

Shi-tori

Japanese Sweet Potato

 From Ibaraki

ฤดูกาลอร่อย
ที่บ้านเรา

Shi-tori
Japanese Sweet Potato & More

さつまいもの季節



ฤดูกาลหวาน
ระดับ
พรีเมียม

Shi-tori



Japanese sweet potato Sponsorship

Jan – Feb 2025

freshliving
COMMUNITY X MARKETPLACE



Key Activities and Budget Allocation

Budget	6,000,000
Tax and Vat	1,082,685
Total	4,917,315

Channel	No	Activities	JPY
Online	Social Media		
	1	Advertising E-com Jan-Feb	1,071,429.00
	2	Influencer & Camapign	571,429.00
Offline	For Retail : Event activity taste product @Lotus		
	1	Area Lease	357,143.00
	2	Product Consultant (PC)	171,429.00
	3	Moving costs	28,571.00
	4	Decoration Poster	12,548.00
	For Whole Sale		
	1	Prize : Gold	1,666,666.00
	2	POSM	
	3	Voucher Discount	
	4	Create VDO for campaign	
	5	Album Post	
	6	Advertising Boost post	
	7	POSM decoration for Wholesale	142,857.00
	For Cafe : Free Trial Campaign		
	1	Promoter	14,286.00
	2	Product	23,809.00
O2O	Promotion Drive Sales and Ativity For B2B2C		
	1	Premium Shi-tori Bag 3,000 Pcs.	857,148.00
Total			4,917,315.00

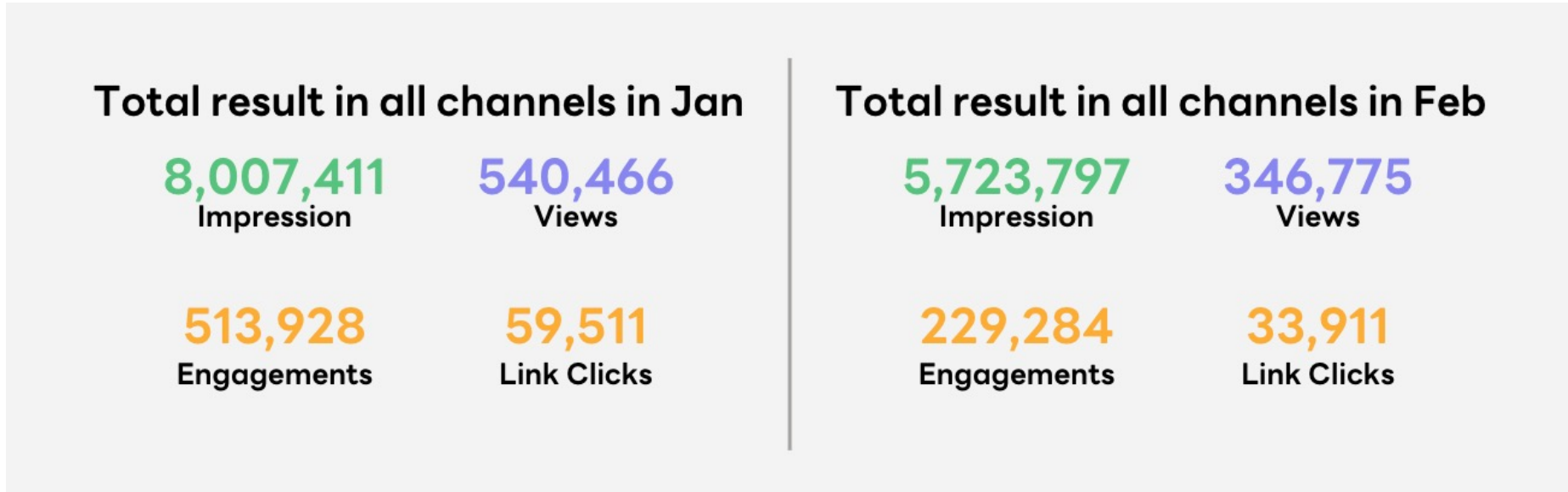


Online

Performance

Online Ads Performance

Jan 2025 – Feb 2025



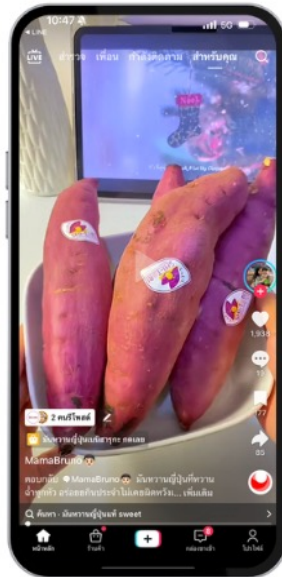
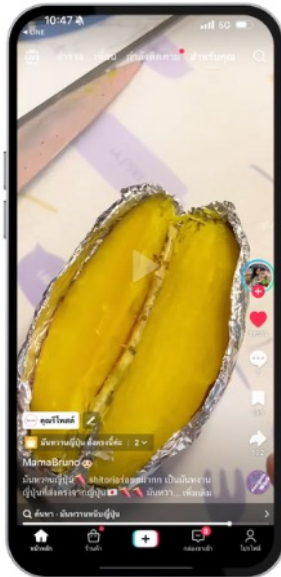
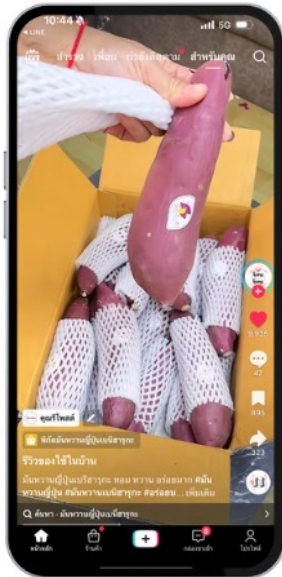
- Visibility increased exponentially due to increased emphasis on video clips across all channels.
 - Thai people are more interested in watching video clips than reading text.

Total

Impression 13,731,208 | Engagements 743,212 | Views 851,241 | Link clicks 93,422

Influencer & Campaign

Jan - Feb 2025



Influencer Tiktok & IG

Total Results

- Views : 700,000
- Engagements : 15,000

Seeding Page

Total Results

- Likes : 580
- Shares : 107
- Comments : 75



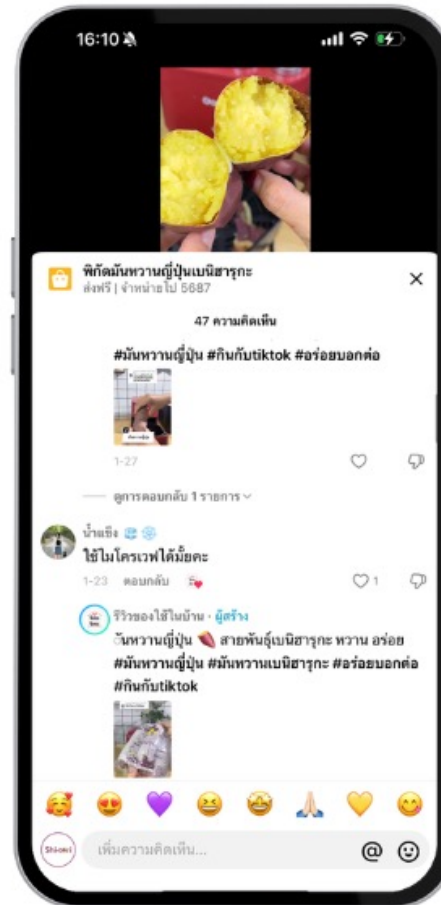
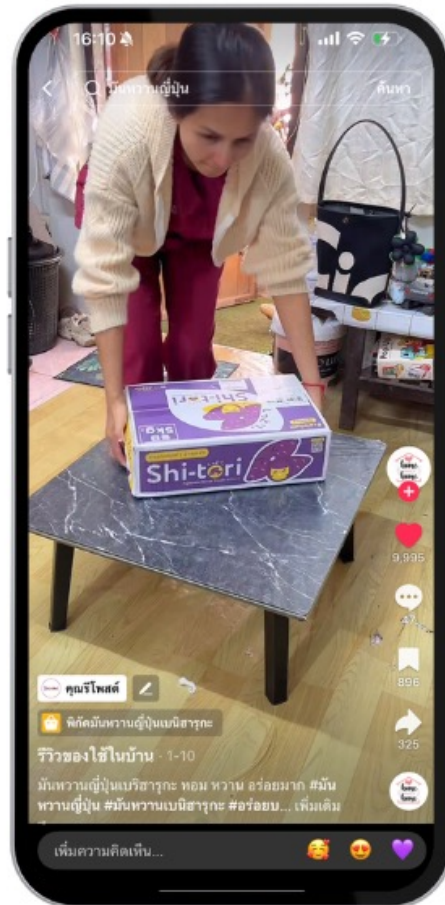
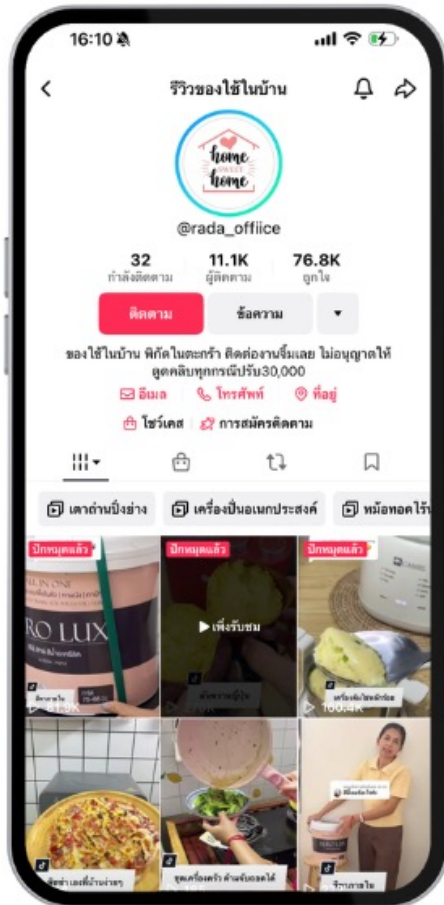
Seeding Page

Total Results

- View 25,000
- Engagement 100

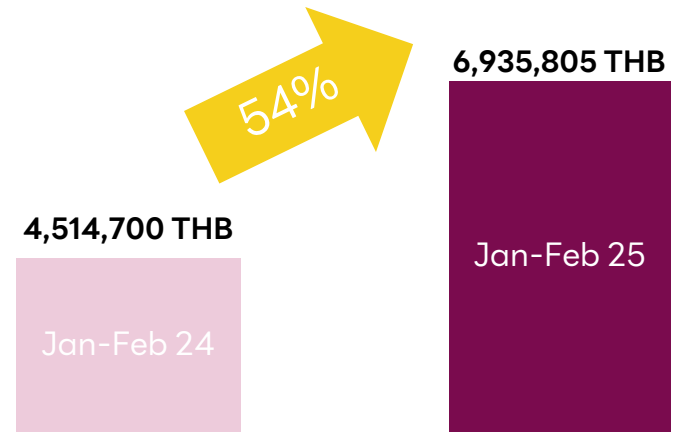
Influencer

Best Performance



Influencer Tiktok

- View : 426K
- Engagement 15,263
- **Online Sales MOM uplift +54%**



Influencer

Jan 2025 – Feb 2025



Content

Jan 2025 – Feb 2025



Influencer List



miinaaa168 เปิดเตาเข้าครัว

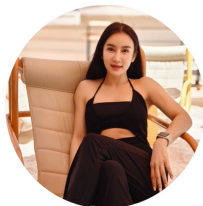
ติดตาม

ข้อความ



206 กำลังติดตาม 107.2K ผู้ติดตาม 934K ถูกใจ

การทำอาหารคือความสุข
ไม่อนุญาตให้ใครลิ้มไปใช้ทุกกรณีนะคะ!!
line- minaaa168



rinlita8888 มุ่มฮิสแซปปี

ติดตาม

ข้อความ



836 กำลังติดตาม 124.9K ผู้ติดตาม 3.2M ถูกใจ

ยังไม่มีประวัติ



peach_pora peach_pora

ติดตาม

ข้อความ



612 กำลังติดตาม 98.4K ผู้ติดตาม 1.8M ถูกใจ

| Food & Fit | รีวิวต่างๆ |
📍 โปรแกรมลดน้ำหนัก 760

🌐 www.openlink.co/peach_pora



t.apakon T-APAKON

ติดตาม

ข้อความ



2548 กำลังติดตาม 41.4K ผู้ติดตาม 642.1K ถูกใจ

สินค้าถ่ายจากงานจริงทุกคลิป100% 📌ทุกคลิปลิขสิทธิ์ ช่องT-APAKONดูคลิปลับ
ปรน1000000

< **feeling.gooood**



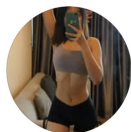
R U N G ♡ 1 9 8 6 ♡ Healthy Food

1,714
โพสต์

64.8K
ผู้ติดตาม

455
กำลังติดตาม

< **healthywithanchy**



Anchisa | อัญชิสา

470
โพสต์

210K
ผู้ติดตาม

435
กำลังติดตาม

< **balancingbeaut**



Beaut she/her

2,505
โพสต์

150K
ผู้ติดตาม

698
กำลังติดตาม

< **biggy_momdeliciouss**



Mom Deliciouss #อร่อยอะแม่

3,707
โพสต์

10.7K
ผู้ติดตาม

1,943
กำลังติดตาม

< **willlllbe**



Will Be Healthy ๑'•๑'•?

545
โพสต์

18.4K
ผู้ติดตาม

762
กำลังติดตาม

< **arthika**



I am n o t e 🎵

1,087
โพสต์

16.3K
ผู้ติดตาม

995
กำลังติดตาม

< **apetitehealthy**



วิวเพอที่ตต 🌈

922
โพสต์

61.6K
ผู้ติดตาม

169
กำลังติดตาม

< **mmoominn**



15.7K
โพสต์

42.4K
ผู้ติดตาม

3,295
กำลังติดตาม

< **cookingforprin** 🌱



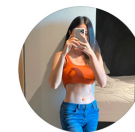
Cooking for PrinPrin

2,924
โพสต์

72.9K
ผู้ติดตาม

1,485
กำลังติดตาม

< **phitchaa_aa**



Phitchayada

894
โพสต์

153K
ผู้ติดตาม

102
กำลังติดตาม



poopangstory พิกัดของอร่อย

ติดตาม

ข้อความ



181 กำลังติดตาม 16.8K ผู้ติดตาม 527.5K ถูกใจ

ติดต่องานเร็วสินค้า 📌
poopangstory27

ไม่อนุญาตให้ใครลิ้มและรูปภาพไปใช้

< **beya.healthymind**



• Healthy mind ((I'm Joy)) •

2,724
โพสต์

20.3K
ผู้ติดตาม

631
กำลังติดตาม

The background of the slide is a close-up photograph of a baked sweet potato. A hand is holding the potato, and a wooden spoon is being used to split it open. The interior of the potato is a vibrant yellow-orange color, indicating it is well-cooked and soft. The skin is dark brown and slightly charred. The text "Offline" is overlaid in a large, bold, purple font.

Offline

Performance

For Retail

Performance



Objective

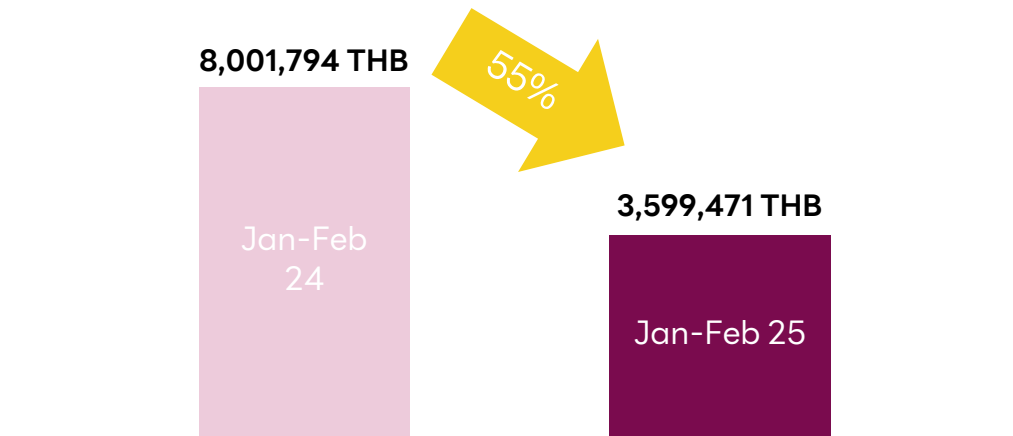
- To increase Japanese sweet potato awareness for end-consumers in both big and small format of retailer.
- To expand product to new customer
- To encourage to repeat order

Activity:

- Free sampling for baked potato
- Period 3-14 Jan 2025
- 3 Retail Stores

Result

- Sales YOY Decrease 55%



For Retail

Event activity taste product 3 –14 Jan 2025



Location

- lotus Iconsiam
- lotus jas Prawet
- lotus True Digital Park

Period

3 –14 Jan 2025

Result

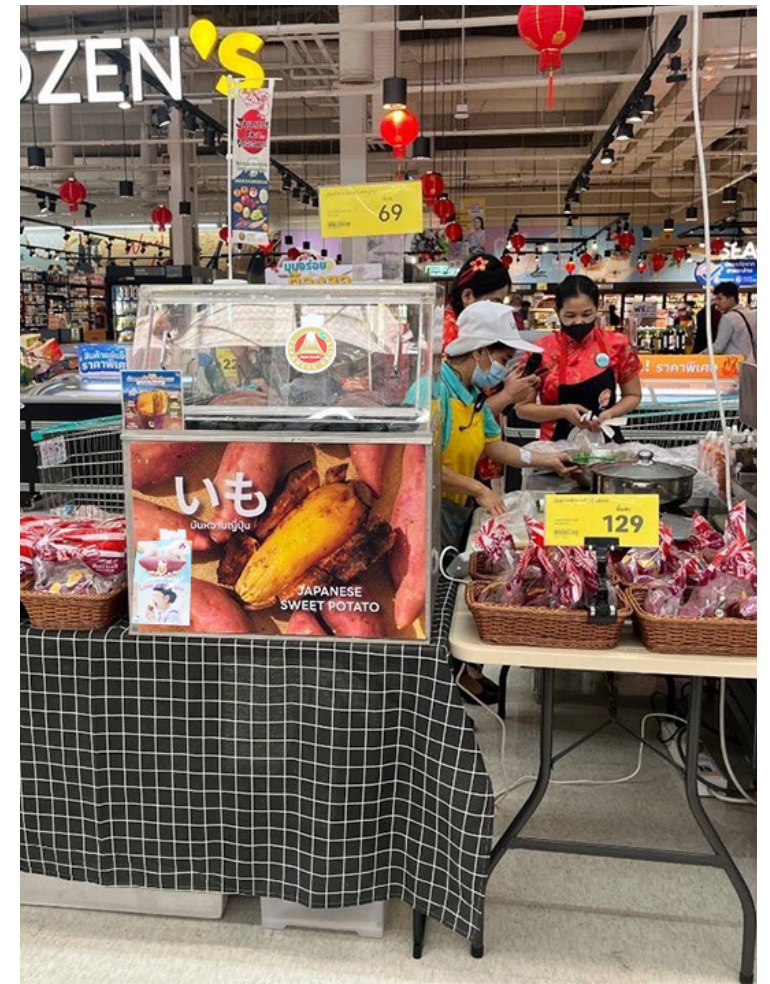
The total number of visitors who participated in the tasting booth was **5,390** over a period of 12 days.

Online Result

- Views 60,923
- Engagements 3,177

For Retail

Event activity taste product 3 –14 Jan 2025



For Wholesale

Performance



Objective

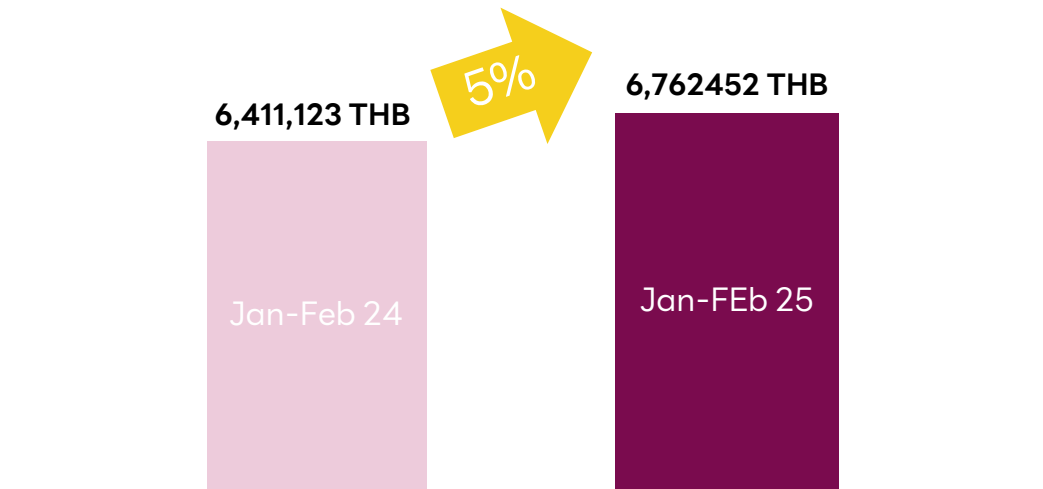
- To introduce Japanese sweet potato to new customer that unfamiliar with product.
- To expand customer' knowledge about Japanese sweet potato.
- To build brand awareness to both new and existing customer.

Activities

- POSM at 20 shop for Wholesales
- Purchase SHI-TORI Japanese Sweet Potatoes of any size, totaling 250 cases, and receive 1 Salung of gold.
- Purchase SHI-TORI Japanese Sweet Potatoes of any size, totaling 100 cases, and receive a Lotus's Gift Voucher worth 1,000 THB.

Result

- Sales YOY uplift +5%
- Post POSM at both wholesale and retail
- Period Feb – Dec 2025



For Wholesale

Campaign Support



Reward/ Voucher



VDO Post



Album Post

Details/ Result

- Shi-Tori successfully promoted its premium Japanese sweet potatoes, highlighting strong sales performance and distributor engagement. The campaign rewarded top-performing sellers with gold and vouchers, encouraging further participation.
- Impression 46,000**
- View 49,750**
- Engagement 3,469**

For Wholesale

Decoration for Wholesale 3 Jan 2025



For Wholesale

Decoration for Wholesale 3 Jan 2025



For Wholesale

Decoration for Wholesale 3 Jan 2025



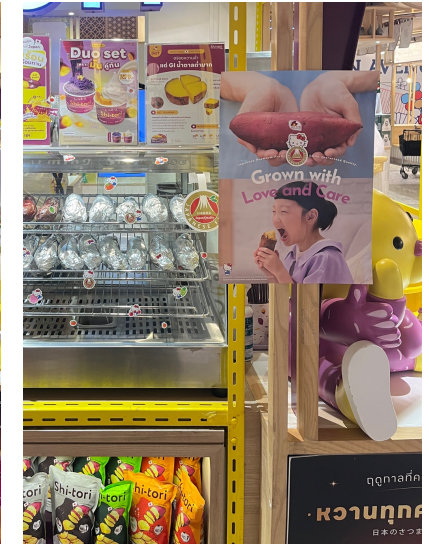
For Cafe

Free Trial Campaign



Details/ Result

- Shi-Tori collaborated with Hello Kitty to offer a special promotion where customers who ordered Shi-Tori's premium Japanese sweet potatoes received a free limited-edition Hello Kitty sticker.
- **View 17,729**
- **Engagement 773**





020

Performance

Promotion Drive Sales and Activity

Premium Shi-tori Bag 3,000 Pcs.



Details/ Result

- Shi-Tori distributed 3,000 branded bags across three major wholesale markets at **Talaad Thai, Mahanak Market, and Pak Khlong Market** as part of an initiative to strengthen long-term relationships with wholesalers who supply Japanese sweet potatoes to Shi-Tori.
- The Results : Distributed the bags to a total of **20 Wholesales.**



Summary Overall



Online

Total Sale of Jan-Feb 2025 : **6,935,805 THB**
YOY Increase 54%
Spending 33% of the budget

Online sales growth is driven by effective video content, influencer marketing, and well-optimized advertising. Targeted ads and engaging content boost brand awareness, trust, and conversions, strengthening the online presence and increasing sales.

Retail

Total Sale of Jan-Feb 2025 : **3,599,471 THB**
YOY Decrease 55%
Spending 12% of the budget

Retail sales have declined due to Lotus's policy requiring the purchase of Japanese sweet potatoes from CP Aextra, which has limited our sales volume.

Wholesale

Total Sale of Jan-Feb 2025 : **6,762,452 THB**
YOY Increase 5%
Spending 37% of the budget

In the wholesale segment, YoY sales for January and February increased by 5%. However, our campaign runs throughout the year, which is expected to drive further annual sales growth.



Thank you

