

gingfood

*EAT.*

*SHARE.*

*EARN.*







gingfood

# TABLE OF CONTENTS

## 01 ABOUT US

Share the value, vision and mission of GingFood.

## 02 HOW IT WORKS

Explore the unique business model of GingFood and see how GingFood helps restaurateurs and foodies.

## 03 EXPOSURE

Media Exposure and partnership of GingFood.

# 01 ABOUT US

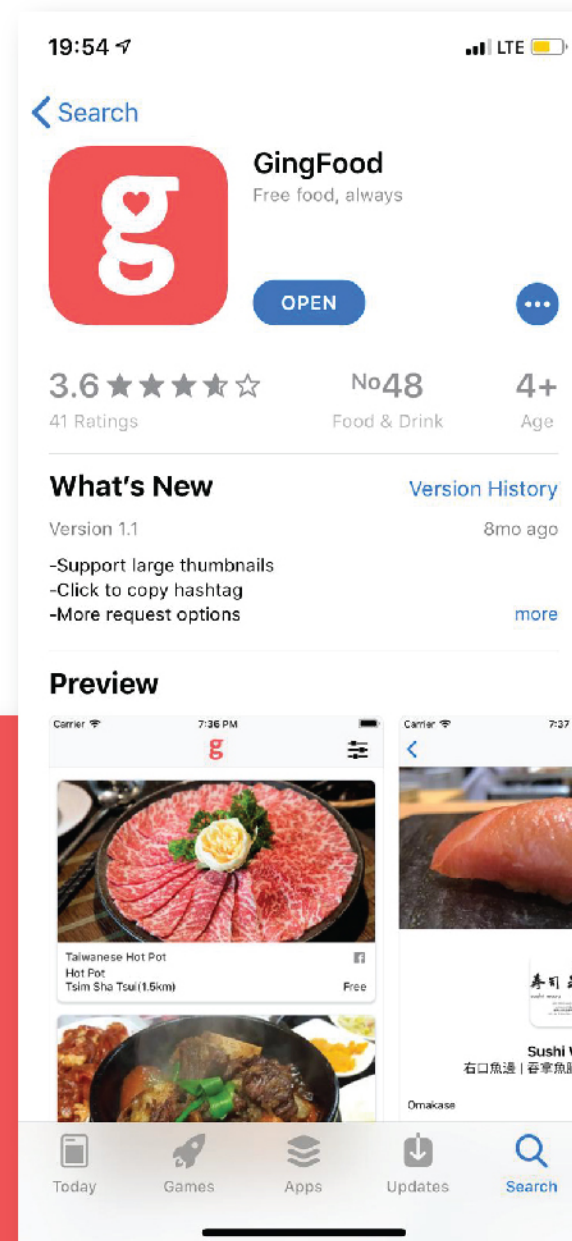
## 公司簡介 Introduction

GingFood 是首個以「\$0廣告費」提供試食推廣及神秘顧客調查平台，自2017年成立於香港，以獨創商業模式，打著「免費午餐」旗幟，期間已合作餐廳超過300間。平台上的試食專員 (GingFoodie)數目已達10,000名，以自動化流程，產生70,000宗試食活動。

平台根據餐廳要求，自動化配對給符合背景資格的GingFoodie，並以獨特的演算法保障高質素GingFoodie能優先申請試食，精準動員，令營銷成效最大化。GingFoodie亦需要根據食物及服務質素等評分，同時達到推廣及意見收集之用。

GingFood is the first platform to reimburse users to have an experience at specific restaurants. This provides the opportunity for restaurants to create buzz and promotion at a guarantee of at least a 100% return in sales. GingFood was founded in Hong Kong since 2017 providing a unique business model. Over the years, 300+ restaurants have joined our platform. The idea of being reimbursed to try out a restaurant has drawn the attention of the 10,000+ users (GingFoodies) with 70,000+ completed claims on our mobile app.

Our mobile app matches qualified GingFoodies with the right restaurants based on pre-set demographics using one of the world's most advanced algorithms developed by our in-house IT team. GingFoodies are also required to complete a short questionnaire after each restaurant experience before they can be reimbursed for that meal. This provides a great tool for restaurants to make operational improvements.







# 願景及目標

## 建立全球試食專員網絡

協助餐廳吸引本地及海外遊客，以獨特演算法保證生意額回流，最終達至零成本推廣。

## 創造真正口碑營銷

以神秘顧客身份享用「免費午餐」，於網絡社交圈子輕鬆分享美食，實現真實口碑營銷。

## 鼓勵餐廳以「合理價格」營運

為餐廳提供真正食客回饋，從根源改善經營策略，改變行業「減價戰」風氣。

## Creating a worldwide GingFoodie network

Helping our partner restaurants reach their ideal customers while getting at least a 100% return in sales.

## Promoting authentic word-of-mouth marketing

Reimbursing GingFoodies for casually sharing their experience with their friends and family on social media.

## Encouraging restaurants to run sustainable businesses

GingFoodies are asked not to disclose to restaurants so that the short questionnaire can provide an accurate review for restaurants to improve accordingly.

# Vision & Mission



# 宣傳趨勢

## 如何協助行業逆市突圍而出

預計2019年後經濟狀況不樂觀，增長放緩，餐飲業推廣預算亦轉趨「保守」，傾向尋找「低成本，高效益」的市場推廣方案，情況尤如2008年廣告預算轉向低成本的社交媒體平台，造就社交媒體廣告收益連續10年的爆炸性增長。

GingFood以「保證餐廳生意回流」的思維協助餐廳推廣，近乎零成本，低風險，輕輕鬆鬆便能增加社交平台曝光。神秘顧客調查使管理層於逆市中不斷優化餐廳運作流程，加強競爭力。

## 社交媒體政策改變

Facebook 2018年初宣佈，鑑於平台的商戶廣告氾濫，已確定2018後將會提高朋友圈及家人的貼文排名，提升用戶體驗。

GingFood大部份GingFoodie都使用私人帳戶輕鬆分享美食，間接令商戶無須額外支付費用而將品牌軟性植入朋友圈。

## 數據主導營銷

各行業都爭相注入數據主導的營銷策略，配合自動化即時分析系統，以最少資源，獲取消費者行為模式，優化營運策略，增加商戶於市場的適應能力。

GingFood可根據餐廳要求，自動化配對給符合背景資格的GingFoodie，並以獨特的演算法保障高質素GingFoodie優先申請試食，精準動員，令營銷成效最大化。



# The Trends

## How to Succeed during the Economic Downturn

The economy will face some serious challenges in the next year. Restaurants should use cost-effective new marketing channels compared to traditional marketing. Paid advertising or sponsored listings on mainstream social media platforms are way too costly for restaurants compared to 10 years ago when it had just emerged.

**With GingFood, restaurants are guaranteed at least a 100% return in sales for the amount of marketing budget that they assign to us. Restaurants gain organic exposure from GingFoodies' friends and family through social media. Making realistic improvements according to the GingFoodie short questionnaire is also key for restaurants to stay competitive in the long run.**

## Policy Change of Social Media

In 2018, Facebook has announced a new policy of improving user experience by placing family and friend zone posts to the top due to the surge in commercial advertising on the platform.

**GingFoodies are just normal people who share their restaurant experiences on their social media accounts. Their shared experience entails a great deal of authentic exposure in their social circles including their friends, family members, and colleagues.**

## Data-driven Marketing

Some of the marketers are looking for data-driven and cost-effective marketing strategies with a real-time analysis system to easily obtain the pattern of consumer behaviour and optimize operational strategies and increase the adaptability in the market.

**With the in-house developed matching algorithm, GingFood can easily match ideal GingFoodies with specific restaurants using demographic data. Our partner restaurants get real-time access to our web-based intelligence portal for making strategic business decisions.**



# 發展里程碑

## Development Milestone

gingfood

香港區合作餐廳達 300間  
The number of partner restaurants in Hong Kong reached 300  
**2019.08**

GingFoodie人數達 10,000人  
The number of foodies reached 10,000  
**2019.08**

iOS 及Android 餐飲類別分別排名第8及第1  
App Ranking 8th in iOS & 1st in Android in F&B  
**2018.10**

成功舉辦試食活動 70,000次  
70,000 completed meals served  
**2019.08**

GingFoodie達1,000人  
The number of foodies reached 1,000  
**2017.08**

香港區合作餐廳達100間  
The number of partner restaurants in Hong Kong reached 100  
**2018.05**

成立試用版網站  
Trial Website Launched in Hong Kong  
**2017.06**

研發網站分析系統  
Website Analytic Feature completed  
**2017.09**

GingFoodie人數達5,500人  
The number of foodies reached 5,500  
**2018.08**

推出活動進度監察網上系統  
Launched Online Report Portal  
**2018.11**

香港區合作餐廳達200間  
The number of restaurant partners in Hong Kong reached 200  
**2018.10**

推出GingFoodie排名系統  
Launched Ranking System in Foodie community  
**2019.03**







10,000+ GingFoodies  
10,000+ Foodies



\$0 行政費  
\$0 Admin Fee



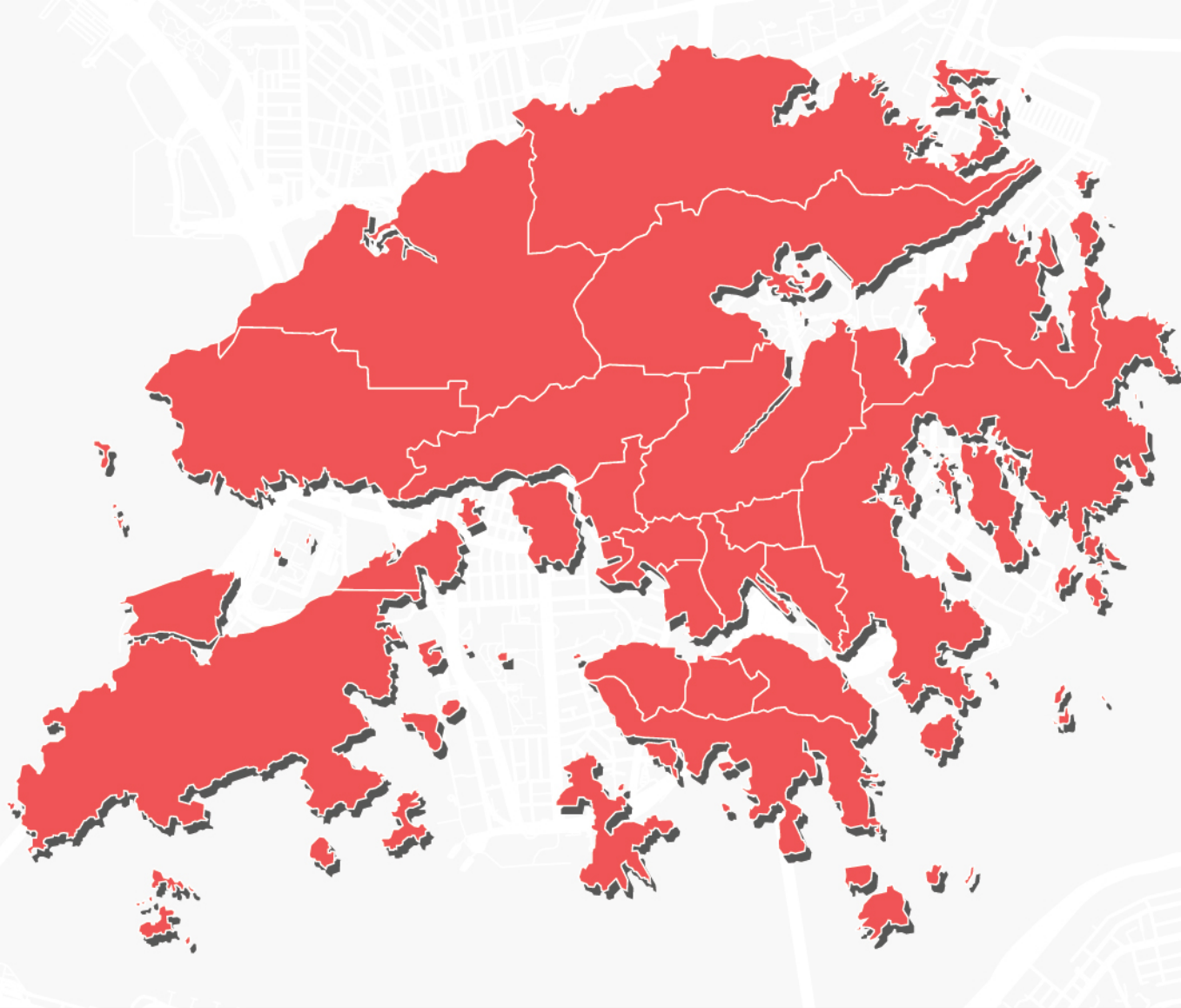
70,000+ 次試食活動  
70,000+ Meal Served



300+ 餐廳  
300+ Restaurants



12,000,000+ 總曝光率  
12,000,000+ Total Exposure



# 業務發展

# Development in Hong Kong



# 02



## 餐廳 Restaurant

提供想推介主菜及總資助額  
選擇試食時段  
鎖定目標

Deciding signature dishes & total subsidy  
Assigning the most suitable time slot for tasting  
Setting targeted GingFoodies' demographics



## gingfood

系統自動化配對並通知合適類別的  
GingFoodie  
Restaurants will be matched to  
targeted GingFoodies only

## 「三贏」 商業模式



GingFoodie以現金形式支付餐廳  
實現「100%銷售回流」

GingFoodies pay the bill in order  
to achieve at least a 100%  
return in sales to restaurants



掃一掃看介紹影片  
Scan to watch the introducing video



## GingFoodie

選擇餐廳及試食時段  
於Facebook / Instagram 分享美食照片、打卡、Hashtag  
填寫服務問卷  
上傳POS收據

Choosing restaurant and time slot to visit  
Sharing a simple post of their restaurant experience on their  
social media, including the required hashtag and location tag  
Completing restaurant questionnaire  
Uploading receipt to get reimbursed



# 餐廳想做宣傳， 但又擔心銷售成績欠佳？

傳統數碼廣告包括社交媒體，搜尋引擎，或飲食資訊平台並不會承諾回報率，有機會沒有成效。GingFood則保證「無上限至少100%銷售額回流」，減低宣傳風險。

## Importance of at least 100% return in sales.

Traditional marketing including digital marketing on social media like Facebook Ads, Google Sponsored listings does not promise a guaranteed return on investment. It can range from 0% to 100% or more. With GingFood, you are guaranteed at least a 100% return in sales also with no upper limit.

傳統餐飲廣告  
銷售額沒有最低保證，風險難以控制

Traditional marketing  
No guarantee

100%

120%

銷售額

gingfood

銷售額  
Sales

$\geq$

總資助額  
Total Subsidy

於社交網絡帶動的銷售 增加客源  
Further increase the sales from  
GingFoodies' friends and family



# 各項餐飲宣傳比較

項目 Items	GingFood	博客 Blogger	雜誌 Magazine	神秘顧客 Mystery Shoppers
行政費 Admin Fee	\$0 行政費 \$0 Admin Fee	\$100-\$10,000 /位 \$100-\$10,000 /Head	刊登費+拍攝費 Ads Fee + Shooting Fee	\$150-\$200 /位 \$150-\$200 /Head
銷售額保證 Business Guarantee	保證帶動生意額高於資助費 Driven Sale > Initial Subsidy	×	×	×
網絡貼文分享 Social Media Sharing	超過100位GingFoodie分享 100+ GingFoodies Sharing	10-20位博客分享 10-20 Bloggers Sharing	×	×
精準朋友圈宣傳 Precise Friend Zone Exposure	真實網絡朋友圈 Real Friend Zones	部份充斥「假粉絲」, 假互動 Suspicious Followers & Engagement Portfolio	×	×
餐廳服務問卷調查 Questionnaire	✓	×	×	✓

## Different F&B Promotion Comparison



# 神秘食客問卷及 進度報告

## Questionnaire & Progress Online Report

### 網上報告 (保密不公開) Online Report (Confidential)

#### 即時更新

只要有Foodie試食後上載報告,  
網上報告會即時更新

#### Real-time update

Real-time data update once foodie  
submits a new tasting report is submitted

#### 查閱活動進度

監察活動兩大指標:  
已試食人數及已達到銷售額

#### Review campaign progress

Monitor two campaign KPIs:  
The number of foodies & sales back guarantee

#### 問卷調查

可與所有餐廳比較評分,  
針對性作出改善

#### Questionnaire

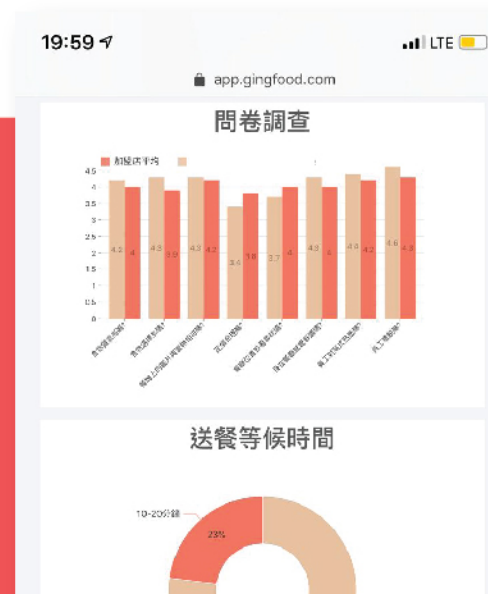
Compare service ratings to the market benchmark  
and make improvements accordingly

#### 特別評語

收集顧客真實意見,  
優化前線管理,減低溝通成本

#### Special Comments

Instantly collect GingFoodies' special feedbacks &  
lower the management cost.



# 配對系統

## Matching System

只有背景資料符合資格的GingFoodie  
才可以被配對合適餐廳前往試食

GingFoodies only see the restaurants  
with target demographics via our matching system

### 鄰近社區推廣

根據實時距離排列餐廳次序  
優先吸引附近居住/上班試食專員  
不存在惡性競爭  
小店也可以競逐置頂排位

### Location-based marketing

Listing order based on Foodies distance  
Attract those GingFoodies living/ working nearby  
No more vicious Competition  
No extra ads fee for top ranking

### 為餐廳進行針對性的顧客配對

年齡層  
性別  
朋友或粉絲數目

### Match the right GingFoodies with target demographics

Age Group  
Gender  
Number of friends or followers

### 彈性試食時間

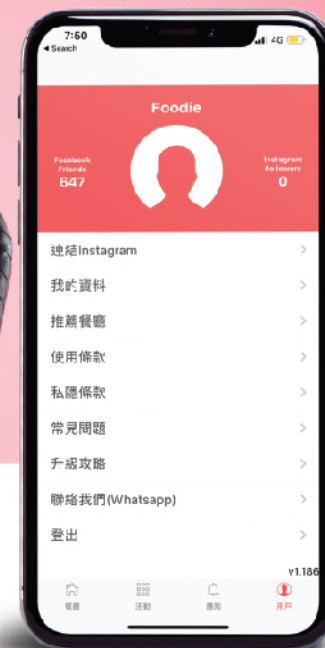
午市/晚市/全日/特定日子不設試食

### Customizable food tasting time slot

Lunch/ Dinner/ All Day/ Disable specifics dates

### 設定每日試食限額

### Daily tasting quota limitation



# 排名系統

## Ranking System

GingFood後台設有Foodie個人排名系統，  
除了確保每間餐廳都可優先配對給合資格GingFoodie，  
高排名者更可獲優先預訂服務，  
促使餐廳進一步獲得更優質口碑宣傳。

**GingFood can prioritize the tasting quota  
for those GingFoodies with higher ranking in the community and  
enhance the word-of-mouth effectiveness in friend zones.**

### 排名根據 (只列出部份)

消費習慣  
圖片質素  
試食參與次數  
行為紀律  
更多...

### According to (Parts of):

Spending Behavior  
Quality of food gallery  
Tasting active rate  
Community discipline  
More...





### 精準客戶群投放

#### TARGETED GINGFOODIE DEMOGRAPHIC

平台依GingFoodies 背景資料配對合適餐廳

GingFoodies are specifically assigned to your restaurant based on their demographics



### 爆紅式口碑宣傳

#### VIRAL WOM MARKETING

社交平台朋友圈「口碑宣傳」，自然流露，更多真實見證分享。

Counting on the viral word-of-mouth from GingFoodies with authentic dining experience



### \$0 行政費

#### \$0 ADVERTISING FEE

保障銷售額，不用額外廣告花費

No extra admin fee with at least 100% return of sales guarantee



### 毋須員工額外配合

#### NO EXTRA WORKLOAD

GingFoodie身份保密，用膳後先行自費，減少溝通誤會。

We understand how inefficient other traditional marketing agencies are, all the planning & execution parts will be done by GingFood



### 神秘顧客調查

#### MYSTERY GINGFOODIE Q&A

填寫之問卷內容保密，只供餐廳優化服務之用。

All questionnaire contents are confidential for client to improve & optimize the operation



### 網上進度表

#### ONLINE DASHBOARD

客戶可即時於網上檢視活動數據及問卷結果

Clients can review the real-time campaign progress & questionnaire results through online dashboard



EDUPlus.hk

資助食客消費發帖 抵回餐廳廣告費 初創公司標榜「零廣告費宣傳」



是想讓多些人試試該餐廳的食物

明報  
Ming Pao

「神秘顧客」評價 餐廳：勝專業食家



圖1之1 - GingFood創辦人吳奕漢 (左二) 僱員5人團隊 (圖) 創辦試..... (李以莊攝)

hket



起初宣傳平台的確困難

免費試食平台 靠口碑宣傳幫餐廳賺錢

人人可做「食評家」 試食平台月入70萬



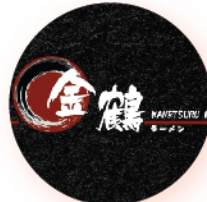
iMoney

媒體報導  
Media Exposure



# 合作商戶

# Restaurant Partnership



聯絡我們

## Contact Us

銷售查詢(餐廳): +852 8481 9847

網站: <https://www.gingfood.com/>

**Sales Hotline (Restaurant):** +852 8481 9847

**Website:** <https://www.gingfood.com/>



GingFood



*EAT. SHARE. EARN.  
SHARE. EARN. EAT.  
EARN. EAT. SHARE.  
EAT. SHARE. EARN.  
SHARE. EARN. EAT.  
EARN. EAT. SHARE.  
EAT. SHARE. EARN.  
SHARE. EARN. EAT.  
EARN. EAT. SHARE.  
EAT. SHARE. EARN.  
SHARE. EARN. EAT.  
EARN. EAT. SHARE.*