



30-60-90 Plan

JUNE - AUGUST 2023 | CONFIDENTIAL

30-60-90

Email/SMS

Social

Creative

SOW



30-DAY/ JUNE

Social Posts:

- **June 5th - Flavor 3 (Roasted Pork Tonkotsu) Launch**
- **June 19th - Variety Pack Volume 2**
- **Summer Travel Guide:**
 - Tips and recommendations for summer travel, including packing lists and must-visit destinations. Suggestions for local restaurants.
 - Visiting the Motherland Guide
 - Motherland Memes
- **Father's Day:**
 - Share dad jokes and highlight recipes that even dads who don't cook can make. Show off DIY recipes and cooking hacks.
- **How to Pronounce 'immi'**
 - Share our story and significance of our name
- **Summer Kickoff:**
 - Cocktail pairings
 - Highlight summer recipes that feature spicy flavors. Watermelon, cold noodles, salads, and ways to freshen up your ramen.
- **Relatable Summer Content:**
 - Reel of people trying to eat ramen with chopsticks while wearing swimming goggles to protect their eyes from the steam.
 - Different ways people to cool down their ramen, like adding ice cubes, sitting in front of a fan, or blowing on it.
 - Summer Ramen Storytime: funny experiences with ramen camping or at festivals
 - Being impatient and burning your mouth.
- **Pride month:**
 - Feature Asian American Artists who have come out.

60-DAY/ JULY

Social Posts:

- **Social/Email Giveaway**
- **Immi BBQ**
- **South Asian Heritage Month:**
 - Highlight South Asian-inspired recipes and ingredients.
- **IYKYK: Asian Glow:**
 - Tips on how to combat Asian Glow and enjoy drinks with friends, such as having immi as a late-night snack.
- **Growing Up Ethnic:**
 - "When Your Relatives Visit Survival Guide"
 - Generational Trauma, in a lighthearted, relatable way.
 - When you finally understand the meaning behind your favorite Asian grandparents sayings.
 - Asian saying that hit harder as an adult
- **First Generation:**
 - Share the brand story and the journey of the founders' parents. Show how their immigrant story inspired immi.
- **International Friendship Day:**
 - Highlight the brand story of the Kevins and offer a guide on cultivating lasting friendships as you age.
- **Low-carb/high protein highlight -**
 - "summer bod" guide: Share recipes that promote a healthy lifestyle and offer tips for self-care.

90-DAY/ AUGUST

Social Posts:

- **LTO Flavor Launch:**
 - Launch limited edition flavors and highlight that they are dry-based.
- **Traveling with Immigrant Parents:**
 - Funny and relatable anecdotes about traveling with immigrant parents. Encourage followers to share their own stories in the comments section.
- **Health Focus**
 - Share recipes that promote a healthy lifestyle and offer tips for self-care.
 - Alcohol alternatives that pair well with immi.
- **Merch Highlight:**
 - Offer a giveaway or launch new merch products.
- **Subscription update:**
 - Offer a 20% discount for subscriptions based on data from the 15% subscription test.
- **Asian Summer Traditions**
 - Post about Asian summer traditions:

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REVIEW OF LAST 90 DAYS

EMBARK ON AN ASIAN ADVENTURE



Ever feel like you need a vacation? Well, you don't need a passport, just head to an Asian grocery store!

You'll know you're in the right place when you're surrounded by every fruit and veggie under the sun, aesthetically packaged drinks, and more rice than you could ever imagine.

There's a shelf dedicated solely to sauces and live seafood that will make you feel like a top chef. Plus, you'll be surrounded by instrumental versions of Chinese and Taiwanese hits.

Get lost in the smells, sights, and flavors.



MUST HAVE INGREDIENTS

YOUR essential ASIAN GROCERY PICK-UP



HEALTHY EATING... BUT YUMMY



Shifting your eating habits can feel intimidating, whether you're curious about a ketogenic diet, or you've already changed your eating habits, we've got some tips and recipes to make the transition easier and get you feeling confident in the kitchen.

EXPLORE RECIPES

MIX in IMMI



Try out your favorite recipe with the best low-carb, high-protein noodle available with a slurp you'll love - trust us.

GIMMIE IMMI

SPICY RED MISO IMMI is here!



We can't tell you how excited we are! This is our first new flavor launch in 2+ years.

You talked. We listened! Even though all Immi flavors are plant-based, you all requested a pure vegetarian flavor and here it is!

A bold version of the humble miso flavor which we've transformed with a touch of heat and a heavy dollop of umami. Our spicy red miso is funky and flavorful but balanced and smooth.

Not to mention the new packaging also removes extra waste and is more eco-friendly.

GIMMIE THE NEW IMMI

P.S. we have more new flavors coming so stay tuned. We're truly grateful to get to share this with our community.

RAMEN BRUNCH RECIPE



for the win!

Indulge in our creative take on a classic brunch recipe. Melt into the umami flavors of Immi and easily create the perfect RAMELETTE, here are the deets:

INGREDIENTS

- 1/2 PACK black garlic "chicken" ramen
- 2 - 3 eggs
- 2 TBSP ketchup
- 2 TBSP mayonnaise
- 1 TBSP furikake
- 2 TBSP neutral cooking oil

STEP 01
Boil a pack of Immi noodles as according to package directions and strain

STEP 02
Whisk 2 eggs together in a mixing bowl with

ASIAN ACTORS



to watch

"WE CAN TELL OUR OWN STORIES ON OUR OWN TERMS"
- MICHELLE YEOH



Michelle Yeoh Makes History as the First Asian to win Best Actress at the Oscars

BEST ASIAN CITIES:



RAMEN EDITION

FIVE UNIQUE KOREAN DISHES YOU MUST TRY



NEXT STEPS

- New flavors bring in new secondary colors and ingredient photography
- Continue to use the new photos
- Continue to use past layouts for brand recognition and familiarity (ex. Recipe Highlights)

