

東山 菠蘿龍眼蛋糕

Dong Shan Longan Pineapple Cake

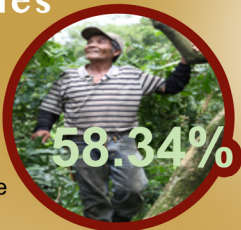
by Dream-Maker Social Enterprise

Health, Love & Good Fortune to all!

Global Immersion I
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Process, Benefits & Stories



58.34% of them in county are farmers. Your purchase helps to give them financial security.

BRANDING & DESIGN

Objective:

to make Dong Shan community the focus with the name "Dong Shan Longan Pineapple Cake" and stories about the people, the community, the process, health benefits, meanings and tours.

contact info with QR code.

Product of Taiwan



The colours and heart symbols used in the new logo, slogan and design emphasize love, health, good fortune in Taiwan, Japan & South Korea! The financial and social benefits of purchasing the product must be used on literature in package and website. (Chinese, Japanese, Korean & English languages)

Ingredients & Meanings

龍鳳酥 LONG FENG SU



CHARACTERISTICS OF JAPAN MARKET

- ♥ Brand names and quality are important
- ♥ Advertising & explanation of products are valued
- ♥ Social causes awareness
- ♥ Online shopping is very popular



CHARACTERISTICS OF SOUTH KOREA MARKET

- ♥ Brand names & attributes are important
- ♥ Social media is enjoyed
- ♥ Blog recommendations sought before purchase
- ♥ Non-domestic products curiosity & interest are high



TARGET & DISTRIBUTION

Objective:

to reach as many people as we can (with focus on youths and older consumers) in places where people gather for leisure or recreation.

1. We want to target mainly coffee shops, tea shops & convenience stores.
2. These places are dynamic and highly frequented in Japan and South Korea.



PROMOTION & ADVERTISING

Objective:

to promote and advertise products online and on social media platforms in Japan and South Korea with focus on online influencers.



Promote in famous blogs like **NAVER** (South Korea) & **Yahoo Blog** (Japan).

Work with South Korean & Japanese YouTubers like **Korean Brothers & Ikehata Leina**, who is based in Taiwan.

