

CREATIVE BRIEF ON THE IMPLEMENTATION OF GOOGLE AND META ADS FOR NIKKEI RAMEN-YA

TO: Nikkei Ramen-Ya

FROM: Alma Mirani

DATE: December 12th, 2024

Project Overview

- **Client:** Greg Masuda, founder of Nikkei Ramen-Ya. <https://realramen.ca/>
- **Key Contact:** Alma Mirani Gulrajani, (778)-318-8501, almamirani@gmail.com
- **Deliverable:** Implementation of Google and Meta Ads for Nikkei Ramen-Ya to increase brand awareness and promote its frozen ramen pucks.

Project Background

Nikkei Ramen-Ya is a family-owned business that seamlessly blends Japanese culinary traditions with modern Canadian innovation. Starting in Courtenay, BC, the brand has grown into a provider of premium ramen experiences, offering both in-restaurant dining and frozen ramen products. With authentic, locally sourced ramen offerings, the company has positioned itself as a premium brand, delivering products like ramen kits and frozen pucks that prioritize convenience without sacrificing quality. Despite its unique product, Nikkei Ramen-Ya struggles with brand recognition and low sales outside of its core markets, due to insufficient marketing initiatives and online presence. Currently, Nikkei Ramen-Ya faces challenges in expanding its reach because it lacks an online ordering system on its website and limited partnerships with grocery stores or delivery apps. Hence, taking this into consideration, the company can use Google Display Ads and Meta Ads to increase visibility of its frozen ramen pucks by effectively communicating it as a convenient and premium ramen option (*Appendix C*). These ads will direct users to a store locator page or an order placement page for restaurant-based pickups. It will serve as a way to connect with target segments and drive awareness in underserved markets. Based on thorough analysis, the following situational factors have been identified as key to achieving success with this deliverable (*Appendix A*):

- The business's footprint is limited to Vancouver Island and a few grocery stores in Metro Vancouver, requiring expanded partnerships and digital strategies.
- There is potential for a dedicated e-commerce platform to offer direct-to-consumer sales nationwide.
- There is increasing demand for convenient, high-quality frozen meals paired with the effective use of social media to boost engagement.

Project Objective

- **Overall Goal:** Drive awareness and sales of Nikkei Ramen-Ya's frozen ramen pucks in targeted markets through digital advertising.

- **SMART Objective:** By July 2025, achieve a 20% increase in website visits and a 15% uplift in frozen ramen sales at grocery stores through targeted Google and Meta ad campaigns.

Target Profile

- **Target segment:** “Open Explorers”- (Ian persona, 16.7% of surveyed respondents).
- **Segment Description:** Ian is an individual who cares about what he puts in his body. He is willing to pay more for a better product, as ingredients are important to him. He frequently shops at premium grocery stores such as Thrifty Foods.
- **Key insights:**
 - The “Open Explorers” are made up of individuals who are familiar with Nikkei Ramen-Ya’s frozen ramen but hesitant to purchase. This segment frequents Thrifty foods as their main grocery store of choice. However, they do not eat it frozen ramen consistently (less than once per month).
 - This segment values good ingredients and taste above all else. They pay attention to product's ease of preparation, organic ingredients, and overall nutrition. Nikkei Ramen-Ya fits their wants and needs by offering authentic flavors, high-quality ingredients and convenience.
 - Their purchase decision criteria revolves around word-of-mouth, social media, and in-store visibility. They are open to purchasing frozen ramen at an \$18 price point.

Brand Profile

- **Positioning statement:** *“FOR Ramen Enthusiasts, Nikkei Frozen Ramen is a premium, easily-preparable frozen meal WHICH PROVIDES the only true restaurant-quality ramen experience at home, with rich, authentic flavors and handmade textures, UNLIKE Crafty Ramen, WHICH PROVIDES an approachable, convenience-focused ramen option at a more affordable price point.”*
- Nikkei Ramen-Ya offers premium frozen ramen products crafted for individuals seeking authentic, high-quality meals that are quick and easy to prepare.
- With rich broths, handmade noodles, and locally sourced ingredients, Nikkei solves the problem of compromised quality in the frozen meal category. It delivers a premium dining experience at home, making authentic ramen accessible and convenient for everyone. Some key benefits include:
 - Each product is made using traditional Japanese techniques to ensure the highest quality taste.
 - Frozen pucks are designed to be ready in minutes, providing a hassle-free, restaurant-quality experience at home.
 - It includes locally sourced and preservative-free ingredients highlighting the company’s dedication to freshness and sustainability
- **Desired brand character:** Nikkei Ramen-Ya embodies authenticity and premium quality while remaining convenient and easy to prepare.

Key Insights & Considerations

- **Competition (Appendix B):** Direct competitors for Nikkei Ramen-Ya include premium frozen meal brands like Crafty Ramen and Franklin Food Lab. While these brands offer a

lower price and variety, Nikkei differentiates itself with its focus on authentic Japanese flavors and the use of locally sourced, high-quality ingredients. Unlike these competitors, Nikkei prioritizes taste, nutrients, and convenience over broader product differentiation.

- **Recent Metrics:** Nikkei Ramen-Ya currently has limited digital presence. Its Instagram account has moderate engagement and followers, and the company lacks a dedicated e-commerce platform. Most sales come from in-store purchases and word-of-mouth recommendations, underscoring a need for stronger online marketing initiatives.
- **Results from past initiatives:** Previous campaigns have focused on grassroots approaches, leveraging Instagram to highlight the craftsmanship and quality behind Nikkei's products.
- **Supporting elements:** To improve its digital reach, Nikkei Ramen-Ya should use Google and Meta ads targeting "Open Explorers" and "Ramen Enthusiasts". These ads should highlight premium quality and convenience through engaging visuals and concise messaging. Collaborating with local influencers can further boost visibility and credibility, strengthening market presence and awareness.

Messages

- **Key Message 1:** Nikkei frozen ramen pucks bring restaurant-quality ramen to your home with rich, authentic flavors and handmade textures in minutes.
- **Key Message 2:** Indulge in the authentic flavors of Japanese ramen, carefully crafted to deliver premium taste and unmatched convenience in every serving.

Desired Results

- **Desired Action:** Customers should visit the website, engage with digital ads, and purchase Nikkei Ramen-Ya's frozen pucks in-store or online.
- **Desired Customer Feel:** Customers should feel excited and reassured knowing they are choosing a premium, authentic product that delivers convenience and restaurant-quality taste at home.

Budget, Timing & Metrics

- **Budget:** Google Ads average \$2.00/click, while Meta Ads average \$1.50. Overall the total budget would be \$35,000 (10,000 clicks per platform).
- **Timing:** Ads will be planned in April 2025 and launched in May 2025, with performance continuously optimized based on audience feedback and response.
- **Metrics:** Success will be tracked through web traffic, conversion rates, social media engagement, and sales growth both online and in stores.

Mandatories

- **Requirements:** Use of Nikkei Ramen-Ya's logo and incorporation of the brand's color palette. All statements should match with the company's positioning, and brand's tone and voice. Inclusion of product images.
- **Legal / regulatory considerations:** Adherence to digital advertising guidelines and platform specifications.
- **Approvals:** All elements within the campaign should be approved by Greg Masuda.

Appendices

Appendix A – SWOT Analysis

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> • Fresh, preservative-free ingredients from local sources. • Authentic ramen, combining traditional Japanese techniques with local flavors. • Unique ramen kits and pucks, standing out from frozen and mass-produced alternatives. • Established presence in Vancouver Island. 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> • Limited market reach compared to national brands like Crafty Ramen. • Lower brand recognition outside of Vancouver Island. • Disconnect in consumer understanding regarding the product's value and quality.
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • Expanding distribution to national retail grocery chains like Crafty Ramen to increase visibility across Canada. • Leveraging health trends for clean-label, preservative-free products. • Expand its online presence by boosting interaction and gaining new followers. • Potential for a dedicated e-commerce platform to offer direct-to-consumer sales nationwide. 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Intensified competition in the premium frozen ramen market. • Seasonal fluctuations in ramen demand, with higher sales in colder months. • Consumer preference for established brands who have more considerable marketing budgets for discounts and promotions. • Nikkei Ramen-Ya's premium pricing may face challenges from more affordable alternatives.

Appendix B – Competition Matrix

	Good Taste	Familiarity	Price	Ease of Preparation	Nutrient Density
Nikkei Ramen-Ya	High	Medium	Medium	High	High
Kokoro Ramen	Medium	High	Low	Low	Medium
Franklin Food Labs	Medium	Medium	Medium	Medium	Medium
Crafty Ramen	Medium	High	High	Medium	Low
Ramen Raijin	Low	Medium	High	Low	Medium

Appendix B - Google and Meta Ads


 **Nikkei Ramen-ya**
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89 views
nikkeiramenya Taste the difference with authentic, scratch-made frozen ramen pucks 🍜.
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Nikkei Ramen-Ya

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Nikkei Ramen-Ya | Frozen Ramen Pucks | Order Now 10%

Bring the taste of Japan to your kitchen with Nikkei Frozen Ramen. Handmade noodles, rich authentic broths, and premium ingredients deliver the only true restaurant-quality ramen experience at home.



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