



30-60-90 Plan

JUNE - AUGUST 2023 | CONFIDENTIAL

30-60-90

Email/SMS

Social

Creative

SOW

CONFIDENTIAL



6

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 and 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

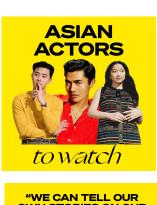




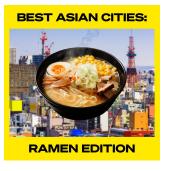














NEXT STEPS

- 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)

