



Abico



Product Introduction & Features



Founder

蟹江一太郎 /Kanie Ichitaro/



We know that vegetables and fruits are one of the most important things for our healthy life and maintaining our health, but are we getting enough of them every day?

KAGOME 100% pure juices will answer that question.

Made with a wide variety of vegetables and fruits, this juice is sugar-free, salt-free, artificial-free, coloring and flavoring-free, making it one of the simplest ways to supplement your nutritional intake.

Product Introduction & Features

100%
Carrot&Grape
juice



100%
Carrot&Mango
juice



100%
Carrot&Orange
juice



100%
One Day Vegetable
juice



100%
Tomato Juice



100%
Carrot juice



100%
Carrot&Apple
juice

Product Introduction & Features



100% Carrot&Grape juice



100% Carrot&Mango juice



100% Carrot&Orange juice



100% Carrot&Apple juice



100% One Day Vegetable juice



100% Tomato Juice



100% Carrot juice

Product Introduction & Features



Jelly&Smoothie



Food Spices&Soup



Product Introduction & Features



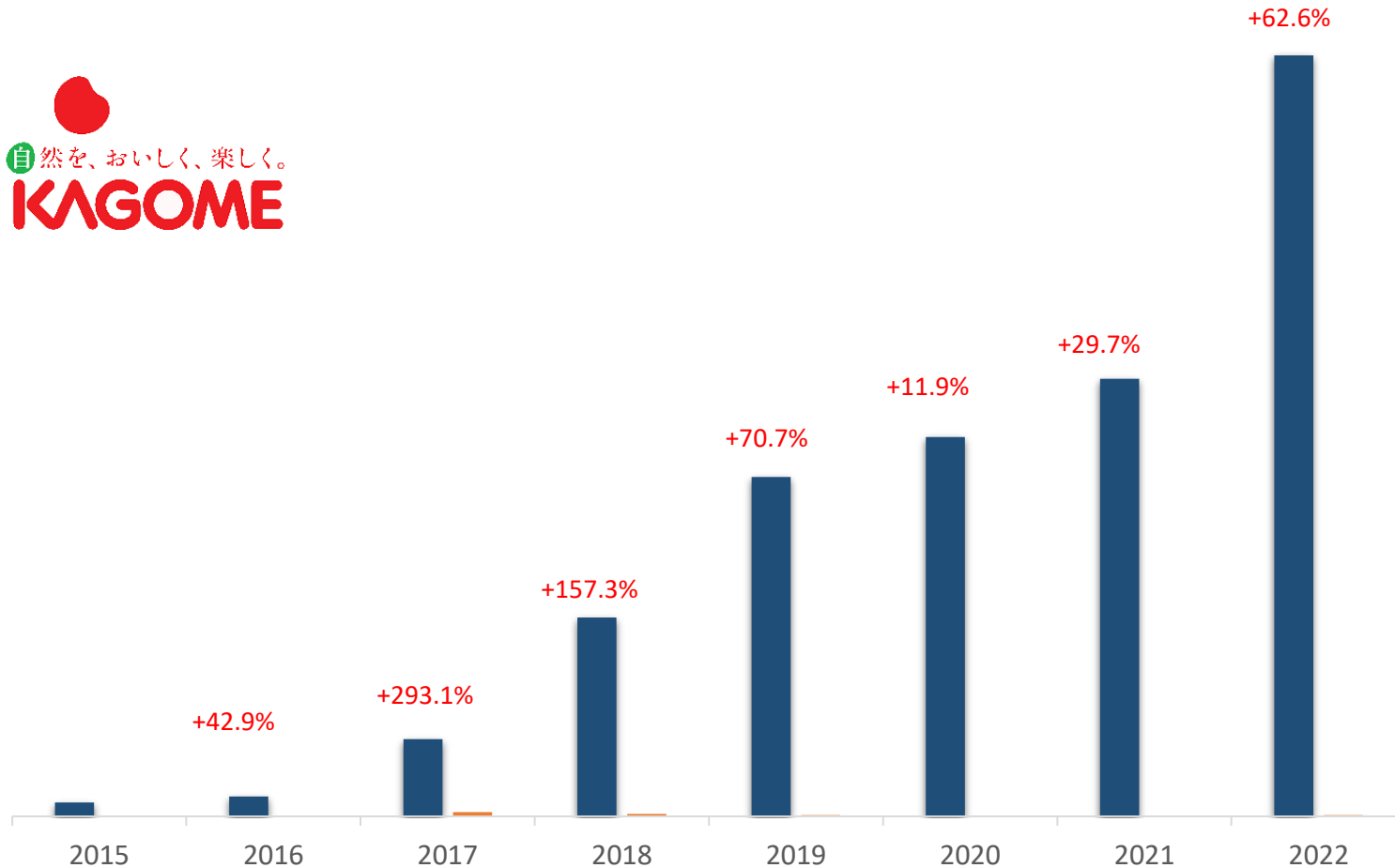
トマト	にんじん	ケール	プチヴェール	赤ピーマン	ほうれん草		
モロヘイヤ	ブロッコリー	レタス	セロリ	しょうが	紫キャベツ	赤じそ	よもぎ
チンゲンサイ	カリフラワー	クレソン	パセリ	かぼちゃ	アスパラガス	たまねぎ	ビート
だいこん	小松菜	紫いも	あしたば	はくさい	なす	グリーンピース	ごぼう



Sales performance (2015-2022)



Sales Value: Million Yen



Sales growth of Kagome Brand by Year

Market Leader



29.2%

2022 Year

Brand Awareness

96.8%

Marketing Strategy: in Mongolia

Recall Brand = SHELF OF SHARE = Brand Awareness

ATL

1. Influencer Marketing
2. Educational Content: Anti-Oxidant
3. Give education to children with positive information about Kagome

BTL

1. Re expand the shelf share
2. Event: Vege-check, tasting
3. Educate customer (product knowledge: training)
4. Consumer promo
5. Near main competitor

Marketing Strategy: Vege-Day event

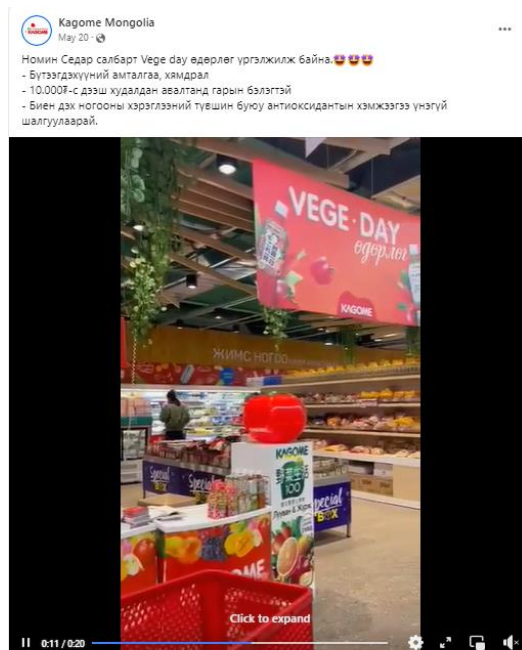
Place: Abico Store, Abico customer.

Purpose: Promote customer, Give Education to Consumer, Increase Sale



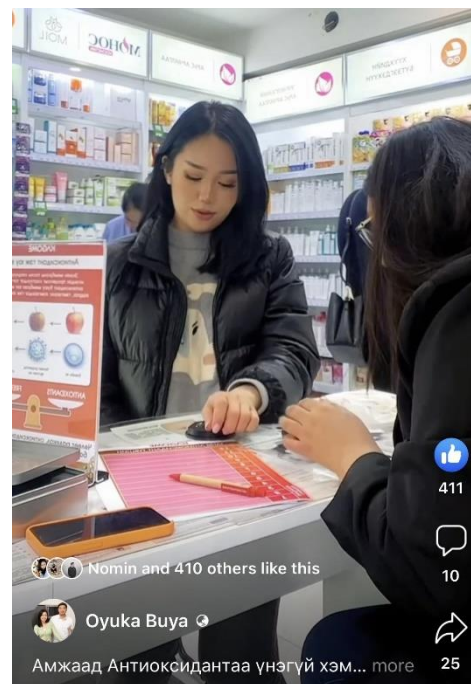
1,382 likes

On point:
 Vege check, POSM,
 Decoration, Tasting
 Activity, Lucky Draw



6 comments 9 shares

Social:
 Facebook Post



Influencer:

Oyuka Buva
 Personal blog · 119K followers

nomin
 611 Posts 121K Followers 858 Following



Vegechek : 3.500 consumers
Average: 4

Marketing Strategy: Tasting



Tasting: **80** events
26.000 consumers

Marketing Strategy: Special Displays



Expand shelf share

1. Special Displays in Supermarket
2. Expand the shelf share
3. POSM attracts consumer
4. Place the Kagome as many spot as possible: 3-5 one supermarket.
5. On point Sale: Consumer
6. Promote customer: Vegetable Fairies, Vegecheck event



Refrigerator



Near Fruit



Table



Special Shelf

Marketing Strategy: Training

Employee



Customer



Total: **72** training

Marketing Strategies: Social

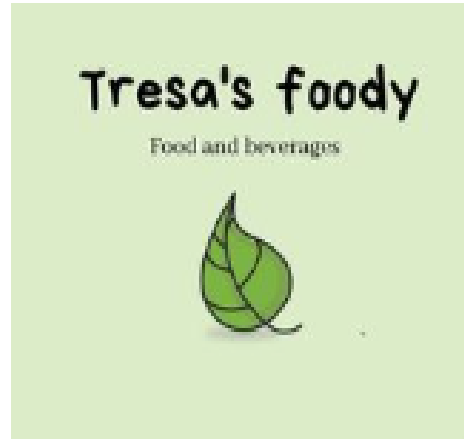


Kagome Mongolia
162K likes • 169K followers
(9%*)



f **119K** (6%*)
1 Reel Avg Like : 5K-18K,
Share: 300 -2000

(* means % vs total adult population of Mongolia)



f **128K** (7%*)
1 Video Avg View : 459K,
Share: 450

i **121K** (8%*)
1 Reel:

i **36.1K** (2%*)
1 Reel View: 25K

y **134K** (7%*)
1 video View: 134K-590K

Marketing Strategy: General activity

Promotion works of Kagome by chosen products

Tomato juice




One day vegetable juice



2. Marketing Strategy: General activity


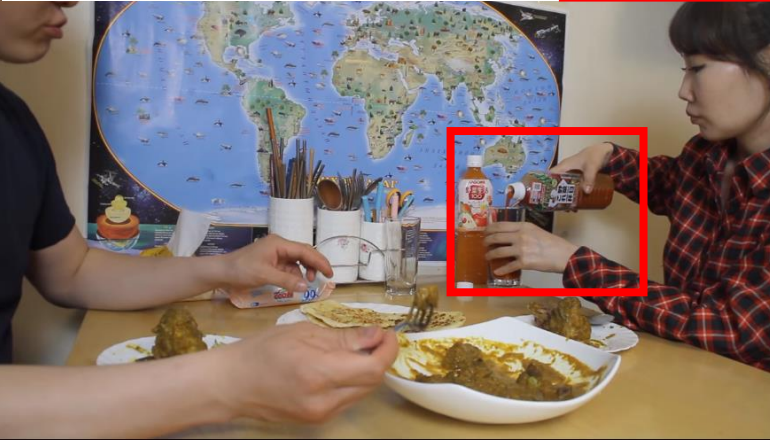
Kagome Brand's 100% tomato juice & 1 Day Vegetable



Нөхрийн хоол
TV show · 2.1 mi · Always open · **202K like this**



3.9K 167 Comment **148K Views**



ARTGER
445K subscribers · 304 videos
ARTGER is all about Food, Travel, Culture and People. We produce a variety of documentaries on these topics.
445K subscribers SUBSCRIBE



89,486 views · Dec 25, 2021 3K DISLIKE SHARE



Bayanmagnai Mask
661K followers · 360 following
661K followers



You, Nansalaa Tumur, Lucky Smile and 20K others · 936 Comments **523K Views**

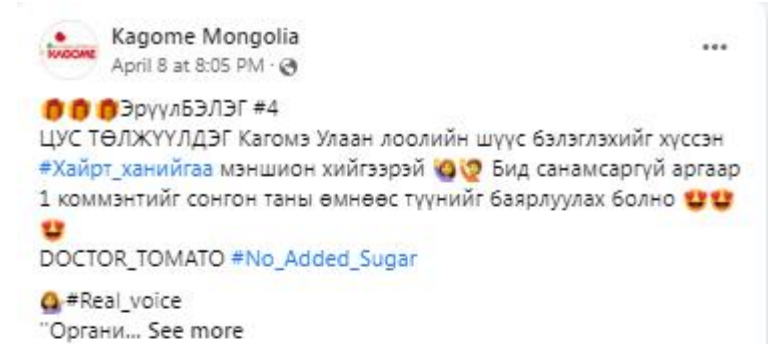
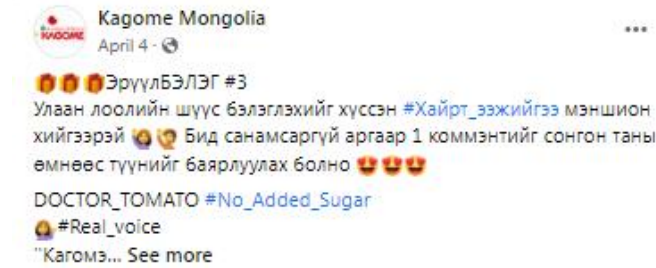


2. Marketing Strategy: General activity



#Healthy gift

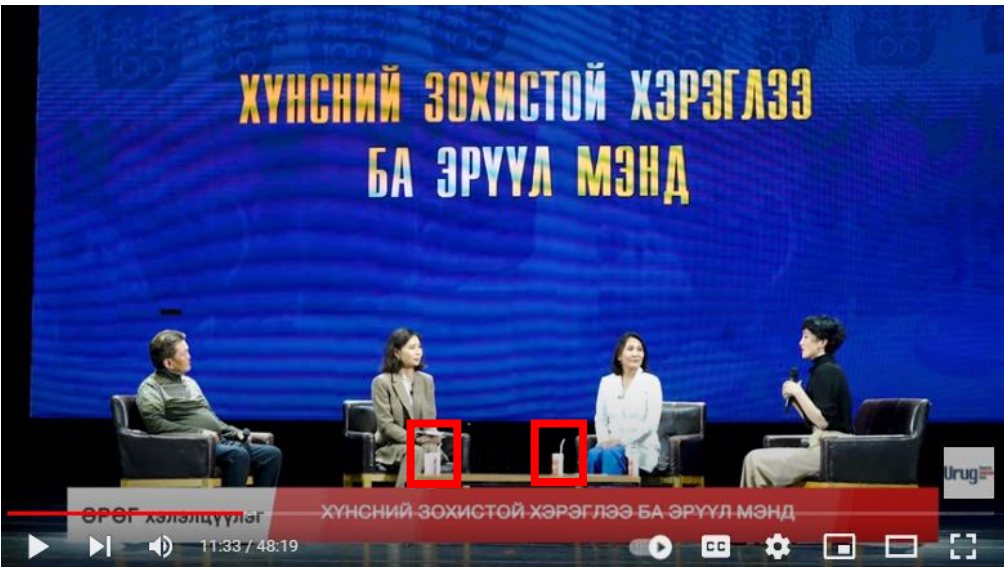
Under the Healthy gift motto we are posting employee photo's twice a week. Each post has its own catchword and we giving gift to randomly chosen comment writer.



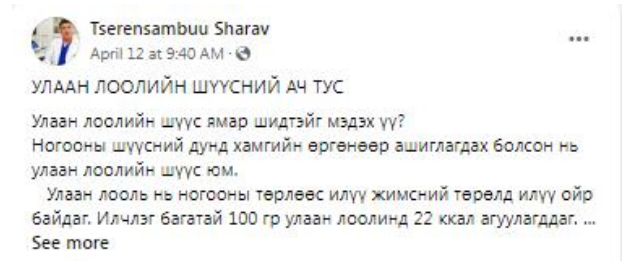
Marketing Strategy: General activity

“Urug Forum” on TV: proper food consumption and health

Guest: Grocer, Heart doctor, Mother of 4 children

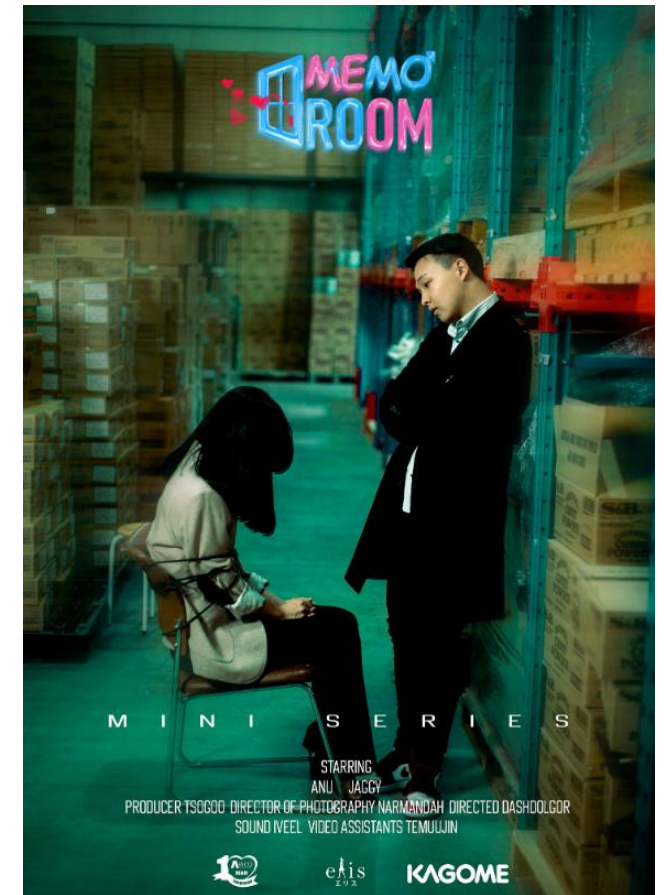


Cooperating with doctors: Write posts about benefits of Tomato juices for body.



269 2 Comments 125 Shares

Cooperating with Social Room content maker: Mini series with Red Tomato juice







269 2 Comments 125 Shares



Marketing Strategy: General activity





Total: 28 influencers around 30K-200K followers

 107k
 142k

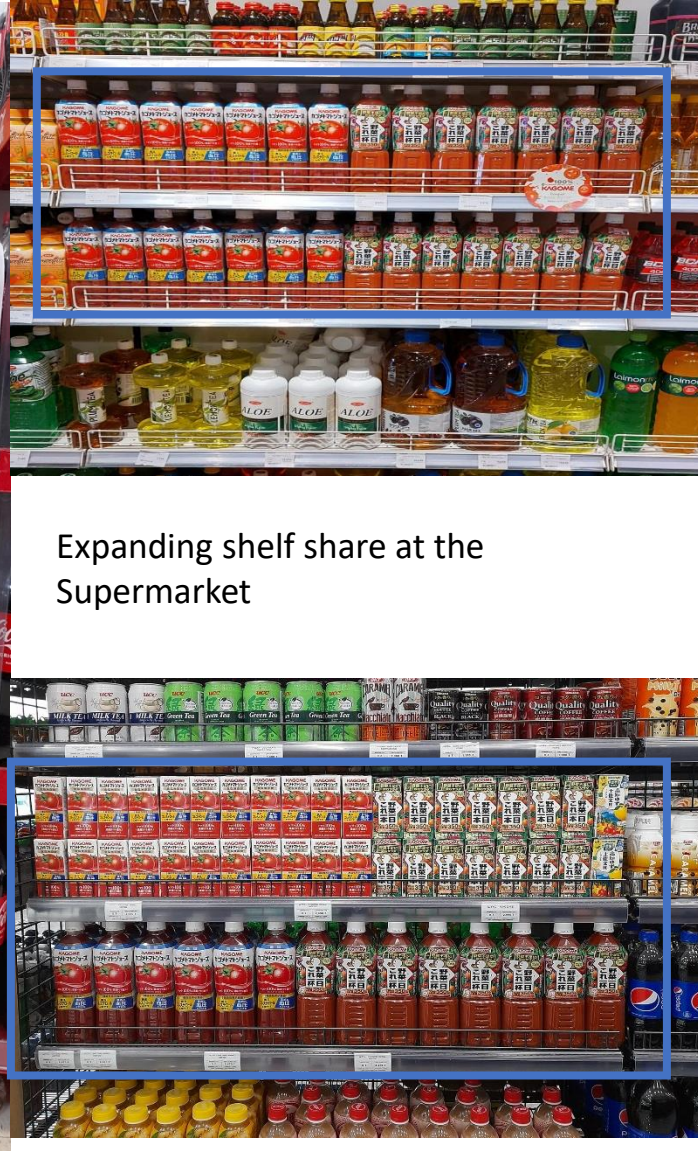
 56k
 7k

 204k
 182k

 205k

 33k
 66k

Marketing Strategy: General activity





**Thank you
for your attention**