

Ramen Talk

The market strategy behind the high quality ready-to-eat ramen

April. 2021

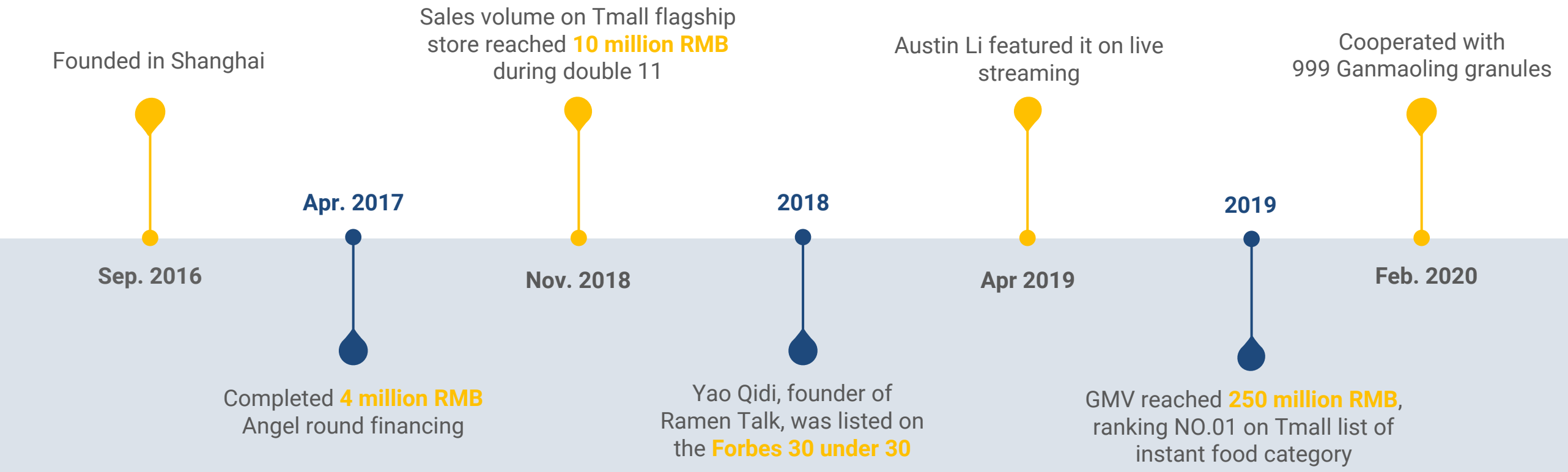


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Ramen Talk: Filled a market gap in the instant food industry

Ramen Talk makes instant noodles that can be compared to restaurant quality noodles, it also can be called “Restaurant-level instant noodles”.



Ramen Talk is keen on developing new flavors

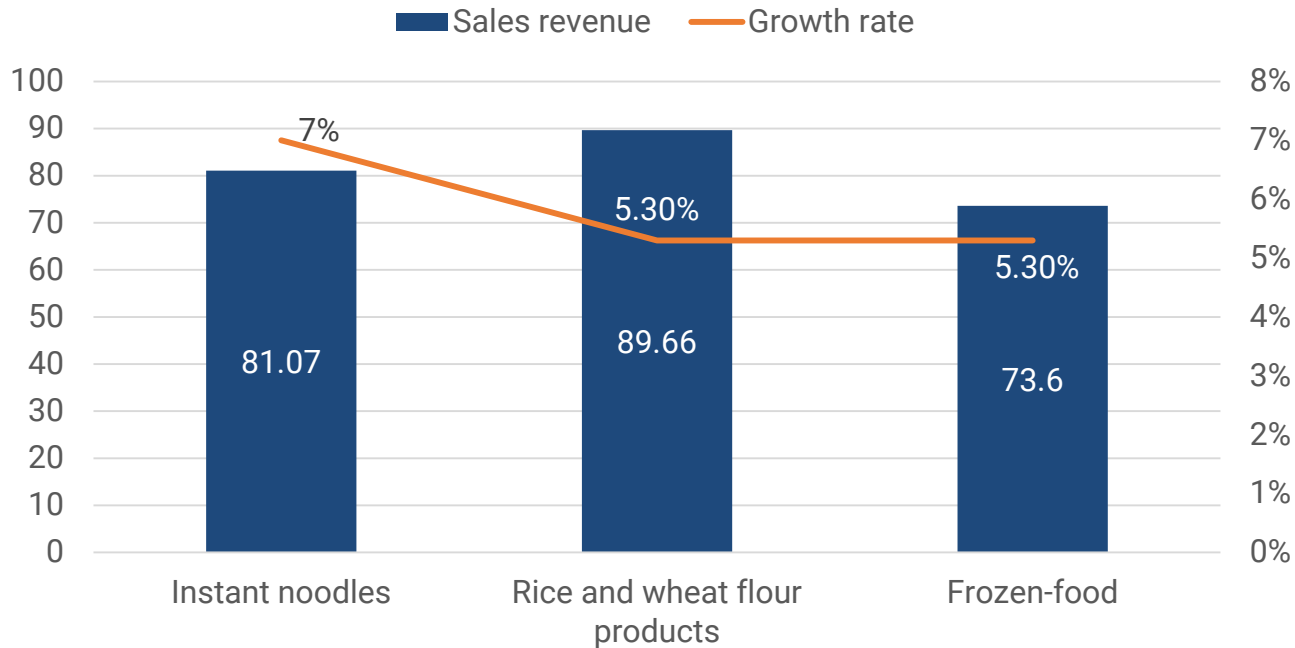
- Following Ramen Talk's concept, "Taste of home", the brand insists on using high quality ingredients, and is attentive to every detail.
- In addition to the traditional recipe, Ramen Talk also provides Udon noodles and snacks. The time in between each new product release is only a little over one month, which is much faster than traditional instant noodle brands. It brings a steady flow of new consumers to the brand.



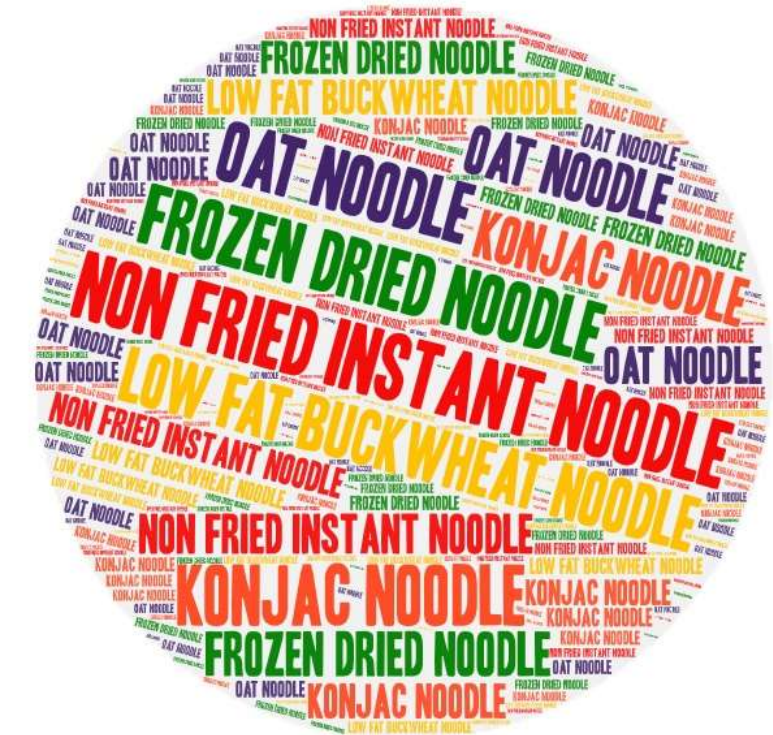
Strategy 1: Fill the market gap between convenient and premium food (1/2)

- In recent years, China's instant food market has entered a new period focused on health. Non-fried instant noodles rank NO.1 among all types of instant noodle.
- From 2018 to 2020, the market size of instant noodles has increased rapidly, especially after COVID-19.

Sales of the instant food on Tmall by categories
(million RMB, 2019)



Hot & popular instant noodle categories
(Online survey of CBNDATA with Chinese consumers)



Source: Ipsos, CBNDATA

Strategy 1: Fill the market gap between convenient and premium food (2/2)

Compared to traditional instant noodle brands, Ramen Talk innovates not only in noodle types, but also with taste and healthy ingredients. The brand is trying to build a healthy and premium image.

Type of noodles



Traditional instant noodle brands mainly provide fried noodles, which are considered unhealthy



Innovative noodle type: Non-fried noodles with a shelf life of 60 days because of less preservatives, which means it's healthier

Taste



Traditional instant noodle brands have limited flavor choices, and rarely have new options



New taste: Tom Yum goong, Pork tripe with chicken, which made noodles more "Restaurant-like"

Strategy 2: Mass promotion on live streaming (1/2)

- Compared with other instant noodle brands, the promotion of Ramen Talk on live streaming is extremely high.
- Ramen Talk live streams on nearly a monthly basis where they invite celebrities or KOLs to participate.
- In Apr. 2019, Ramen Talk first entered Austin Li's live streaming and sales volume reached **600k RMB** in 1 second. Ramen Talk has cooperated with Austin Li **7 times** in the whole year.

First appearance on Austin Li's live streaming room



Ramen Talk's live streaming data in 2019 (February – March)



Ramen Talk live-streamed with **450** KOLs



Held around **2,000** live streams in 30 days



The number of Ramen Talk's SKUs involved in all live livestreaming reached **88**

Source:ZHIGUA Data 知瓜数据

Strategy 2: Mass promotion on live streaming (2/2)

Ramen Talk focuses on social media platforms, omni-channel online marketing and overall KOL marketing, trying to cover consumer groups in different channels by using intensive circle-level marketing .

Major promotion channel

- Bilibili is the major promotion channel for Ramen Talk, where it introduces its products in details.
- In 2018 and 2019 Ramen Talk has cooperated with 338 KOLs for live streaming on Bilibili.

👁️ 20 million video views*

Bilibili



WeChat



WeChat content marketing

- In 2017 and 2018, Ramen Talk heavily promoted its products on WeChat.
- Average views on WeChat articles reached over 20k
- Ramen Talk writes articles about latest activities and products. It also introduces some co-brand activities.

👁️ 100k exposure*

Short video platforms

- In 2020, only in 1 month, 13 KOLs with over 1 million followers mentioned Ramen Talk.
- Searching for “ramen” in Douyin, the weight of “Ramen Talk” is much higher than that of “ramen”.

👁️ 500 million exposure*

Douyin



Xiaohongshu



Second-time promotion platform

- Most content on RED are product reviews and sharing product details.
- Some content was related to Austin Li’s live stream, for example:
Noodles recommended by Austin Li
Ramen Talk, evaluated by Austin Li

👁️ 10k searching results

Weibo



KOL promotion channel

In 2020 Ramen Talk has cooperated with 7 Top KOLs with 10 million followers on Weibo.

👁️ 10 billion exposure*

* Exposure and video views data are as of 2020

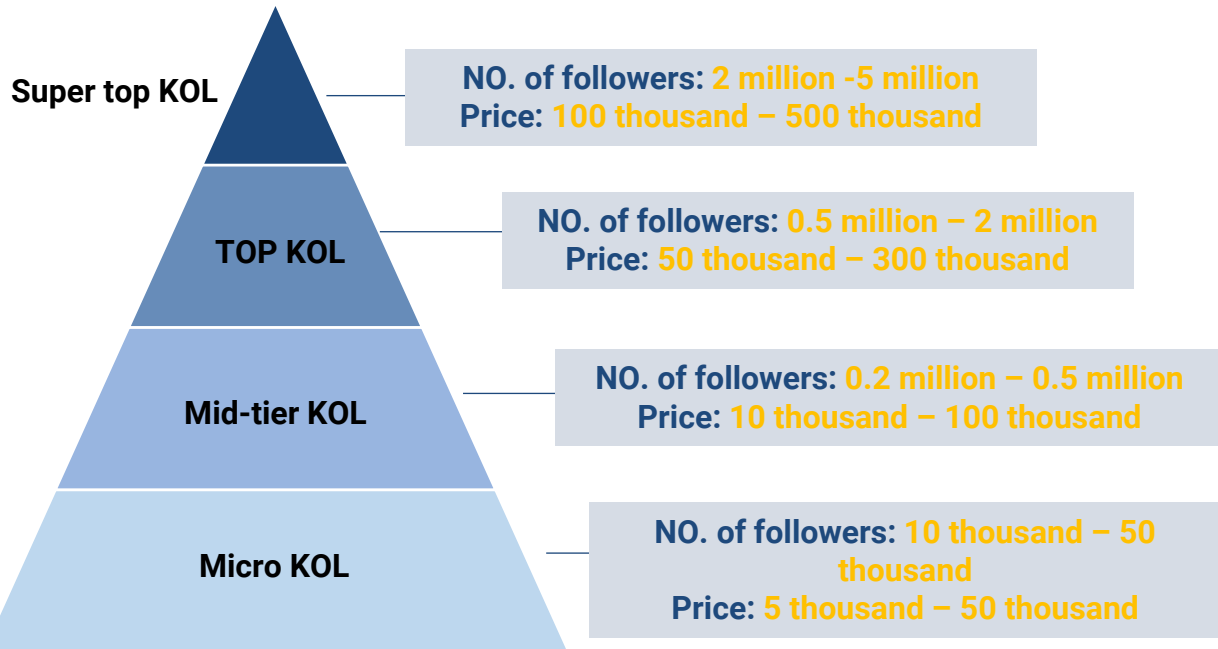
Strategy 3: Right content and KOLs on social platforms (1/2)

In terms of choosing KOLs, Ramen Talk has its' own strategy: strictly screen the KOLs' content, qualities and engagements with their followers, each step with more criteria.

Step 1: Preliminary screening KOLs

3 criteria

- Budget
- The number of followers
- Through official KOL cooperation platform



Step 2: Further screening

Ramen Talk chose KOLs not only based on the number of followers, but also the following 4 criteria:

- Video views / the number of followers should > 0.5
- Likes and comments should outnumber shares.
- The demographic of the KOL's target audience should fit Ramen Talk's target consumers.
- A high degree of fit between the KOL's style and Ramen Talk's brand image.

挑食少女希瑞

Micro KOL on Bilibili

64 thousand followers on Bilibili



Less followers but high play volume

Video views / the number of followers > 0.5

3,385 Likes

246 thousand play volume

1,123 Forwards

More Likes than Forwards

Strategy 3: Right content and KOLs on social platforms (2/2)

Step 3: Content control

- KOLs content must be in the food category and not only discuss the product, but also highlighting the brand culture and brand concept.
- At the same time, Ramen Talk respects the KOL's personal style.
- The more natural, the more real, the closer to life, the better the feedback.



翔翔大作战
One of TOP KOLs on Bilibili
4.41 million followers on Bilibili

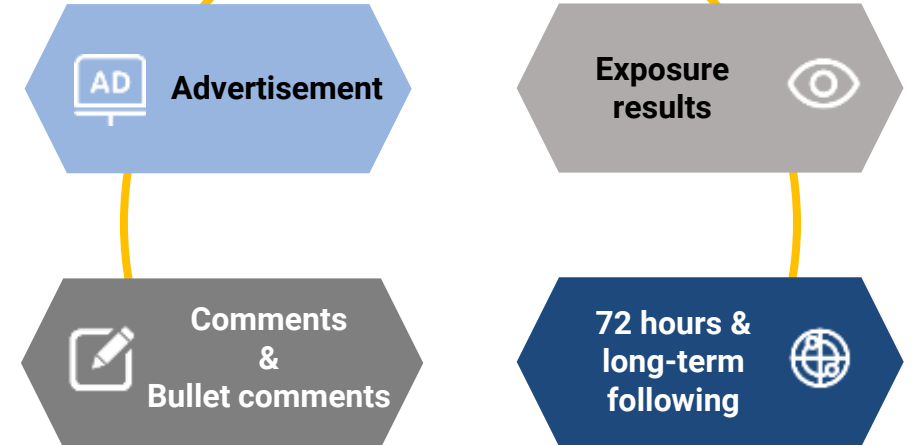


1,000 comments
934,000 views
2,457 bullet comments

Step 4: Campaign monitoring

Use bullet comments to advertise in KOLs' cooperated videos

Try to improve the exposure at all possible



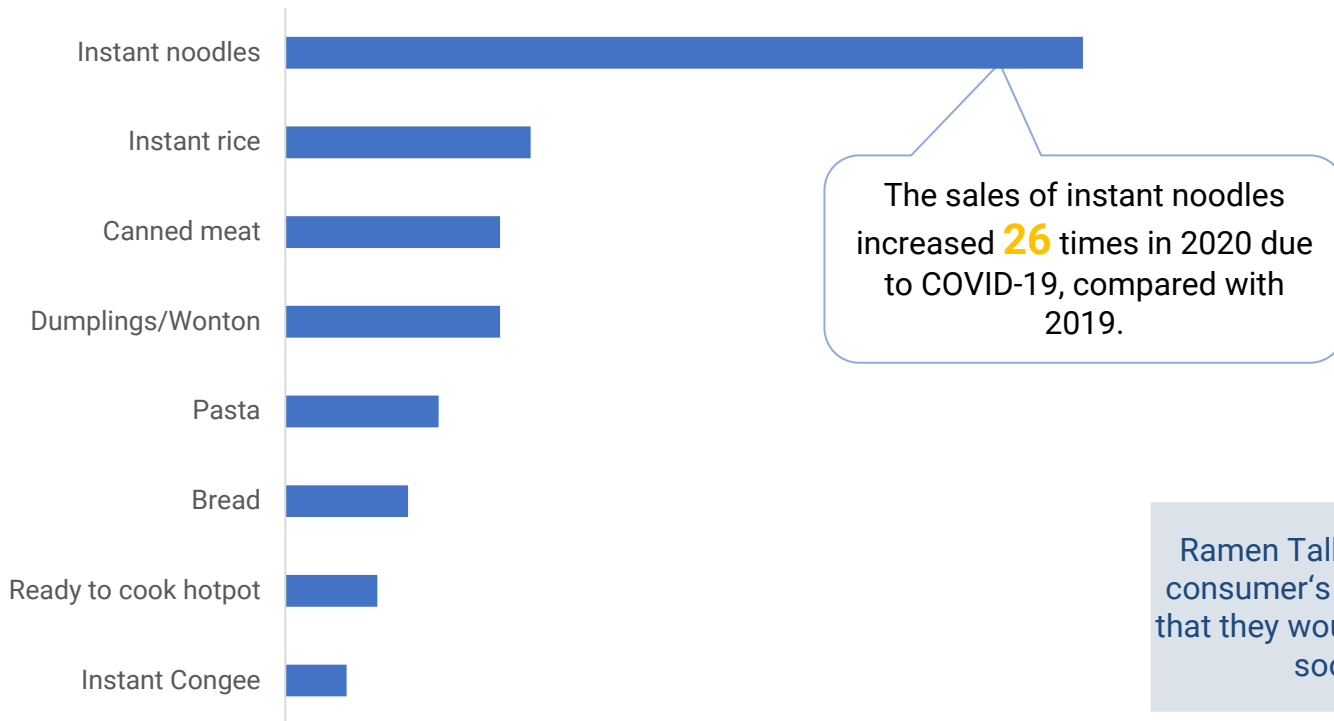
To check out if comments and bullet comments are positive

72 hours after posting, whether the times of play has achieved the recent posts' results

Strategy 4: Seize the opportunity in crises to gain more exposure

- During COVID-19, instant food became the fastest growing category on Tmall, of which instant noodles ranked NO.1.
- Ramen Talk makes decisions rapidly to cater to customers' new needs and reacts rapidly to customers' feedbacks. For example, 999 Ganmaoling granules is one of the hottest medicines during COVID-19. Ramen Talk co-branding with the brand in Feb. 2020 to gain huge traffic in a short time.

Instant food sales growth on Tmall by different categories (in 2020)

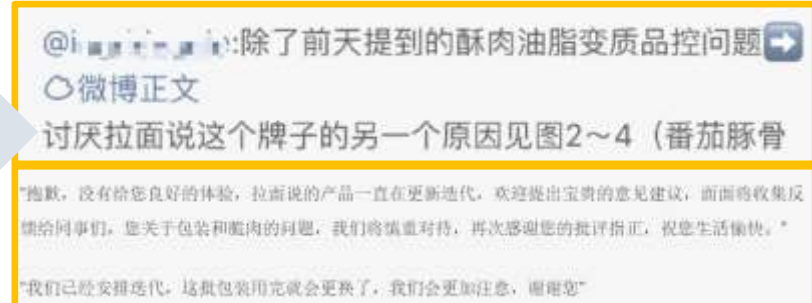


The sales of instant noodles increased **26** times in 2020 due to COVID-19, compared with 2019.



Co-branding with the medical brand 999 Ganmaoling granules in February 2020 during the COVID-19 outbreak.

Ramen Talk quickly replied to the consumer's complaint and claimed that they would improve products as soon as possible



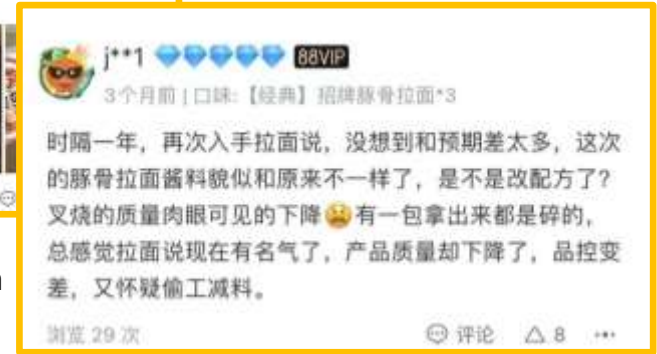
Source: Tmall Global

Pain points: Low margin, pressure on R&D and quality guarantee

- Live streaming gives a big discount to consumers, closing to ex-factory price.
- The outsourcing production makes it hard for Ramen Talk to guarantee the quality of its products, which customers have mentioned in complaints.
- In addition, Ramen Talk faces stress on R&D due to the high expectation to its outstanding taste from customers.



“ Hope that Ramen Talk can keep launch new taste, always with old taste is boring



“ The quality is different with the past, doubt Ramen Talk is doing shoddy work and use inferior material.

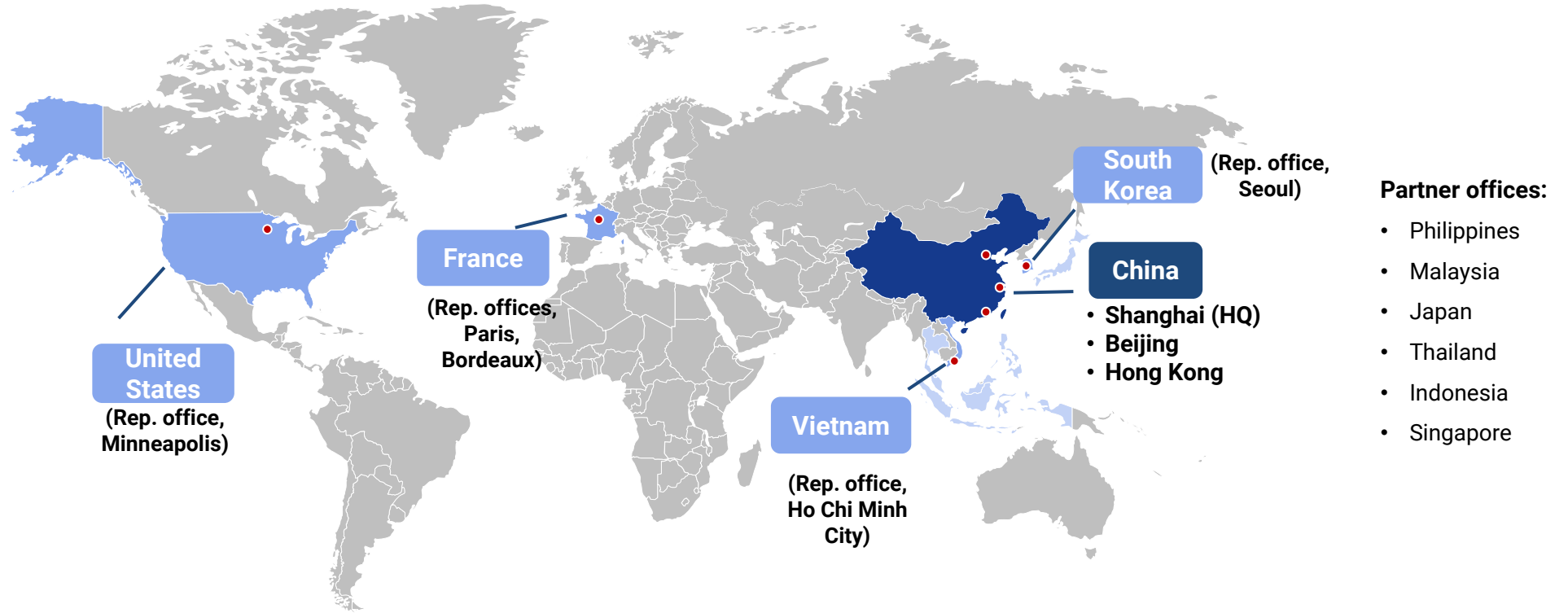
- # 缺配料# Lack of ingredients
- # 油脂太重# Too much oil
- # 过度包装# Over packaging
- # 建议换点新品# Increase the speed of R&D

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