

# CU YUM YUM

YUM YUM Project by Heartful Organization aims to help restaurants in universities' canteen cope with the significant sales drop that resulted from the COVID-19 pandemic. We will start with Chulalongkorn University from June to December 2022 under the name CU YUM YUM.

## INSIGHT FOUND FROM RESEARCH

- CUNEX, Instagram, Instagram story, YouTube, and video content is the main media channels and type that reach to Chula students directly
- Students miss the “friends” and “university vibes” from the canteen
- What they dislike about the canteen are the “hot weather,” “crowdedness,” and “uncleanliness”
- Not being able to come to class is the biggest barrier to overcome

## OBJECTIVES



- To raise awareness of CU YUM YUM among Chula students
- To stimulate positive attitudes among target audience towards Chula canteens while changing pre-existing negative image about Chula canteens
- To convince the target audience to come eat in Chula canteens and to order food from restaurants in the canteens



## TARGET AUDIENCE

### Demographics

- Chulalongkorn University Students
- Age: 18-25
- Currently in Bangkok

### Psychographics

- Values friendly price food
- Values a variety of food

### Behavioral

- Enjoy hanging out with their friends
- Use social media frequently throughout the day

### Media Use

- Main Social Media: Instagram, Twitter, YouTube
- Chula Media: CUNEX

## COMMUNICATION SOLUTION

### Big Idea



We aim to make Chula canteen more than just a place to eat, but a place to hang out with friends, while enjoying university vibes

### Mood & Tone

- **Friends:** Reminds students of atmosphere when they're with friends
- **Fun:** Shows liveliness and fun vibes
- **Happy Nostalgia:** Makes them recall about happy memories they have in university

Duration: 6 months

# COMMUNICATION STRATEGY

## BUILDING AWARENESS

- Create interactive content on social media with weekly Instagram story games
- Publish KOLs' original content on CU YUM YUM



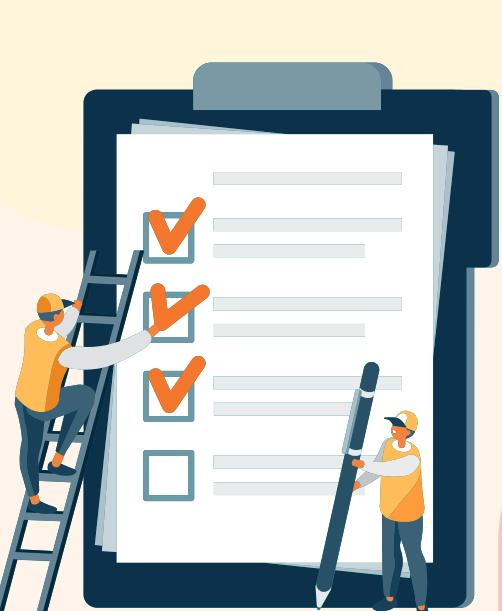
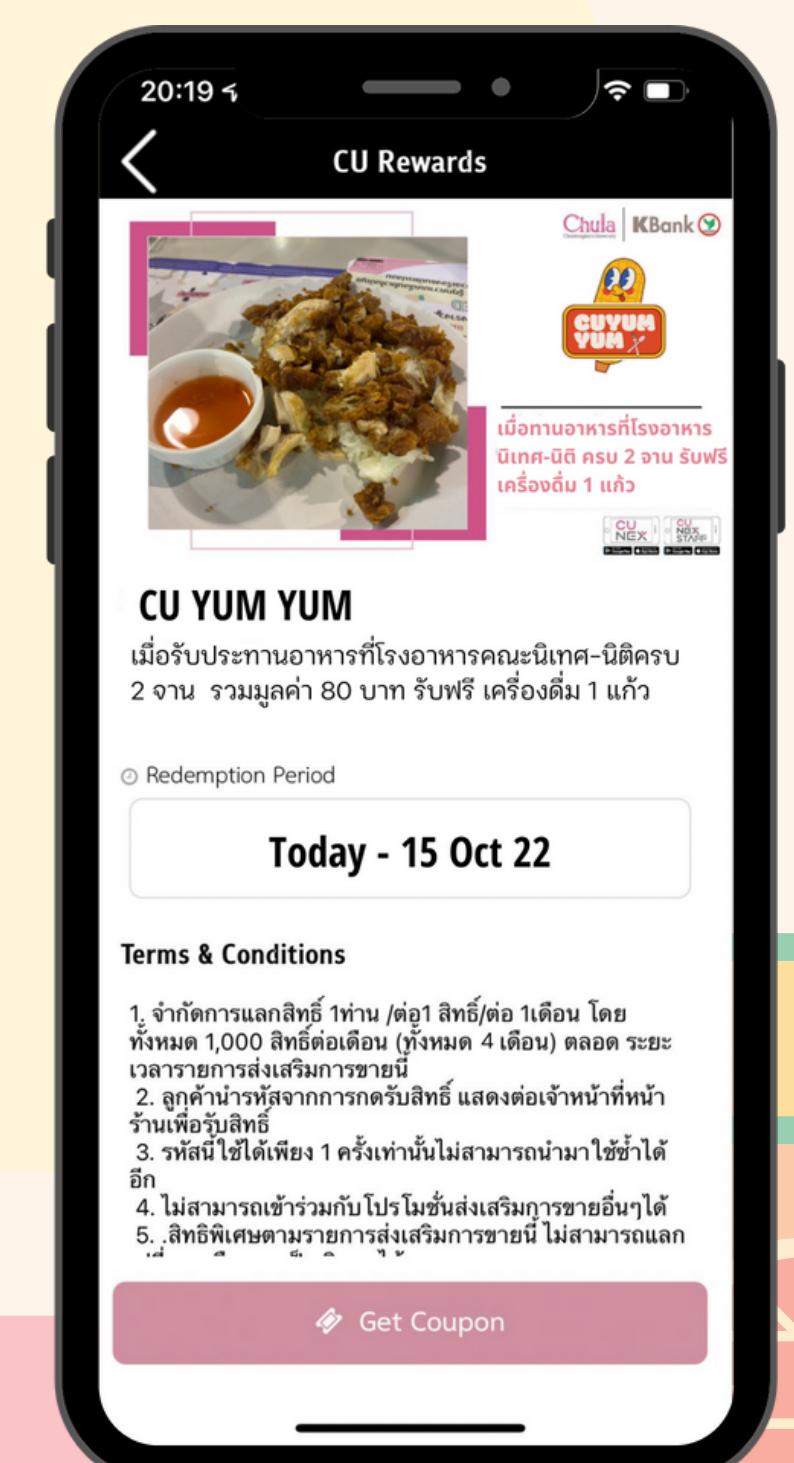
## CHANGING ATTITUDE

- Incorporate university vibes on social media to stimulate nostalgia
- Present new image of Chula's canteen for being clean and safe
- Communicate that canteen is suitable for many occasions, not just classes



## STIMULATING ACTION

- Organize monthly events under big idea "Food and Friends"
- Apply sales promotion through offline events to drive more traffic with CUNEX Loyalty Program



**STORE**

## EVALUATION PLAN

- Instagram reach, likes, engagements
- Student Attitude Survey before and after the campaign
- Event participants, traffic
- Percentage of sales increase