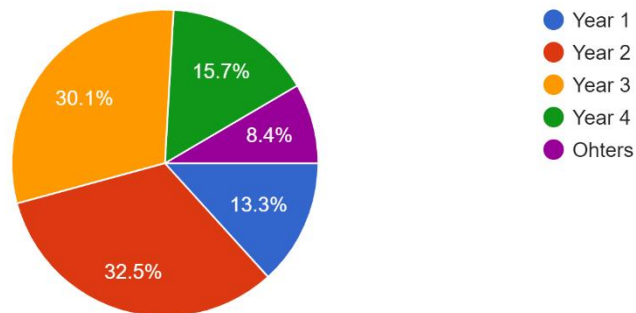
83 responses



Kulliyyah
83 responses

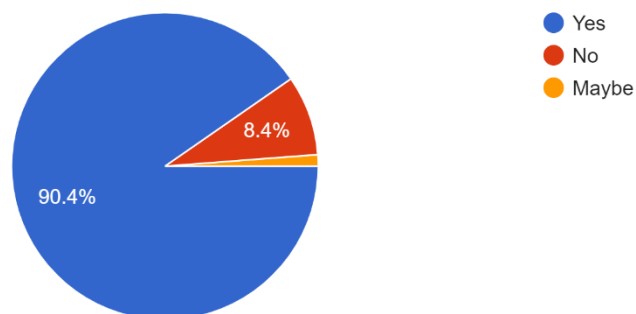


Year of Study
83 responses



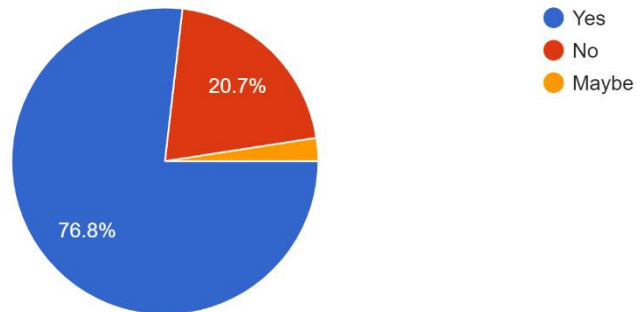
SECTION B: LEVEL OF AWARENESS AND INTEREST IN CHINESE FOOD

❖ Have you ever tried Chinese food before?
83 responses



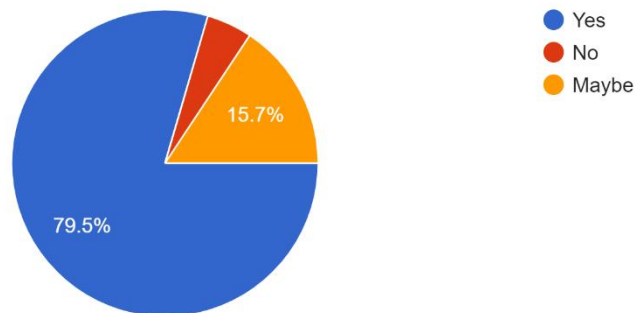
❖ Have you ever tried Chinese food in Edu Cafe?

82 responses



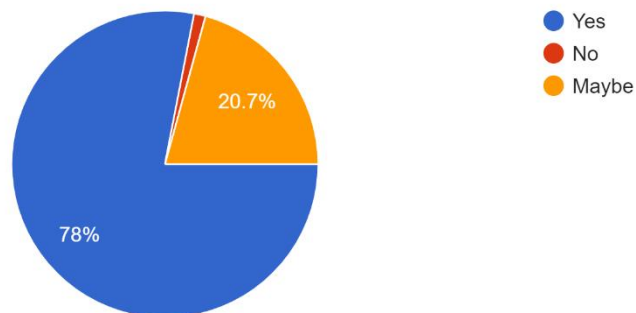
❖ Would you like to have a meal with Chinese food?

83 responses



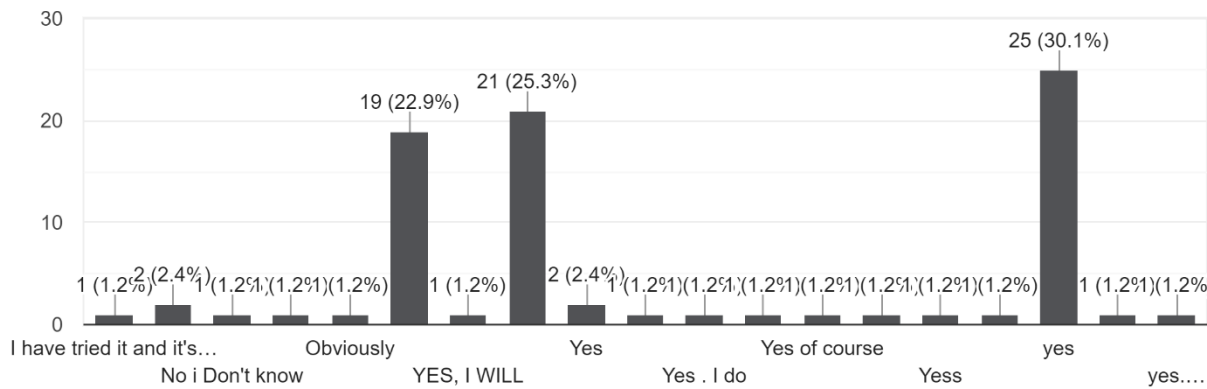
❖ Do you like the taste of Chinese food?

82 responses



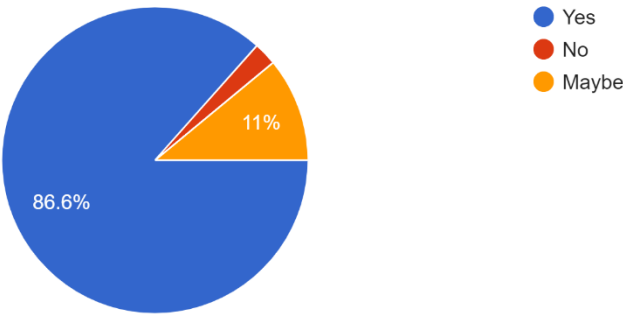
If you know about Chinese food in Edu cafe from your friend, will you like to try it once?

83 responses



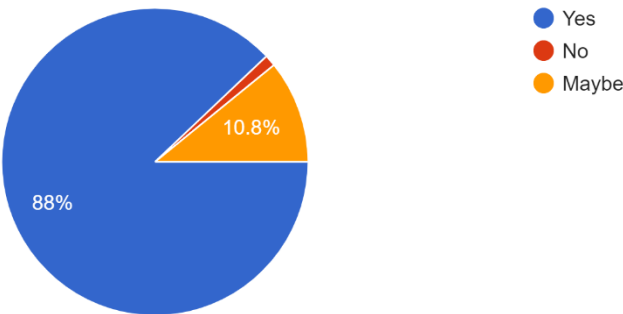
❖ Do you feel interested in Chinese food?

82 responses



❖ Would you take your friend to try Chinese Food in Edu cafe next time?

83 responses



7. Proposed Media Plan

Social media is one of the best platforms to promote things easily online. It is because people nowadays spend their time more on social media than television. We can see that people will change their channel to another channel if there are advertisements. People do not really want to see the advertisements. However, in social media, the possibility of people seeing the advertisement is higher even though they are not interested in the advertisements. Instagram is one of the best media to promote food. People search for everything they want on Instagram. Also, they can see the review of the food itself whether it is good or bad. From that, they have the choice to choose the food they want to try. Therefore, for the media, we will be using YouTube, WhatsApp, and Instagram. We chose these three media because for YouTube, it will be easier to upload our mock-up video. As for why we chose Instagram, it is the most used social media platform among our target audience. WhatsApp on the other hand, is the easiest way to spread our online survey. We did not use other media such as Twitter, because not all of our target audience have Twitter accounts.

We wanted to book a slot on IIUM FM and IIUM TV but due to the new normal, we decided to stick to only social media such as Instagram, WhatsApp and YouTube. We made two different posters showing the varieties of cuisines at the café. Since the promotion is going to be mainly on Instagram and YouTube, we will be leaving the posts on these media till the end of the campaign.

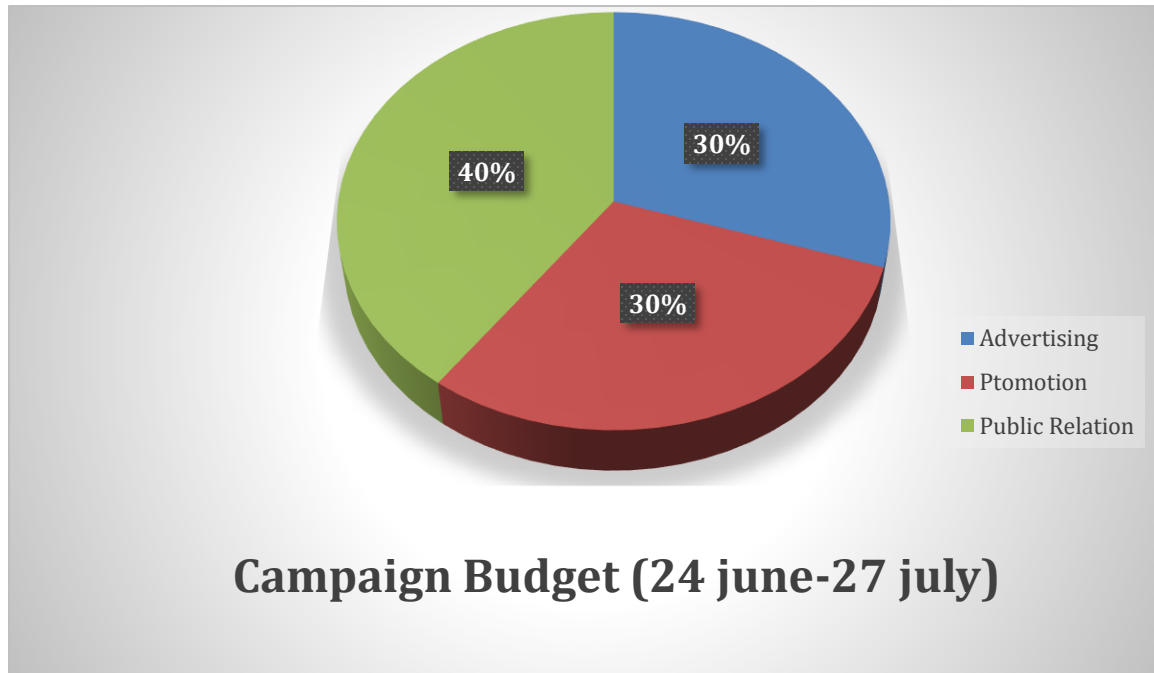
MEDIA	AIM/CAMPAIGN	MARKETING COMMUNICATION TOOLS	SCHEDULE
Instagram	Sharing Posters	Advertising.	24 June-27 July
YouTube	Mock-up video	Promotion.	24 June-27 July
WhatsApp	Collecting data (consumer research)	Public Relation	24-27 July

8. Proposed Budget

The method of budgeting used in this proposal is the Objective-Task Method. Where the budget is based on our goals and how to reach those goals. The amount spent on this campaign will include advertising, promotion, and public relation. From 24th June until 27th July. Therefore, the amount of expenditure that has been spent on advertising RM300 that is 30% of the whole expenditure on social media platforms which are Instagram/WeChat and YouTube. Another 30% of the marketing budget on sales promotion, and it is equivalent to RM300. Lastly, we are spending RM400 on public relations which uses a personal blog that is 40%.

Budget Breakdown

Purpose	Price	Percentage
Advertising	RM 300	30%
Sales Promotion	RM 300	30%
Public Relation	RM 400	40%
Total	RM 1,000	100%



9. Thanks to Client

We would like to express our deepest appreciation to the client for being very helpful and supportive in contributing their time, energy and hard work to make this campaign a success. Through all the strategies that have been set up, our team would humbly say that the objectives of this campaign will be accomplished. Our aim is to monitor and ensure that this campaign reaches the target audiences in the best way possible.

As a conclusion, through this paper, we can get to know how to plan an IMC campaign and run the campaign for the restaurant business. We learned how to construct a survey from scratch and initiate an effort to search the customers through social media. We have learned that the internet provides tremendous information and guidelines to plan an advertising campaign and with the help of our instructor, Dr. Aida Mokhtar, we have been able to construct a doable IMC campaign.

References:

Abbasi, A. S., Akhter, W., & Umar, S. (2011). Ethical issues in advertising in Pakistan: an Islamic perspective. *World Applied Sciences Journal*, 13(3), 444-452.

Alom, M. M., & Haque, M. S. (2011). Marketing: an Islamic perspective. *World Journal of Social Sciences*, 1(3), 71-81.

Ghirvu, A. I. (2013). The AIDA model for advergames. *The USV Annals of Economics and Public Administration*, 13(1 (17)), 90-98.

APPENDIX

1. Posters





CHINESE NORTHWEST YUMMY SNACKS

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IIUM EDU CAFE

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chinese_food.edu.iium