

# marugame udon

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# Introduction to Marugame

## Marketing Communications Problem

Marugame Udon has a strong product but minimal brand presence among London's 18-28s, the 6-12 month campaign aims to fix that by driving awareness, organic social engagement, and first-time visits.



Source: Image made on Claude AI

### SMART Objective #1

Increase unaided brand awareness, among London 18-28 year olds, from 0% to 25% within 12 months, measured by quarterly brand tracking survey.

### SMART Objective #2

Achieve 5 million organic impressions and 3% average engagement rate across TikTok and Instagram Reels within 6 months, exceeding industry benchmarks (Hootsuite, 2026).

### SMART Objective #3

Drive 5,000 first-time visits from London 18-28 year olds across all locations within 6 months, measured via first-visit redemptions through Aloha EPOS data.

Source: (Marugame Udon, 2026)

# Market & Competition

London's casual Asian dining sector is highly competitive - Marugame occupies a unique live-prep udon niche with no direct equivalent.



Overall, young consumers prioritise experiential dining with visually engaging and socially interactive formats (Hajjar, 2026).

Table 1: Competitive Landscape

Competitor	Core Offer & Target Segment	Description
<b>Itsu</b>	Japanese healthier QSR; health-conscious time restricted professionals and students.	Direct competitors: same price tier and dining occasion but primarily offer pre-packaged or pre-prepared products = lack made-to-order, open-kitchen format that drives Gen Z's experiential dining preferences.
<b>Wasabi</b>	Japanese QSR; students (18-24) and professionals (25-40) in urban cities.	
<b>Wagamama</b>	Pan-Asian casual dining; young professionals (18-35) and students.	Indirect competitors: same demographic but at higher price points = limit accessibility for students and young professionals which positions them as a different dining occasion entirely.
<b>Shoryu Ramen</b>	High-quality tonkotsu ramen; Urban based consumers looking for authentic ramen .	

Sources: (DCM, 2026); (Itsu, 2026); (Shoryu, 2026); (Wagamama; 2026)

Graph 1: Competitive Positioning Map

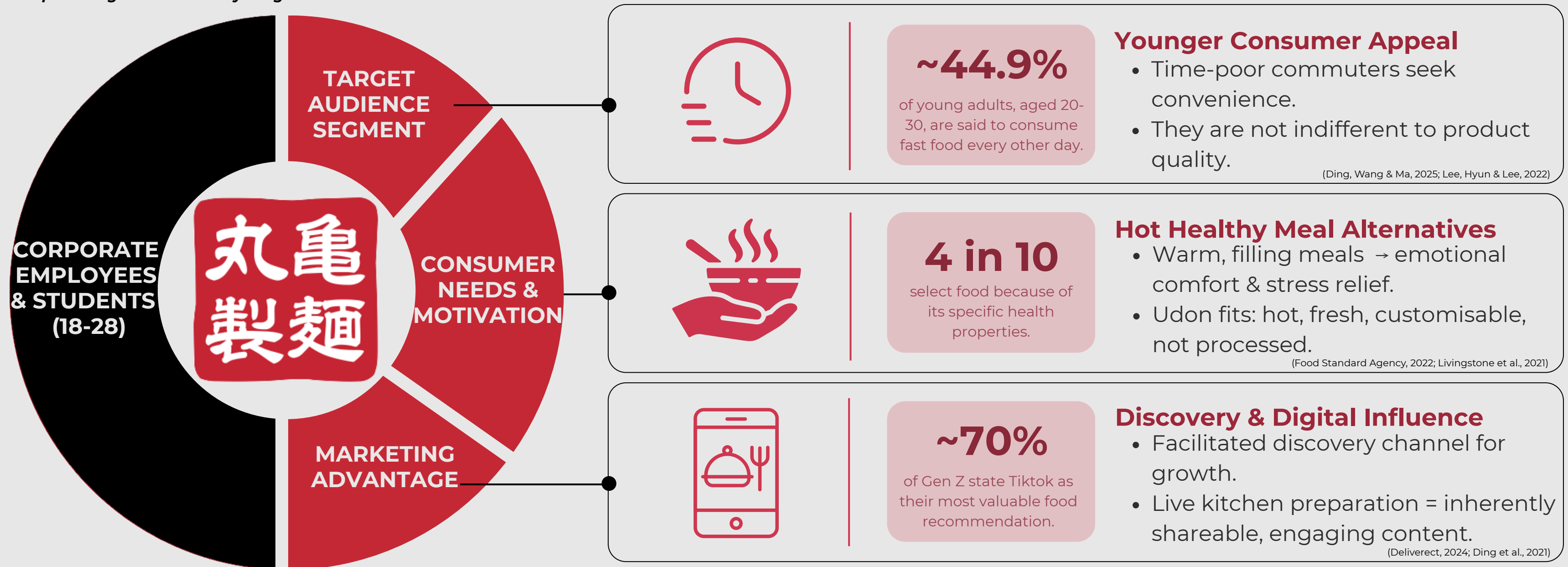


Source: Own Elaboration made using Claude AI

# Consumer Insight

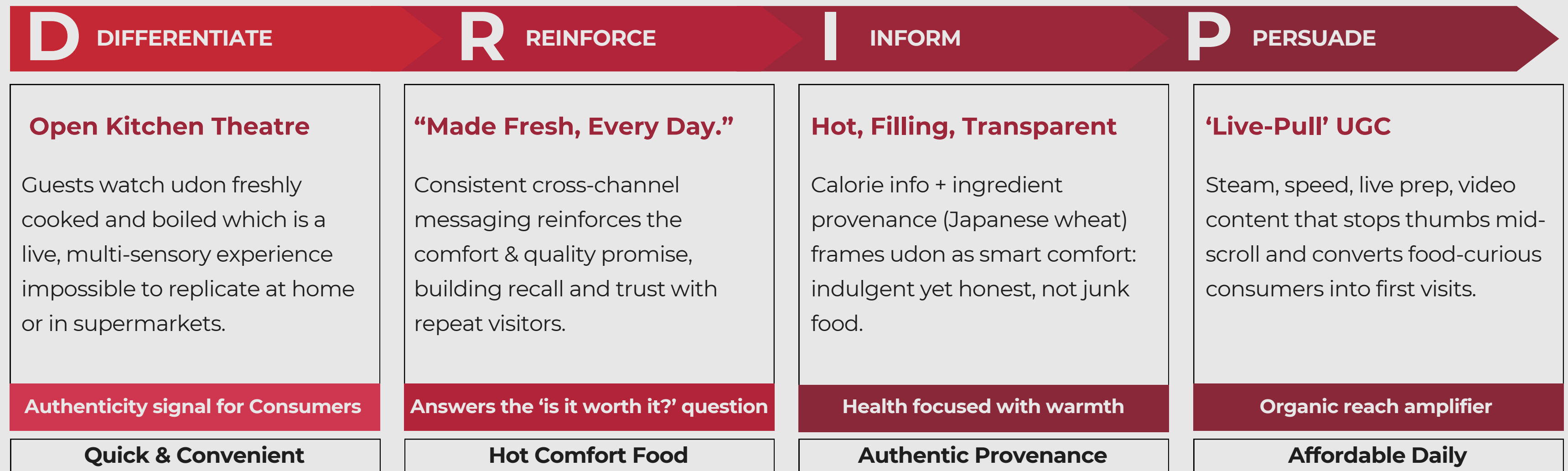
Examining key consumer motivations driving demand for Marugame Udon meal experiences.

Graph 2: Target Audience Key Insights



# Positioning Strategy

DRIP FRAMEWORK - How *Marugame Udon* differentiates (Fill & Turnbull, 2019)





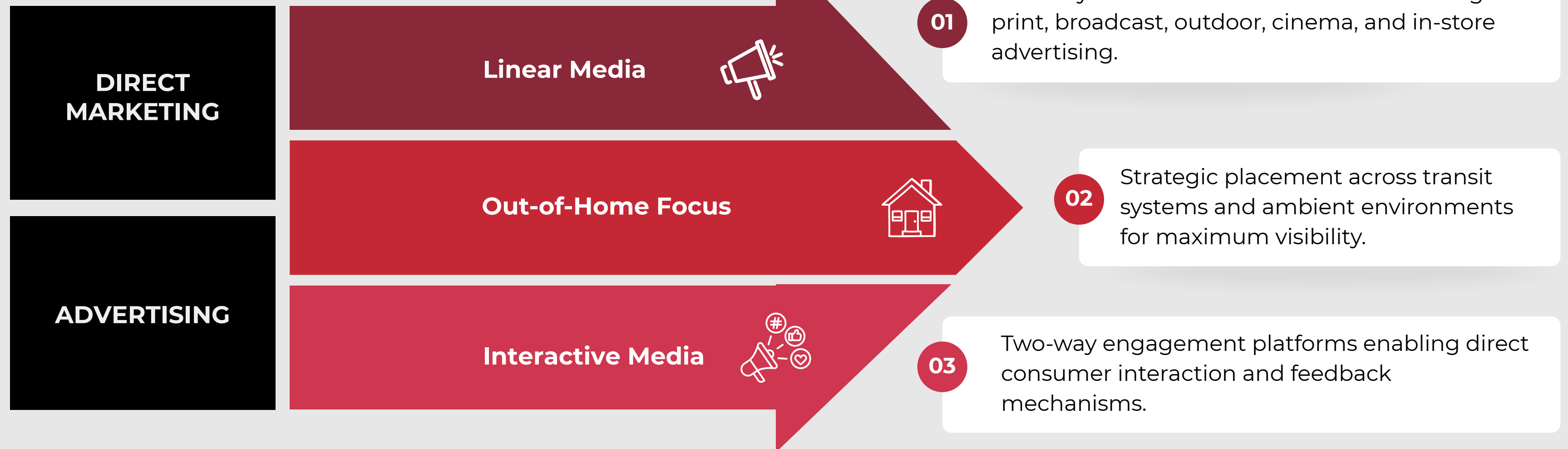
**CAMPAIGN POSITIONING STATEMENT**  
 London’s go-to feel-good comfort. Fresh, handcrafted Japanese udon made before your eyes, bringing a little everyday warmth to you.

# Marketing Communicators

**Marugame Udon's brand-concept platform is rooted in its core identity.**

This allows them to be expressed through a wide range of creative executions over time, maintaining recognisability without being confined to one moment.

## STRATEGIC MARKETING MIX FRAMEWORK



# Campaign Objectives

Defining our *Marugame* Communication Objective

Table 2: DAGMAR Framework

STAGE	DOMAIN	MARUGAME'S OBJECTIVES	METRIC	TOOL
<b>AWARENESS</b>	Cognitive	Unaided brand awareness: <15% → 35%	Pre and Post Consumer Survey	OOH - Underground Campaign
COMPREHENSION	Cognitive	Correct message association among 50% aware	Brand Tracking Research	Native Advertising, In-Store
CONVICTION	Affective	Purchase intent scores +25%	Attitudinal Survey and Social Listening	Sensory Creative, Experiential
ACTION	Conative	Weekly footfall +20% across 3 locations	EPOS Transaction Data	Student Discounts, Sampling
ADVOCACY	Post-purchase	Club membership +40%, repeat visits 30%	CRM / Loyalty Programme Data	Marugame Club Evolution

All objectives are: Specific - defined audience and metric · Measurable - identified data source · Achievable - benchmarked against comparable QSR campaigns · Relevant - linked to identified brand gap · Time-bound - 6-12 month campaign window

(Colley, 1961)

# Creative Communication Strategy

## THE STRATEGIC INSIGHT

**When every competitor is loud, silence is the most disruptive creative choice.**

London's fast-casual advertising environment is saturated with lifestyle imagery, promotional mechanics, and influencer noise.

Marugame's creative platform does the opposite: extreme close-ups of ingredients and process.

Noodles, broth, tempura, with minimal words of copy.

No people. No occasion. No hashtag.

Just the food, shot with authenticity.

## 01 - VON RESTORFF ISOLATION EFFECT

***Simplicity is the loudest signal in a cluttered environment***

A stark ingredient close-up surrounded by busy Underground advertising is remembered precisely because it does not compete visually. Restraint triggers isolation-based memorability.

(Von Restorff, 1933)

## 02 - CONGRUENCE THEORY

***Ad form must mirror brand values***

A simple, honest product deserves a simple, honest ad. When message form is congruent with brand positioning, credibility increases. A polished lifestyle campaign for "fresh, real food" creates dissonance, so stripped-back ingredient ads resolve it.

(Osgood & Tannenbaum, 1955)

## 03 - BRAND AUTHENTICITY

***Show the real, not the aspiration***

Post-modern consumers distrust manufactured brand narratives. Marugame's external communications must be its internal reality: the kitchen, the ingredients, the daily process. Authenticity is not a tone, it is a structural commitment.

(Gilmore & Pine, 2007)

## 04 - ELM + SENSORY MARKETING

***Food close-ups activate vicarious appetite***

Restaurant choices are low involvement; peripheral cues drive decisions, not rational deliberation. Macro food photography activates simulated taste and texture responses in the viewer without conscious processing.

(Petty & Cacioppo, 1986; Krishna, 2012)

# Creative Appeal Ads

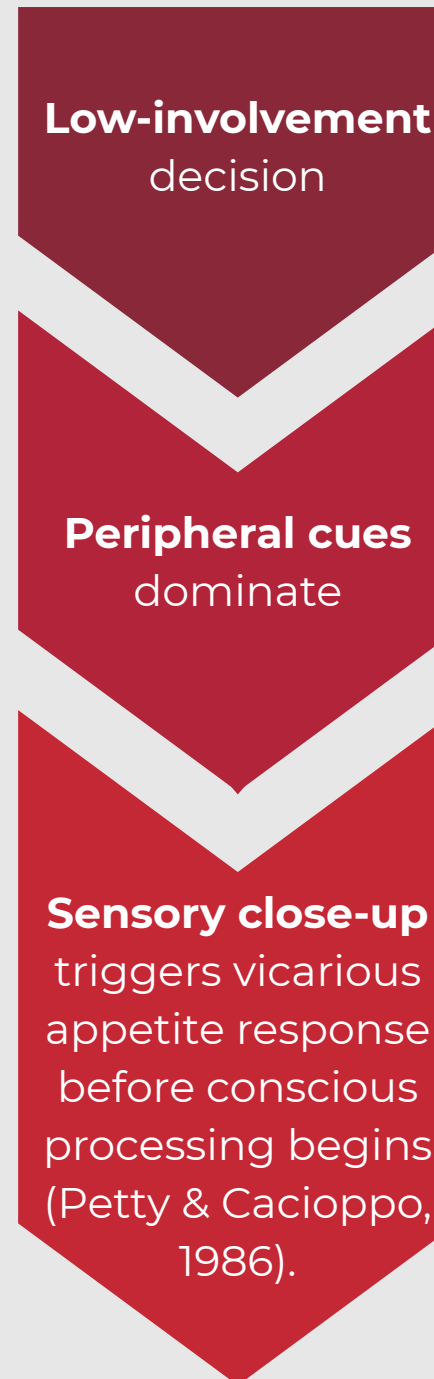
**Rational Appeal**

Japanese wheat flour.  
Fresh water. Sea salt.  
Made this morning.

丸亀製麺  
Marugame Udon

**Executorial Style:** Straight sell / factual message; the ingredient list is the advertisement.

Source: (Image generation made with Claude AI)



**Warmth Appeal**

Japanese wheat flour.  
Fresh water. Sea salt.  
Made this morning.

丸亀製麺

Japanese wheat flour.  
Fresh water. Sea salt.  
Made this morning.

丸亀製麺

**Emotional Underpinning:** warmth appeal; hot, fresh, handmade food activates mild positive associations of comfort and care (Belch & Belch, 2004).

# Advertising Strategy



Source: (Image generation made with Claude AI)

## ABOVE-THE-LINE (ATL)

# 55.3M

unique weekly OOH advertising reach in GB

(Route Research, 2024)

### Mass Awareness at Scale

Tube station posters at King's Cross St. Pancras, Victoria, Tottenham Court Road, Liverpool Street, Shoreditch, and Waterloo target 18-28 year olds commuters at the highest footfall touchpoints in London.

(Statista, 2024)

## BELOW-THE-LINE (BTL)

**Marugame Club - stamp loyalty card** (9 visits = free bowl); seamless Apple/Google Wallet integration removes sign-up friction.

**Student discount card** - 15% off via TOTUM/NUS; removes price barrier for the younger proportion of segment.

**Pop-up tastings** - around London campuses; free taster cup drives trial and counters perceived deception.

## THROUGH-THE-LINE (TTL)

**TikTok + Instagram Reels** - live-pull video builds brand awareness; clickable CTA converts food-curious 18-28 year olds into first visits.

**Udon Slurp Challenge** - gamified TikTok mechanic drives organic participation, amplifies reach through UGC, and converts viewers into in-store visitors via QR code redemption.

# Digital & Content Strategy

97% of Gen Z use social media as their primary shopping inspiration - and because Gen Z trusts peers over brands, UGC creators act as organic opinion leaders, consistent with the Two-Step Flow Theory.

(Kastenholz, 2021; Berry, 2024)

## User-Generated & Organic Content

79% of consumers say that UGC significantly influences their purchase decisions - more persuasive than any brand-produced alternative.

(Forbes Agency Council, 2024)

Marugame's open kitchen provides a ready-made content narrative - naturally encouraging customers to film, share and tag without brand intervention.

QR codes across all touchpoints - directing customers to the Udon Slurp Challenge and activating gamification mechanics proven to drive purchase intention and brand loyalty.

(Santos et al., 2024)

## Content Marketing & Native Advertising

Owned content: TikTok and Instagram Reels centred on open kitchen process - authentic, candid visuals bridged to in-store engagement via QR codes at point-of-sale.



Source: (Image generation made with Claude AI)

Native advertising: food blogs and lifestyle media mirroring editorial content - perceived as organic recommendations; all partnerships transparently disclosed.

# Experiential Marketing

The strategic logic: **Push** channels create initial awareness and trial; **Pull** channels convert curiosity into loyalty through authentic participation - the two strategies working in tandem across the campaign funnel.

## PUSH STRATEGY

**OOH tube posters** - mass awareness at high-footfall commuter stations, pushing the brand into the daily environment of 18-28 year olds.

**Student discount card (TOTUM/NUS)** - directly pushes a price incentive to remove the trial barrier.

**Pop-up tastings on campuses** - brand-initiated sampling drives first trial and counters perceived deception.

## PULL STRATEGY

**Open kitchen theatre** - live, multi-sensory in-store experience naturally pulls curiosity and repeat visits.

**TikTok UGC & Udon Slurp Challenge** - organic content pulls food-curious 18-28 year olds through peer discovery.

(Berry, 2024)

**QR code activations** - at point-of-sale and packaging, pulling customers from physical dining into digital participation.

### 01 SEE

Tube OOH poster stops commuter mid journey

ATL - PUSH

### 02 TRY

Free campus taster removes trial barrier

BTL - PULL

### 03 EXPERIENCE

Open theatre kitchen creates brand moment

IN-STORE - PULL

### 04 SHARE

Slurp Challenge QR drives UGC and return visits

TTL - PULL

# Campaign Evaluation & Measurement

The effectiveness of the campaign is measured across the five stages of the DAGMAR framework. This will ensure that every campaign channel is measured accurately against the objectives.

STAGE	MARUGAME'S OBJECTIVES	ACTIVITY	TIMELINE
<b>AWARENESS</b>	<b>Unaided brand awareness:</b> <15% → 35%	<b>OOH Tube posters campaign</b>	<b>Months 0 &amp; 6 &amp; 12</b>
<b>COMPREHENSION</b>	<b>Correct message association among</b> 50% aware	<b>In-store advertising</b>	<b>Months 3 &amp; 6</b>
<b>CONVICTION</b>	<b>Purchase intent scores +25%</b>	<b>Sensory Creative ads</b>	<b>Months 3 &amp; 6</b>
<b>ACTION</b>	<b>Weekly footfall +20% across</b> 3 locations	<b>Student discounts</b>	<b>Weekly</b>
<b>ADVOCACY</b>	<b>Club membership +40%, repeat</b> visits 30%	<b>Loyalty Program Evolution</b>	<b>Monthly</b>

## MONITORING PRINCIPLES

### Reall-time Tracking

EPOS & CRM Weekly optimisation

### Touchpoint Attribution

Which channel drove each outcome

### Benchmarked Targets

Validated targets

# Ethical & Sustainable Communications



**64%**  
of British consumers are willing to pay more for sustainably produced food and drink  
(YouGov, 2024)

**54%**  
of UK consumers would stop buying from a brand found to have greenwashed  
(KPMG, 2023)

## WHY IT MATTERS

Consumers are increasingly scrutinising brand ethics. Marugame Udon must communicate authentically to build long lasting trust. Transparent storytelling from grain to bowl reinforces credibility and differentiates the brand in a crowded market.

# Implications & Limitations

## MANAGERIAL IMPLICATIONS

**01 LEAD WITH UGC**  
Influenced by UGC, the open kitchen is a ready-made content engine that outperforms paid alternatives.

(Forbes Agency Council, 2024)

**02 ANCHOR OOH AT KEY STATIONS**  
King's Cross, Victoria, and Waterloo.  
52.32 million unique weekly impressions.

(Route Research, 2024)

**03 EVOLVE LOYALTY BEFORE SCALING**  
The Marugame Club's purely transactional mechanic risks price sensitivity; add experiential tiers pre-rollout.

(Santos et al., 2024)

**04 DEPLOY QR CODES ACROSS ALL TOUCH-POINTS**  
Bridge Slurp Challenge to in-store conversion, activating gamification mechanics proven to drive purchase intent.

## LIMITATIONS

### UNVERIFIED BASELINE

Due to no primary research, 0% starting point among 18–28 year olds, success metrics remain indicative rather than empirical.

### LIMITED PHYSICAL FOOTPRINT

Restricted locations constrain the conversion of awareness into visits.

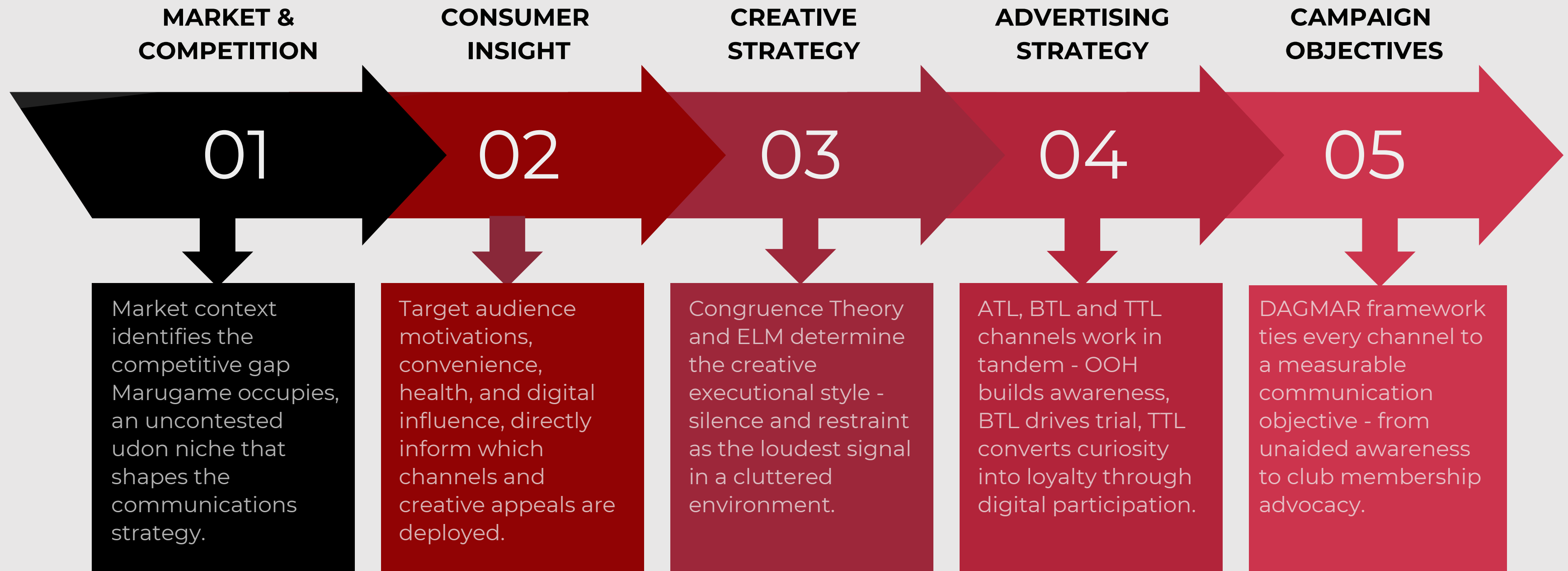
### UNCONTROLLABLE UGC

User-generated content introduces inconsistency in brand presentation.

### CROSS-PLATFORM MEASUREMENT GAP

TikTok and Instagram metrics are not directly comparable. Cross-platform performance attribution is therefore imprecise and fragmented.

# Synergy of Topics



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