



# Grandy's Pinto

HEALTHY FOOD IS THE NEW MEDICINE

A food-delivery service brand owned by EDL company which aims to improve the overall health of elderly living in Thailand by offering personally curated, and nutritionally sufficient meal plans with the close help of health professionals.

## RESEARCH INSIGHTS:

The majority of Thai elderly has health problems and worry about their daily food consumption

Currently, there is no food business that is specialized for the elderly in the market. Moreover, the majority of healthcare food services in general are only provided in hospitals or health institutions at the moment.

Doctors emphasize that nutritional diets contribute as much as 70% when treating health problems or illnesses

Many adult children lack full knowledge about nutritional food and don't have time to take care of their parents.



## CAMPAIGN OBJECTIVES

1. To educate Thai people on the importance for elderly to have a proper diet with sufficient nutritional values
2. To generate a positive attitude towards Grandy's Pinto as a crucial professional solution to improve elderly's diet
3. To introduce a convenient, food-catering delivery service that prioritizes and improves the health and well-being of Thai senior citizens

### Target Audience (Those who buy our service)

- ◆ Early Gen X - Late Gen Y
- ◆ Age 30-50 years old who:
  - Have busy life schedules
  - Don't have time to take care of their parents' diet on a regular basis
  - Values good quality of product/services

### TARGETS



### Target Market (Those who will actually use our service)

- ◆ Elderly age 60-80 years old who:
  - lack cooking skills
  - need special, nutritional diets according to their health issues

## ★ SOLUTIONS

- To take care and improve the daily food consumption of Thai elderly with personally curated and nutritionally sufficient meal subscription plans
- Menus are specially designed by health professionals

# DESIGN

## MOOD AND TONE

Light Green  
#E9EEC5

Bright Green  
#8EC291

Dark Green  
#2A5D45

Orange  
#E87E47

## Typography

FONT LIST:

English

Kollektif

Glacial Indifference

Thai

เอพิซี ซัมเจค

พร้อม (Prompt)



## PRODUCT MOCK UP



## COMMUNICATION STRATEGY

Duration: 12 months (June 2022 to May 2023)



### PHASE 1

Jun - Sep, 2022

**TO EDUCATE THAI PEOPLE ABOUT THE IMPORTANCE OF HAVING PROPER AND SUFFICIENT DIETS FOR ON THE ELDERLY'S HEALTH**

How:

1. Livestream and YouTube uploads of the talk by doctors and nutritionists
2. "Little do we know" viral video released, highlighting the significant improvement an elderly could have when consuming the right diet (Before & After)

Channels:   



### PHASE 2

Oct, 2022 - Jan, 2023

**TO GENERATE A POSITIVE ATTITUDE TOWARDS GRANDY'S PINTO AS A CRUCIAL PROFESSIONAL HELP TO SEEK FOR**

How:

1. Launch Grandy's Pinto website: provide the target audience with any useful and important information before subscribing to the service
2. 'Grandy's Pinto serves you with love and care' video documentary: The step by step of how Grandy's Pinto designs, prepares, and delivers a meal to our customers' homes
3. Promotional posts and ad boosts for the upcoming 'Grandy's Pinto launching event'

Channels:    



### PHASE 3

Feb - May, 2023

**TO GENERATE SUBSCRIPTIONS FOR OUR ELDERLY FOOD DELIVERY SERVICE**

How:

1. Grandy's Pinto launching event: a crucial point of contact with target audience and target market and persuade them to subscribe to Grandy's Pinto service
2. Giveaway activities (win a chance for free Pinto box)
3. Loyalty program: Customer earns point for every subscription to redeems for discount
4. Discount for Grandy's Pinto 1-year birthday

Channels:    

## CONCLUSION

In conclusion, our ultimate aim is to improve the overall health of elderly living in Thailand by offering personally curated, and nutritionally sufficient meal plans with the close help of health professionals.

With this in mind, we hope to expand beyond Bangkok to other provinces where elderly population is concentrated and become an extra helping hand for both adult children and elderly all over Thailand in the future.

## TEAM MEMBERS

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