

THINK ASIA



# CASE STUDY

## THINK ASIA AIRPORT EXPERIENCE

The Ultimate Asian  
Food Journey

## About

# THINKASIA

AIRPORT EXPERIENCE

THINKASIA • BUBBLZ • HAWKER BAR  
The Ultimate Asian Food Journey

If you're a business traveller getting ready for the day ahead, jetting off to see friends and family, or just taking a well-earned break. The Think Asia Airport Experience is there to take you on a unique Asian culinary journey with something for everyone's tastes.

## MARKET REVIEW

Despite the impact the recent COVID pandemic had on air travel, the IATA is optimistic that passenger numbers could double to 8.2 billion by 2037 and that, on average, 50% of passengers will eat and drink at the airport.

With a growing focus on wellbeing looking set to continue. Whether it's flexitarianism, intermittent fasting or the popularity of plant-based protein, the opportunity for restaurants to test the market and present diners with innovative menus is helping them win customer loyalty.

Along with this, Airports, restaurants and food courts are busy adapting their food and beverage offerings to cater for a new generation of tech-savvy consumers who want diverse, high-quality products at affordable prices with ease.

For many air travellers, their experiences begin and end at the airport, and F&B can help create a unique sense of a place and differentiate the experience. Therefore, it is vital that the creativity of restaurateurs in meeting new requirements with experiences that leave a lasting impression on guests is a must.

## Company Background

Founded in 1997, the Think Group initially focused on three key market segments - Airport "traveller opportunities", Hospital locations and CBD sites. Today, they solely concentrate on traveller opportunities through their various Adelaide and Melbourne Airport locations with their Think Asia, Hawker Bar and Bubblz Tea brands.

As a dynamic-driven group, they have invested heavily in their store design & refurbishments, cooking technology and customer service.

As a company, they firmly believe its people are core to their business and are embraced at every level, not just by the senior management team. As a company, they put their employees first because they believe that attracting, hiring, and nurturing the right people sets their businesses apart.

# THINKASIA

## AIRPORT EXPERIENCE

Where Every Meal Is An Experience

## The Role of CSMG

Once the Think Group decided its primary focus would be Traveller Opportunities, CSMG was appointed to create a brand proposition and an ongoing communications strategy that could be seamlessly integrated across all Adelaide and Melbourne Airport locations.

## Brand Position

To enable the Think Group to define its brand proposition, it was vital that there was a synergy among the individual outlets and that together, they should deliver a clear and concise brand message, so the Think Asia Airport Experience positioning was created.

The Think Aisa Airport Experience brand proposition is all about delivering a unique Asian food journey both in terms of individual menus and the eating experience. From 'eating on the go' to casual dining to fun beverages, Think Asia offers value in terms of the price you pay and the food in your dish whilst always promoting a healthy alternative.



# COMMUNICATIONS STRATEGY

Prior to CSMG presenting the proposed communications strategy to the Think Group, it undertook extensive competitor and consumer research in both Adelaide and Melbourne airports. By compiling this research, the CSMG team could define where the TAAE proposition would sit within the competitor landscape and clearly identify its target audience.

## Think Asia Airpot Experience

Target Audience



## Brand Offer

Once the target audience had been identified, CSMG set about defining the individual brand offering;

- **Think Asia - Grab & Go**
- **Hawker Bar - Casual Dining**
- **Bubblz Tea - Complimentary Brand**

## Communication Strategy

Using the information identified within the competitor and customer analysis, CSMG was able to create an ongoing communications strategy that would reach the customers throughout various touch points, and these include;

## COMMUNICATION STRATEGY

# THINKASIA

AIRPORT EXPERIENCE

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BAR  
The Ultimate Asian Food Journey

## TAAE Corporate Identity

To maintain a sense of belonging for each of the individual brands operated by the Think Group, CSMG created an overarching, all-encompassing Think Asia Airport Experience corporate brand identity.



## Website Development

To convey the overall TAAE brand proposition and reinforce the individual brand offerings, CSMG created a multi-functional website that not only conveys the individual brands and what they stand for but also dovetails into the various back-end food delivery platforms, enabling customers to place and pay for their food orders online.

## Social Media Marketing

To support the overarching TAAE proposition and the individual brand offerings at Adelaide and Melbourne airports, CSMG has created various social media initiatives and campaigns that continue to run across multiple platforms.

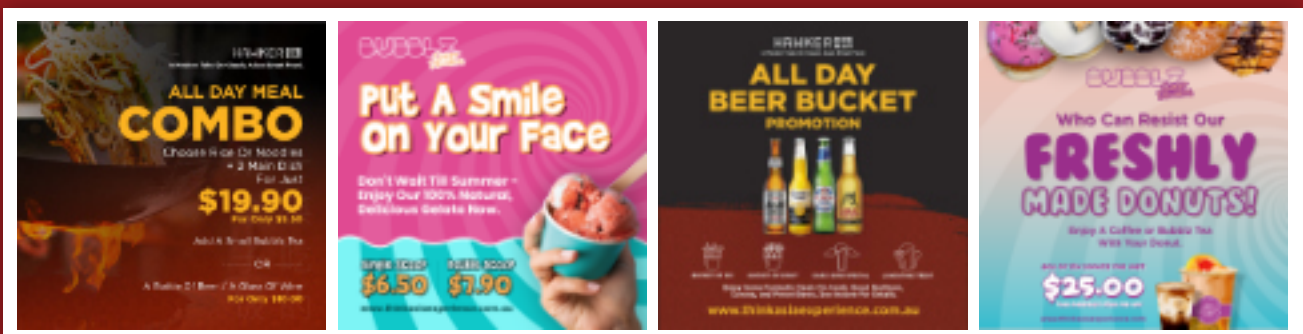
## OOH Poster Campaign

With the opening of Hawker Bar at Adelaide Airport, CSMG created a digital OOH poster campaign that ran both within the airport and along major travel routes to the airport.



## On-Going Promotional Campaign

With the F&B offering at Adelaide and Melbourne airports being incredibly competitive, continuously offering the customer something new is critical to the success of the individual TAAE brands. As a result, CSMG has developed an ongoing promotional calendar designed to keep the individual brands firmly on top of the consumer's mind.



## New Product Launches

To ensure the TAAE brands are continually perceived as a serious alternative to many of the mainstream brands that serve the individual airports' F&B offerings. CSMG works closely with the Think Asia management team to develop a communications strategy to support new product launches. Most recently, these have included an Asian breakfast offering for Hawker Bar, freshly made donuts and a 100% natural Gelato offering for Bubblz Tea.



## Contactless Ordering

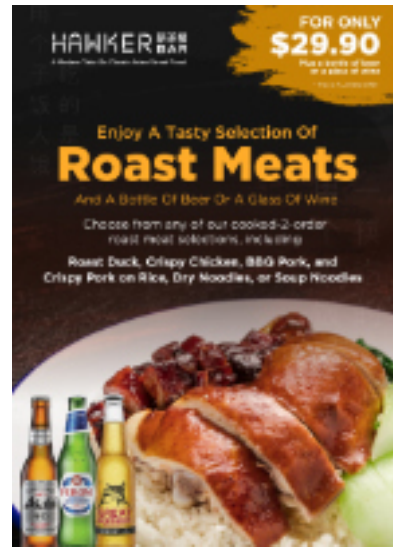
The opportunity for contactless ordering is now more than ever having an increasing role in the restaurant customer service offering. As a result, TAAE and CSMG have worked with several of the leading suppliers of EPOS and Order At Table providers to create a Contactless Ordering process.

Based on individual and unique table QR codes, customers can save time by ordering directly from their phones. The system also allows respective outlets to upsell and cross-sell additional food and drinks along with promotional offers instantly and effortlessly.

# THE RESULTS

As the result of an aggressive through-the-line communications strategy being developed by CSMG, the Think Asia brands now reach some **38 million potential customers** and whilst sharing confidential weekly sales results in this document is not possible.

CSMG can confirm that there has been a week-on-week sales uplift, as reported by the individual brands across all locations. This can be directly measured against the activities developed and undertaken within the ongoing communications strategy.







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