

Ocean Empire

海皇粥店

30-year-old Brand Launches New Congee Pack with New-Gen 1QR Label

30年老字號推新包裝粥 以新一代1QR助攻



Background 背景

Ocean Empire introduces new congee pack to meet young customers' needs. Before that, they need to consider integrated marketing strategy to promote the products and engage the target customers.

海皇粥店新推包裝粥產品應市吸年輕客，須考慮如何全方位宣傳推廣新品及加強與顧客互動。

Solution 解決方案

The company decided to adopt 1QR, a new generation of GS1 QR code that integrates diverse information like product information, incentives, certifications, traceability and authentication details in 1 single code, on the new products.

公司在新產品應用新一代GS1條碼 - 1QR，是集多元化資訊於一身的QR碼，涵蓋產品資料、優惠、認證、追蹤溯源、防偽驗證等。

Benefits 效益

1QR is expected to increase customers' repurchase, boost market confidence with detailed information, connect offline and online traffic, while letting the company understand the market response to the new products.

1QR預期能增加海皇顧客回購率、以詳盡資訊增市場信心、打通線下到線上人流、並讓公司了解新品在市場的反應等。

Background

Specialised in traditional Cantonese congee, Ocean Empire is now operating 17 branches across Hong Kong and Macau today, trimmed from 30 locations at their prime time due to the pandemic. The company pivoted to focus on its takeaway business, by harnessing various food delivery platforms, while enhancing the quality and speed of its takeaway meals, which helps boost the income stream to account for almost 40% of the company's total revenue.

To diversify, Ocean Empire has developed instant congee pack business line and is planning to launch 3 series of congee, each comes with 3 different flavors. They include traditional Hong Kong-style like Sampan congee and congee with pork & century eggs; healthy style like congee with pumpkin, minced pork and quinoa; and Korean-style for youngsters like congee with Korean ginseng and chicken.

To assist promotion and customer interaction, the company has decided to adopt the new generation GS1 barcode - 1QR.

1QR - Encouraging Repeat Purchase

Expect to be launched at the Hong Kong Brands and Products Expo 2022, the Ocean Empire's products are designed with 1QR on the package, allowing customers to buy products online again with ease, using mobile phone scanning function.

With the same QR code, the company can launch different promotions at different times, by simply updating on the back-end system. Customers can see the latest offers which helps drive traffic and even sales to its online shop.

背景

以廣東粥品為主打的海皇粥店在高峰期間有超過30間分店，但受疫情嚴重影響，現時在港澳兩地尚餘17間分店。公司其後投入更多資源於外賣生意，包括善用外賣平台，並加強員工對外賣出品品質及速度，令外賣生意比例大幅增長至收入約4成。

海皇粥店也開發了包裝粥產品，有3類共9款即食粥包，包括港式地道系列的艇仔粥、皮蛋瘦肉粥；針對注重健康顧客的南瓜肉碎藜麥粥；適合年輕一代的韓式風味 - 韓式人參雞粥等。為方便宣傳及加強與顧客互動，公司在新產品應用新一代GS1條碼 - 1QR。

1QR - 鼓勵新客回購

海皇粥店將於2022年工展會上率先推出新品，包裝已附上1QR標籤，讓「食過番尋味」的顧客日後只需以手機簡單掃描，便可連到網店再次購買。

公司亦可利用同一QR碼，在不同時間推出不同新優惠，只需在後台系統簡單更新即可。顧客看到最新優惠資訊，有助增網店人流、促銷售。

“ Ocean Empire uses special ingredients to produce the new lines of instant congee pack, at our international standard-compliant production lines. Sterilized with high temperature, they can be stored for up to 1 year in normal condition. With 1QR, shoppers can easily get these details and buy with a peace of mind

海皇粥店選用獨特食材、在符合國際標準的生產線上製作包裝粥，並經過高溫消毒，確保在室溫下可儲存一年。顧客以1QR便能輕鬆閱覽這些資料，便買得安心、食得放心。 ”



- Siu Chor Kee, Founder of Ocean Empire
- 海皇粥店創辦人蕭楚基

Reinforce Market Confidence

Upon scanning, 1QR shows the company's diverse information such as certification, nutrient values, authentication and traceability details as applicable. Particularly useful to food, cosmetics and skincare, drugs and healthcare products, consumers can see clearly the country of origin, direction of use and other info, providing better references and stronger confidence at point-of-sales.

Support Marketing

By putting 1QR on advertisement, merchants can extend beyond the limited ad space with in-depth messages, connecting and interacting with consumers from offline to online thus arousing purchase intention. Shoppers usually share with relatives and friends for reviews, expanding the word-of-mouth effect.

Free for Members

Free for GS1 HK members, the 1QR is automatically generated on BarcodePlus product information platform when creating product barcode. Ocean Empire is going to access the scan data on the system to understand better its consumers' behaviour and pattern.

添市場信心

1QR亦會顯示公司的證書認證、營養價值、真偽驗證、追蹤追溯等資訊，這對食品、化粧品護膚、醫藥保健品特別有用，讓消費者能詳閱來源地及用法等，作為選購時的參考，提升對產品的信心。

助營銷宣傳

商家可將1QR放上廣告，在有限空間內提供多元化資訊，與消費者互動並連繫線下線上，增加購買慾；而瀏覽人士會與親友分享或問意見，更提升口碑傳播的機會。

會員免費用

GS1 HK會員可免費在BarcodePlus產品資訊平台上，自動生成1QR使用。海皇粥店亦會在系統上獲取掃描資料，以便掌握消費者行為及模式。



“ As we are planning to list our products on different e-commerce platforms, we believe '1QR' can help engage more customers and encourage repeated purchases. We can also check the scan activities in real-time to analyse market responses and adjust our strategies accordingly. 我們打算將產品在不同電商平台上架，相信1QR能增加顧客與我們互動及重覆回購機會，同時公司也可查看掃描紀錄、分析市場反應，作出適當策略調整。 ”



- Siu Chor Kee, Founder of Ocean Empire
- 海皇粥店創辦人蕭楚基

Benefits

1QR helps Ocean Empire meet the new retail landscape:



Engage consumers and offer detailed information with a simple scan



Connect offline to online and drive sales



Free marketing tool with offers and potential word-of-mouth effects

效益

1QR為海皇粥店迎來新零售格局：

消費者以簡單掃描與品牌互動、獲得詳盡產品資訊

連繫線下線上、帶動銷售

免費營銷工具助推優惠、促使口碑傳播

GS1 standards used or solution (s) / service (s) used

- 1QR
- Global Trade Item Number (barcode)

應用的GS1標準或方案/服務

- 1QR
- 全球貿易貨品編碼 (條碼)

About the Company

Ocean Empire (Group) Co. Ltd., a traditional Cantonese congee specialty chain restaurant, is established in 1992 and is known for its freshly-made food and hygienic practice, comfortable and tidy outlet environment, as well as its commitment to quality and caring services. It is also the first “Five-S Principles”-certified chain restaurant in Hong Kong.

公司簡介

海皇粥店(集團)有限公司於1992年創立，主要經營傳統廣東粥品，以食品新鮮衛生、店舖整潔舒適、品質至上及待客至誠見稱，更是香港第一間取得「五常法」管理系統認可的食肆。



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