



Shi-tori

Japanese sweet potato Sponsorship

Feb 2025

Key Activities and Budget Allocation



Budget	2,000,000
Tax and Vat	200,000
Total	1,800,000

Channel	No	Activities	JPY
Online		Social Media	
	1	Advertising E-com Feb	392,200.26
	2	Influencer	209,173.54
Offline		For Retail : Event activity taste product @Lotus	
	1	Area Lease	130,733.42
	2	Product Consultant (PC)	62,752.17
	3	Moving costs	10,458.51
	4	Decoration Poster	4,593.24
		For Whole Sale	
	1	POSM	551,137.47
	2	Create VDO for campaign	
	3	Album Post	
	4	Advertising Boost post	
	5	POSM decoration for Wholesale	52,293.29
		For Cafe : Free Trial Campaign	
	1	Promoter	5,229.44
	2	Product	8,715.37
	3	Event	58,951.33
O2O		Promotion Drive Sales and Ativity For B2B2C	
	1	Premium Shi-tori Bag 1,500 Pcs.	313,761.96
Total			1,800,000.00

The background of the image is a close-up photograph of a baked sweet potato. A hand is holding a wooden spoon that is lifting a piece of the golden-yellow, soft-looking interior of the sweet potato. The dark, charred skin of the sweet potato is visible around the edges of the flesh. The overall lighting is warm and focused on the food.

Online

Performance

Online Ads Performance

Feb 2025



Total result in all channels in Feb

5,723,797
Impression

346,775
Views

229,284
Engagements

33,911
Link Clicks

- 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.

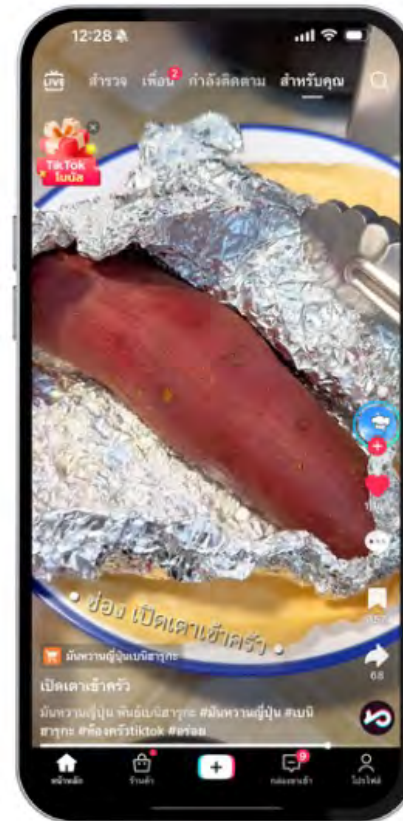
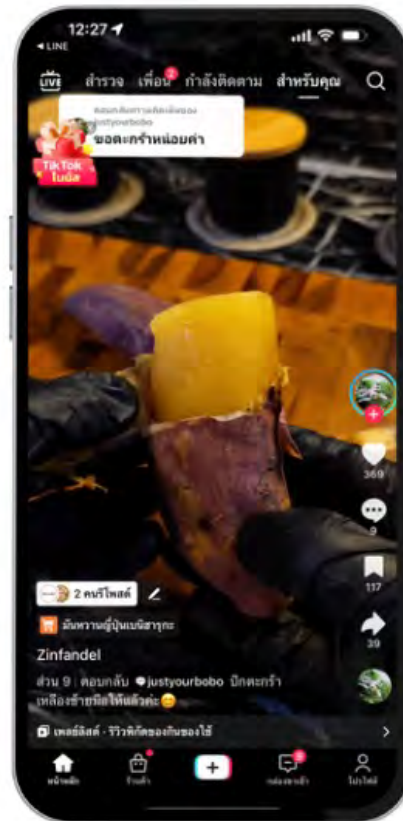
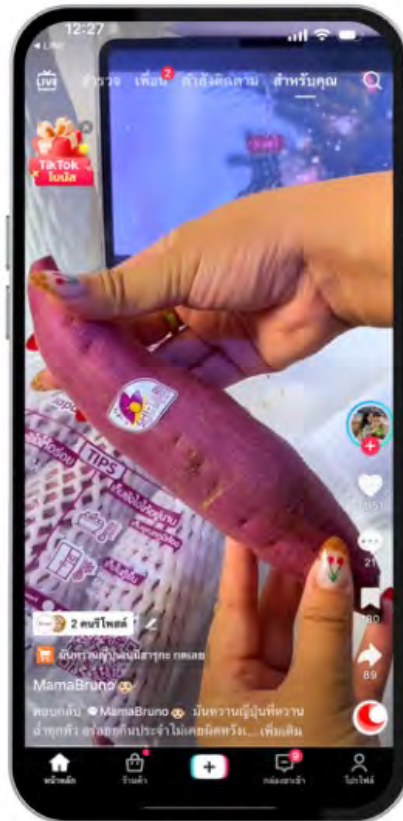


Album Post

- Views 35,959
- Engagements 600

Influencer

Feb 2025



Influencer Tiktok

Total Results

- Views : 512,000
- Engagements : 12,000
- We collaborated with food influencers to drive sales and boost engagement, resulting in total sales of **322K THB**.

Influencer

Feb 2025



Content

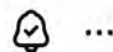
Feb 2025



Influencer List



< feeling.gooooood



RUNG ♡1986♡ Healthy Food

1,714 โพสต์ 64.8K ผู้ติดตาม 455 กำลังติดตาม

< willllbe



Will Be Healthy ๑'•๑•`?

545 โพสต์ 18.4K ผู้ติดตาม 762 กำลังติดตาม

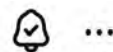
< cookingforprin



Cooking for PrinPrin

2,924 โพสต์ 72.9K ผู้ติดตาม 1,485 กำลังติดตาม

< healthywithanchy



Anchisa | อัญชิสา

470 โพสต์ 210K ผู้ติดตาม 435 กำลังติดตาม

< balancingbeaut



Beaut she/her

2,505 โพสต์ 150K ผู้ติดตาม 698 กำลังติดตาม

< phitchaa_aa



Phitchayada

894 โพสต์ 153K ผู้ติดตาม 102 กำลังติดตาม

< biggy_momdeliciouss



Mom Deliciouss #อร่อยอะแม่

3,707 โพสต์ 10.7K ผู้ติดตาม 1,943 กำลังติดตาม



rinlita8888 ฝนธิดาแซปป์

ติดตาม

ข้อความ



836 กำลังติดตาม 124.9K ผู้ติดตาม 3.2M ถูกใจ
ยังไม่มีการวัด



poopangstory พิกัดของอร่อย

ติดตาม

ข้อความ



181 กำลังติดตาม 16.8K ผู้ติดตาม 527.5K ถูกใจ

ติดต่องานรีวิวสินค้า
poopangstory27

ไม่อนุญาตให้แนบคลิปและรูปภาพไปใช้

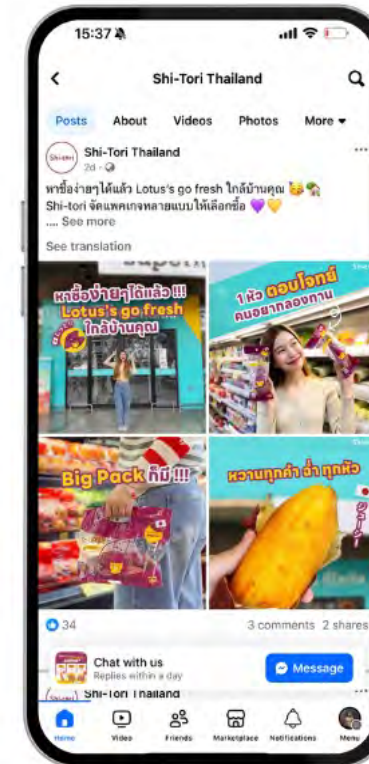


Offline

Performance

For Retail

Event activity taste product Feb 2025



Location

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

Period

Feb 2025

Result

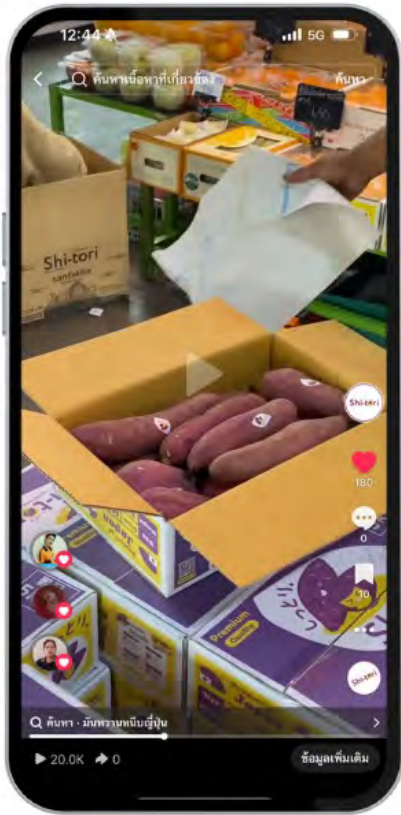
The total number of visitors who participated in the tasting booth was **3500** over a period

Online Result

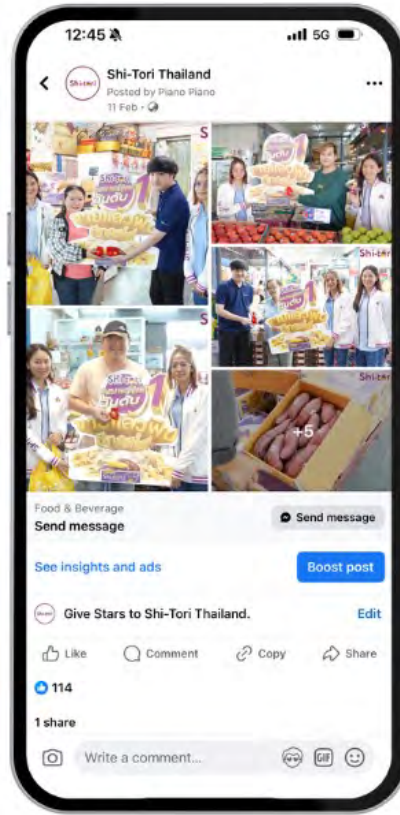
- Views 60,923
- Engagements 3,177

For Wholesale

Campaign Support



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.
- POSM at 10 shop for Wholesales
- **Impression 46,000**
- **View 49,750**
- **Engagement 3,469**



For Wholesale

Decoration for Wholesale Feb 2025



For Cafe

Free Trial Campaign



Details/ Result

- Shitori Cafe held a Japanese sweet potato tasting event in front of the **Central World** branch, with a total of **350 participants**.

For Cafe

Menu Decoration



For Event

At Thaniya Silom



Details/ Result

- Shitori collaborated with Thaniya to host an event at Silom, attracting a traffic and engagement of 76,000 people and generating sales of **50,000 THB**.
- Online Impression : 10,000
- Online Engagement : 100



020

Performance

Promotion Drive Sales and Activity

Premium Shi-tori Bag 1,000 Pcs.



Details/ Result

- Shi-Tori distributed 1,500 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 **5 Wholesales**.





Thank you