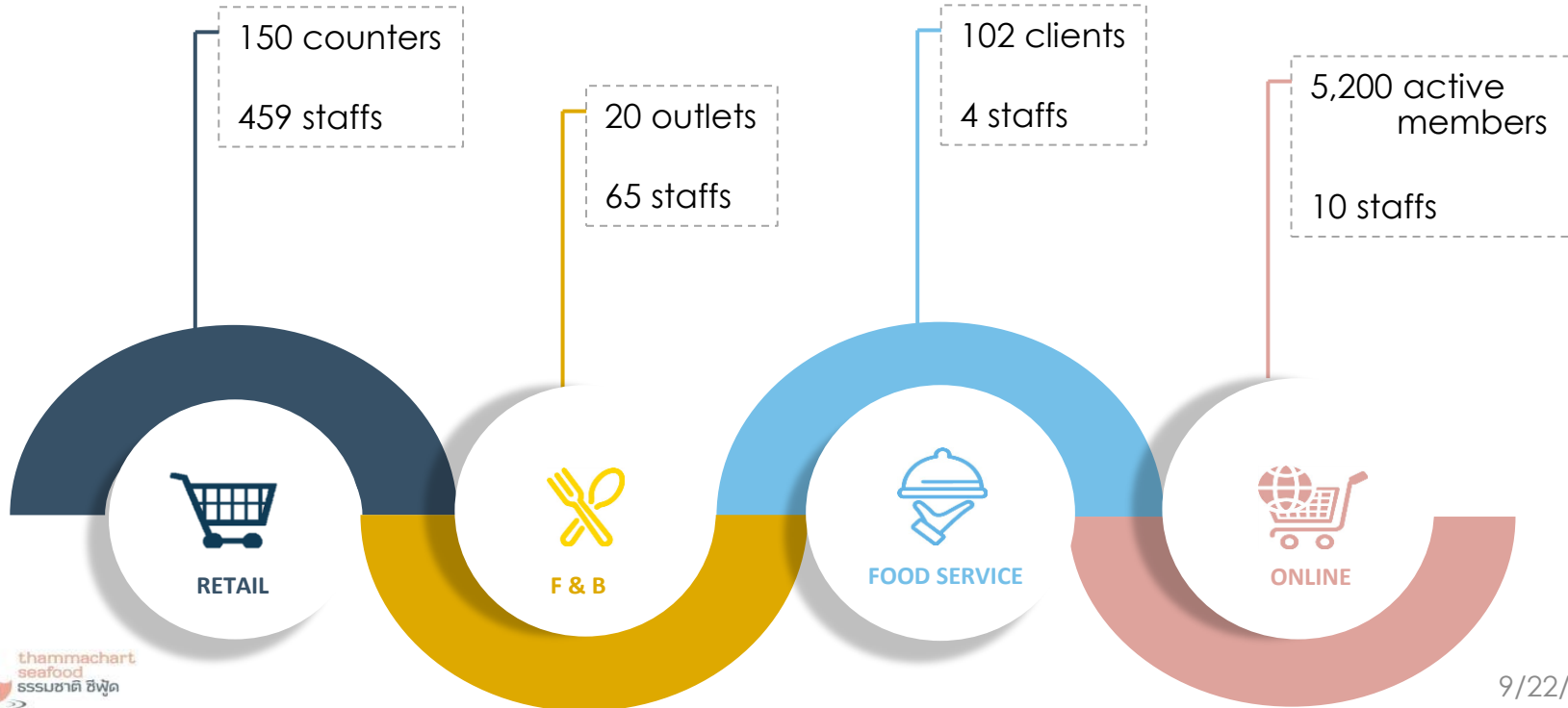




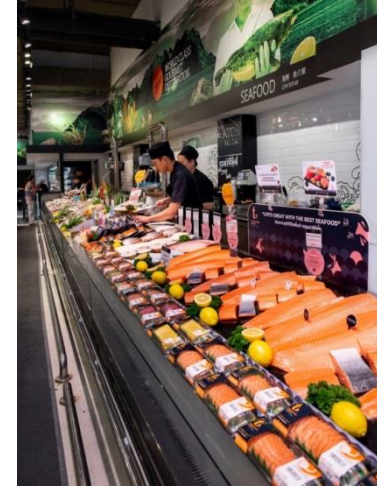
Online Opportunity
Covid-19

“Utilising the **online opportunities** when Corona switched of restaurant sales: Is online seafood sales here to stay?”

What do we do ?



What do we do ?



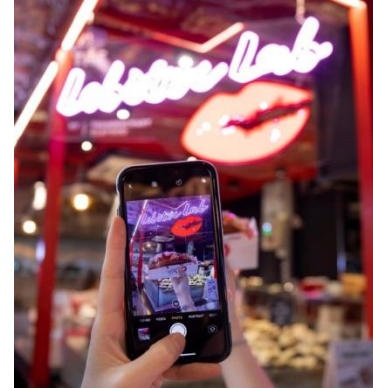
What do we do ?



THE DOCK
Seafood Bar
By Thammachart Seafood



What do we do ?



Enjoy Split Lobster



What do we do ?



What do we do ?



What do we do ?

The screenshot shows the homepage of the Thammachart Seafood website. At the top, there are navigation links for 'CORPORATE' and 'CALL US : 02 714 1022'. The main header features the company logo, 'SIGN UP | LOGIN', a 'CART' icon, a flag for New Zealand, and a 'Login with Facebook' button. Below the header is a navigation menu with categories: 'PROMOTION', 'BEST SELLERS', 'SEAFOOD', 'DELI', 'READY MEALS', 'RESTAURANT', 'GIFTS', 'REVIEWS', and 'BLOGS'. The main banner is a large image of seafood with the text 'THAMMACHART SEAFOOD' and 'LIFE'S GREAT WITH THE BEST SEAFOOD'. Below the banner is a 'Subscribe to our news' form and a 'PLAY VIDEO' button. The footer contains three promotional cards: 'TOP PICKS : COOK IN THE BAG' with a 'SHOP NOW' button, 'CUSTOMER TESTIMONIAL' with a 'SEE MORE' button, and 'MOST FAMOUS SALMON WELLINGTON ONLY 990.-' with a 'SHOP NOW' button.



Consumer's **New Normal** behavior

Shopping behaviors have changed as a consequence of COVID 19

Fewer shopping trips to stores, fewer opportunities to get bought, therefore top of mind brand awareness & relevancy is critical. Decision making is more complex & intrinsically linked to channel. If you're not available, you won't get bought.

<i>NATIONAL THAILAND TAKE HOME FMCG</i>	<i>POST COVID</i>
Avg. # Shopping Trips / HH	YTD 22 Mar'20 vs. YA
Shop Less Often	-2.4% <i>t</i>
Avg. # of categories bought / HH	-2.2%
Prioritize Products	
Avg. Spend per Trip THB	+2.2% <i>t</i>
Make Bigger Trips	
ONLINE - % Spend Contribution	+0.4pt <i>t</i>
Shop Online	
HYPERS - % Spend Contribution	-0.7pt
Avoid Crowded Stores	



Consumer's **New Normal** behavior

How COVID-19 is impacting Thais

How does it impact shopping behaviors?



46%

reduce in physical outlet.



52%

Use more Streaming service.

What are the opportunities?



38%

increase in e-commerce.



44%

Use more Food delivery.

How is it changing lifestyle?



69%

less traveling



63%

less socializing



61%

not going to cinema



59%

less eating out



50%

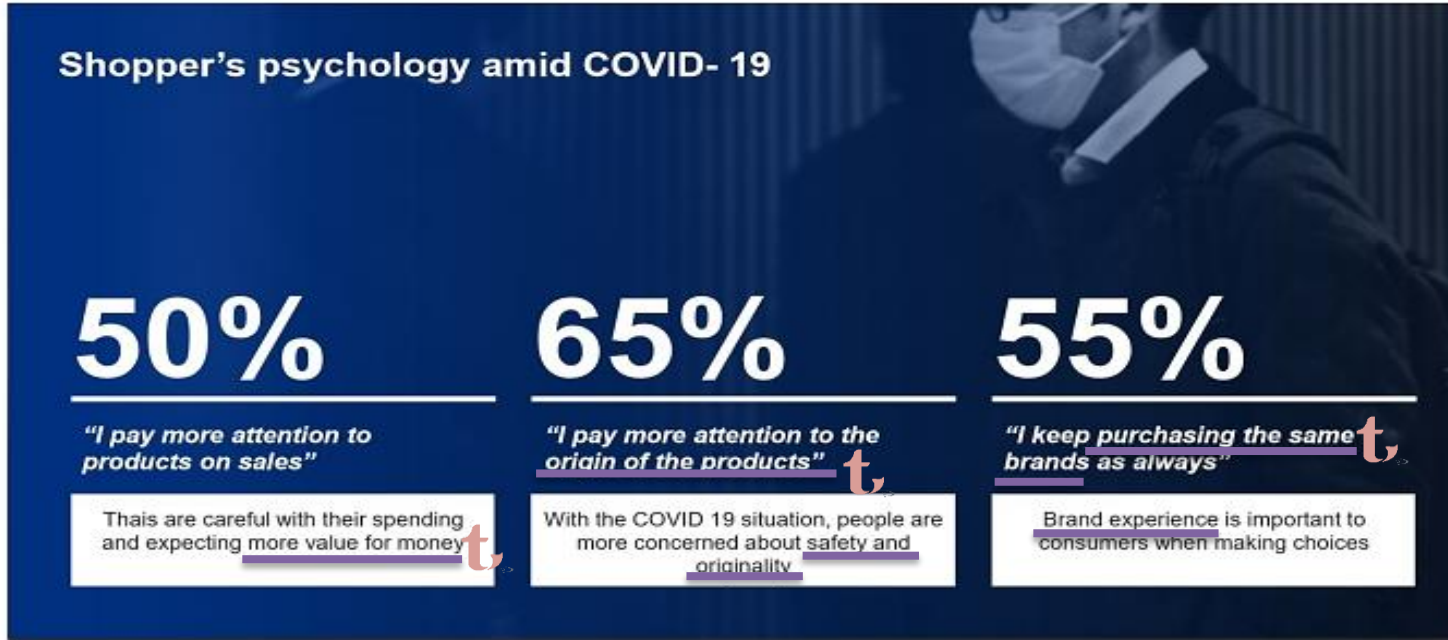
buying less luxury products



45%

buying less alcoholic beverages

Consumer's **New Normal** behavior



KANTAR

MINDSHARE

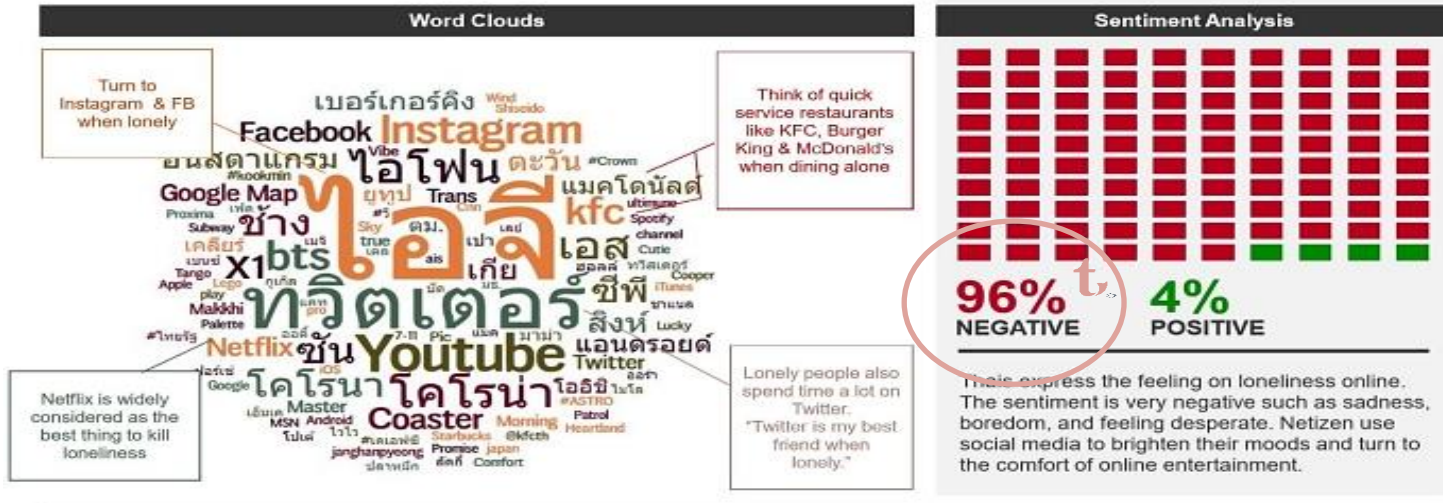
GREYTU

Source: Kantar, 2020

19

Consumer's **New Normal** behavior

Brands play a strong part at the time of emotional sensitivity

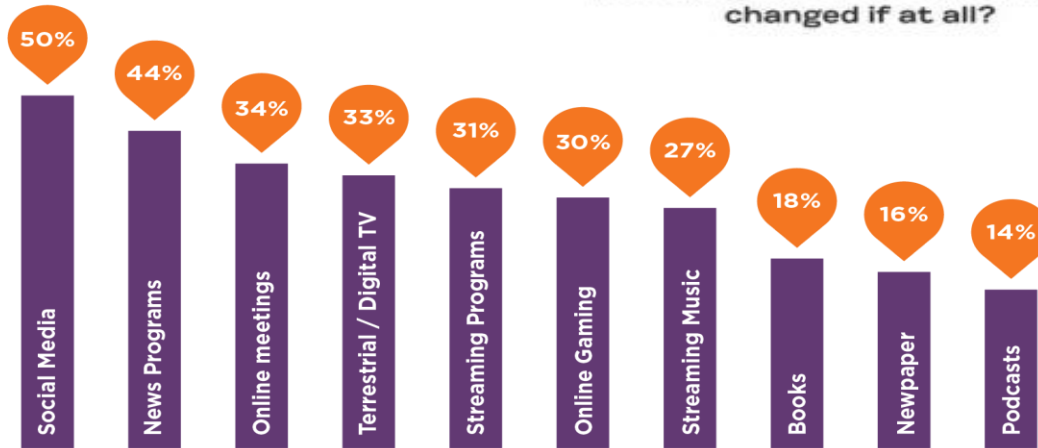


Consumer's **New Normal** behavior

Changes in media consumption

TWUNDERMAN
THOMPSON

How has your media consumption changed if at all?



Source: WT Research, March 18/20, 2020 N=1,000
Global effects of COVID-19

% Consumers increasing media consumption by type

11

What do we do to combat?



Food safety & transparency



9/22/2020

Food safety & transparency

ธรรมชาติที่ปลอดภัยกว่าจะ **สด** ตลอดไป

Thammachart Seafood
@ThammachartSeafood · ร้านอาหารทะเล

เลือกชื่อเดม
thammachartseafood.com

หน้าหลัก เกี่ยวกับ ร้านค้า รูปภาพ เพิ่มเติม ถูกใจแล้ว ส่งข้อความ 🔍 ...

เกี่ยวกับ ดูทั้งหมด

- 1 Life's great with the best seafood
www.thammachartseafood.com
- 2 You can find us on Website :
www.thammachartseafood.com Facebook:
<https://www.facebook.com/thammachartseafood> Instagram:
<https://www.instagram.com/tha...> **ดูเพิ่มเติม**

40,430 คน ถูกใจสิ่งนี้ซึ่งรวมถึง เพื่อนของคุณ 6 คน

สร้างโพสต์

รูปภาพ/วิดีโอ เช็คอิน แท็กเพื่อน

โพสต์ที่ปักหมุดไว้

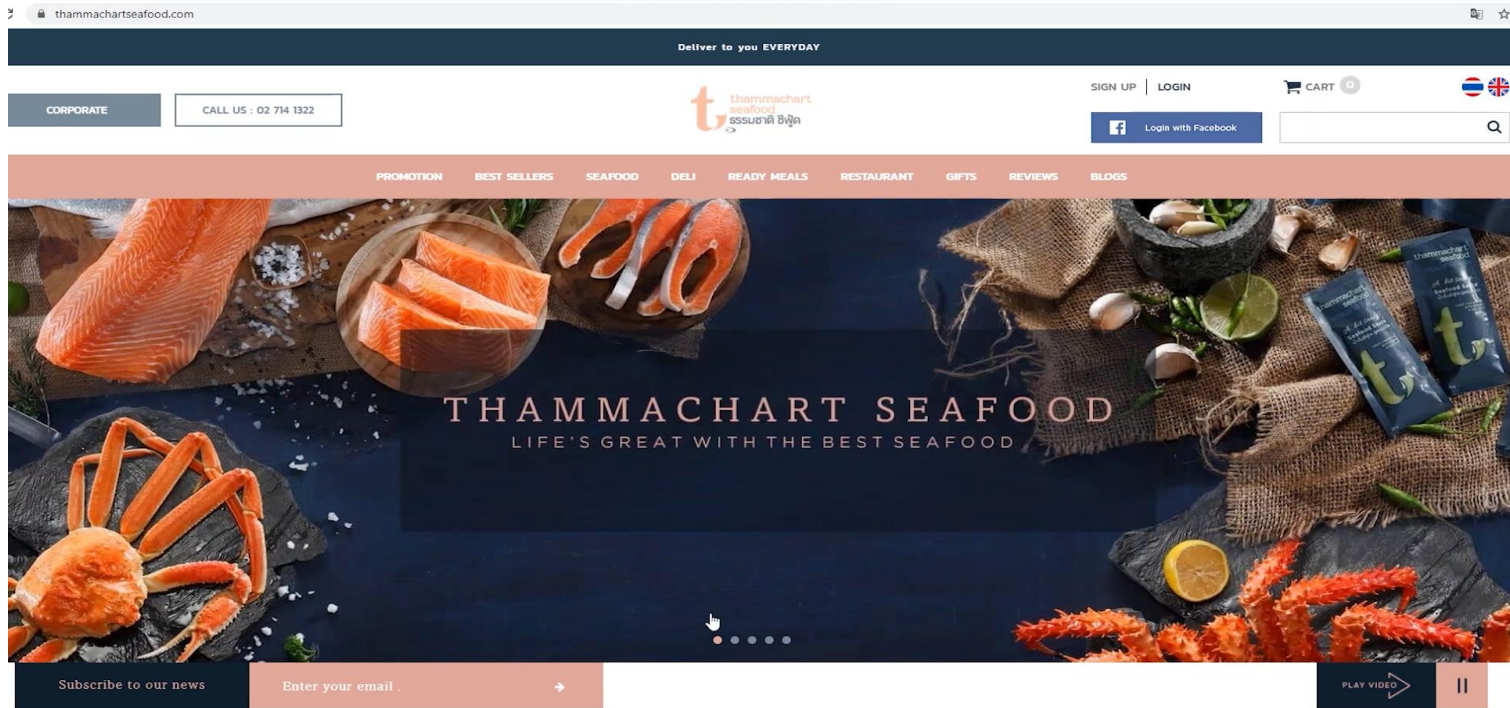
Thammachart Seafood
18 สิงหาคม · 🌐

กลับมาแล้วววว 🌟🌟🌟
แชลมนอนอร่อยสุดคลาสสิค

... ดูเพิ่มเติม

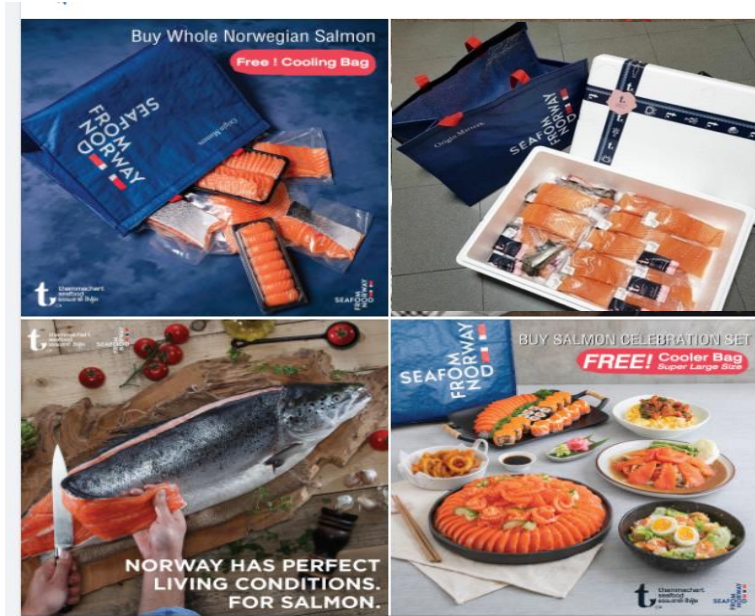


The experience





The offer



salmon garland พวงมาลัยเพื่อแม่

PROMO 550.- (จากปกติ 690.- ตัว)

ขนาด 1 ปอนด์

446,531 People reached 46,188 Engagements [Boost again](#)

โปร!! PROMO ALERT!

กันและกัน

Sun	Mon	Tues	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7		09.09 SALE		11	12
13	14	15	16	17	18	19
			23		25	26

The offer

PRODUCT



The offer

AVAILABILITY



Tone of voice

Thank you for fishing with us!
Be strong now, because things will get better.
It might be stormy, but it can't rain forever.
#staysafe #stayhealthy #eatfish #socialdistancing
#butwealwayshere #justaclickaway #thammachartseafood
#wecare #always

Dear
Lovely Customer

"Stay Home,
Stay Healthy"
#Thingswillbebetter

www.thammachartseafood.com
thammachartseafood
thammachart_seafood
@thammachartseafood

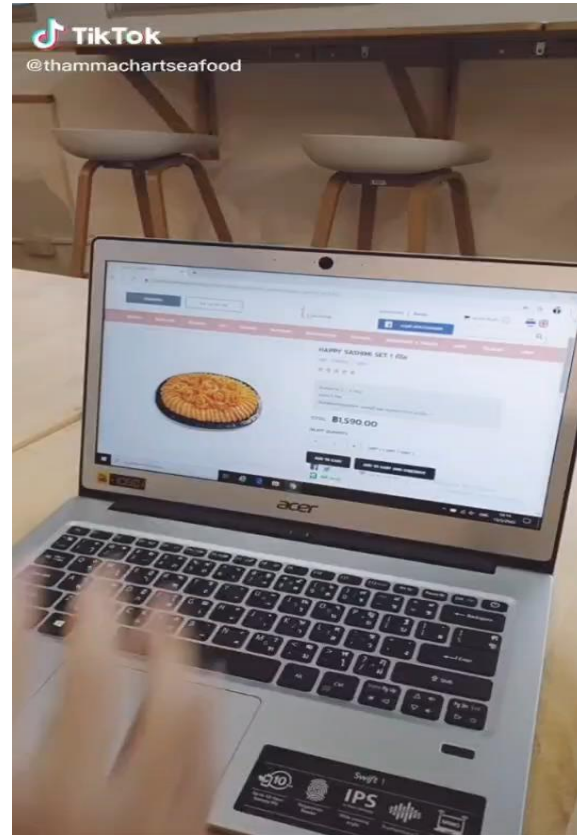
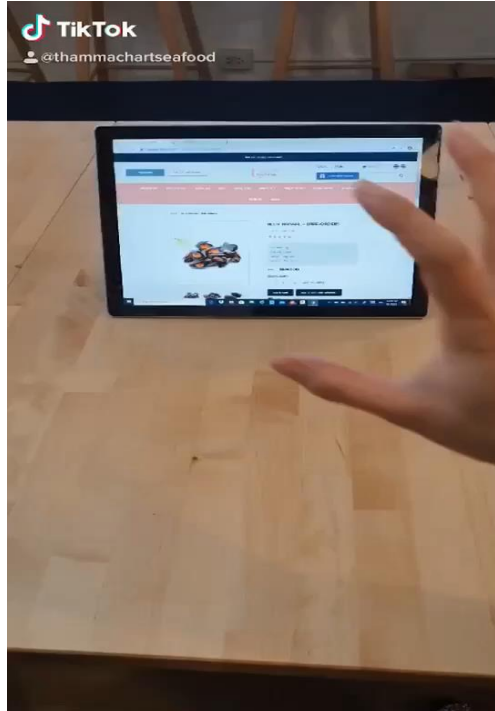
Be strong now, because things
will get better. It might be stormy now, but
it can't rain forever.



Tone of voice



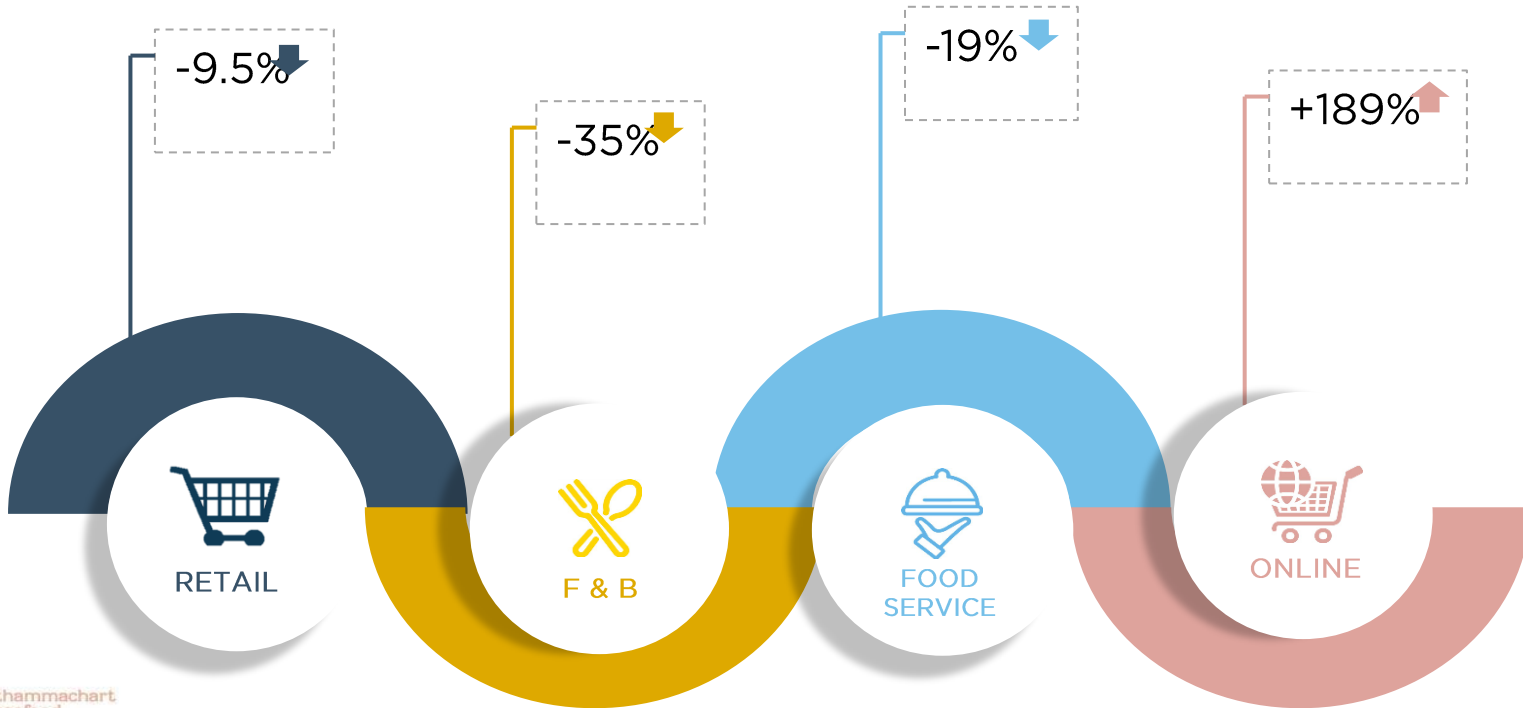
The media



The media



The result



Is online seafood sales here to stay?

#Staysafe #stayhealthy
#eatfish