



## Project: Global Marketer of Local Traditions

Eldage (傳耆) x HKBU Department of Marketing  
(supported by HKBU Service-Learning Mini-Grants)

MKTG3006 Global Marketing  
Selected Students' Work

# Project Aim

- *Global Marketer of Local Traditions*, is developed from an observation that our classroom-led and grade-oriented teaching approaches have limited students' opportunity to learn how to put theory into practice in their learning journey.
- The aim of this project is to empower students taking MKTG3006 Global Marketing to support the social enterprise, Eldage, to promote an introduction of one the local traditions (Hong Kong style key chain) into Korea, Japan, Thailand and Indonesia.
- The goal of this project is to achieve a student-centred pedagogical approach and to reinforce global citizenship. This include engaging students with naïve speakers from the four selected countries, innovate a product in the naïve languages of the selected country and design a series of advertisements in the naïve languages.
- This project wishes to address the social issue of Cultural Diversity and Social Cohesion in Hong Kong. It aims to cultivate local students an ability to appreciate and integrate cultural differences of people from diverse background

## Project Details

- What they students do?
  - Team leaders attended a workshop at Eldage
  - Students conducted focus group with naïve speakers from Korea, Japan, Thailand or Indonesia to provide a complete cultural profile for the typical consumer of the key chains in the assigned country
  - Students conducted background research of the assigned country, in terms of their demographic, political, economic, social and cultural environment
  - They designed two Hong Kong-style key chains in naïve languages
  - They prepared a global marketing plan for an introduction of these key chains to the respective country
  - They designed two advertisements in naïve languages



# Workshop in Eldage (17 Sep 2019)



# A snapshot of final output



# Korea



A key chain for capturing customers' happiness



A key chain for Luck and achieving our dreams



# Japan

## CAMPAIGN VISUALS



## BRANDING AND PACKAGING

Tagline: ストーリー彼の、あなたの、わたしの Story His, Yours, Mine

Idea: Japanese envelope (ご祝儀袋)

Mizuhiki (水引) is an ancient Japanese art form that uses a special cord. In Japan Mizuhiki is essential when formally exchanging gifts. "red & white" is used for celebrations



Japanese traditional pattern

Brand name

## Packaging

Bookmark



Keychain



The explanation, origin & a short story about the word '一期一会'

# Japan

**NEW!**

FRESH MILK SERIES  
**抹茶ラテ**

急いでスタンプを集めて、今すぐキーチェーンを受け取りましょう! 4つのバブルティーを購入すると、専用のキーチェーンを購入できます。

@cocoteusa /cocofreshteaandjuicencyc

**CoCo** 都可

香港風のキーチェーン

愛と接続! あなたとあなたのペットのための香港スタイルのキーホルダーです

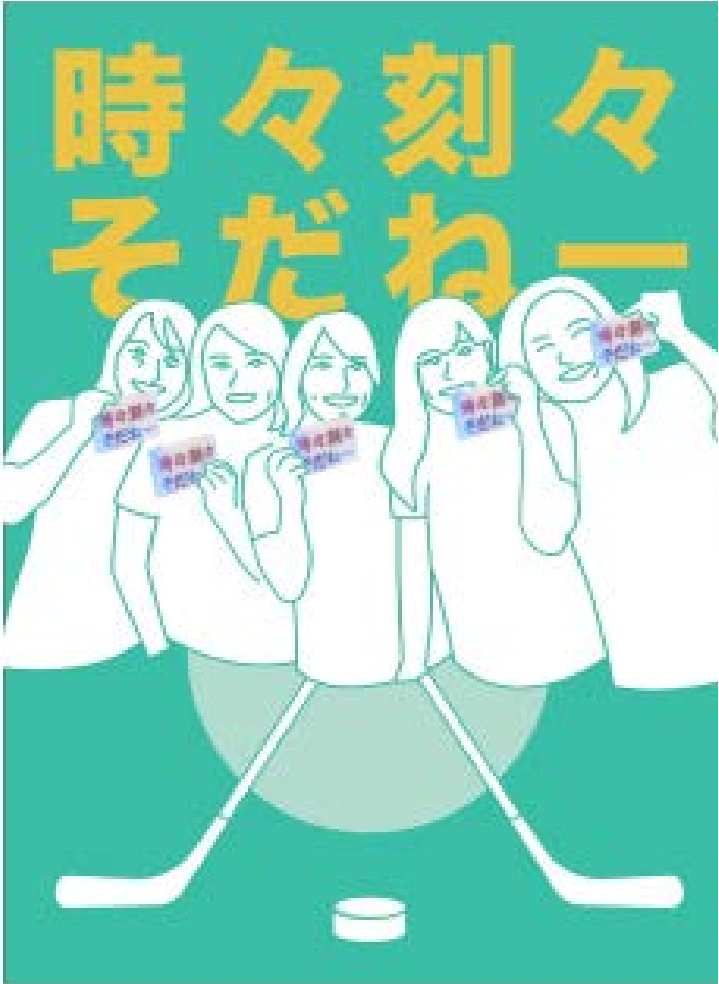
あきたいぬ  
**モモ**

PET PARADISE X ELDAGE



# Japan

1. Picture of Keychain



# Indonesia



Students conducted focus group with naïve speakers



# Indonesia

1.1 Pictures of the key chains



1.2 Advertisements of the Keychain

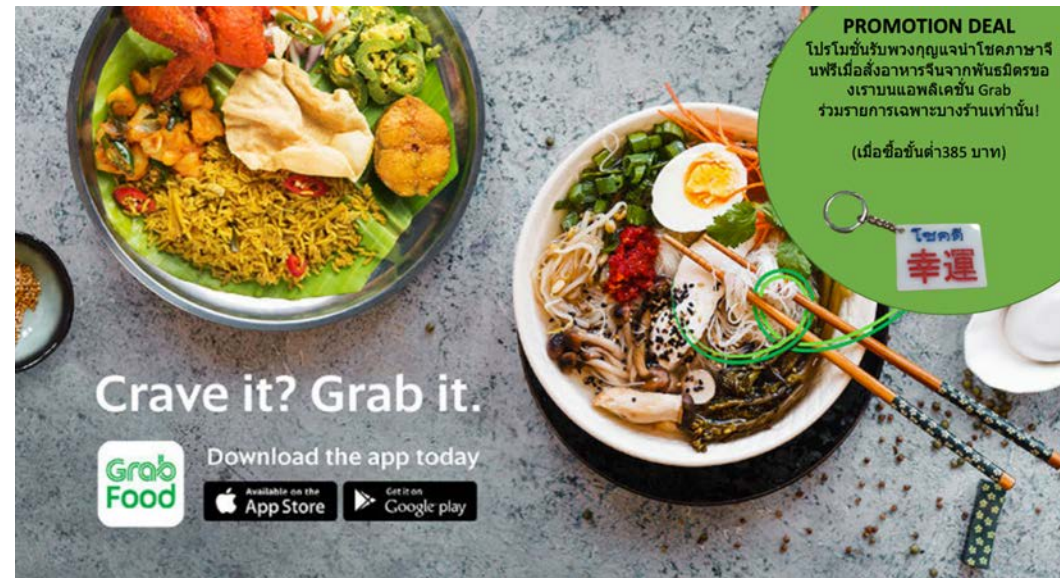


1.3 Photo record of focus group (5 people)



Students conducted focus group with naïve speakers

# Thailand



Students conducted focus group with naïve speakers

ELDAGE COMPANY

# Thailand

## I'M A REAL THAI

EXCLUSIVE KEY CHAINS FOR THAI



AND YOU?

# Thank You

For more information, please contact Dr Glos Ho at [glosho@hkbu.edu.hk](mailto:glosho@hkbu.edu.hk)