

OAKLAND TEA HOUSE  
TAIWANESE  
FOOD



Campaign Book

# INTRODUCTION

The Oakland Tea House is an authentic Taiwanese restaurant located in Auburn Hills. Opening its doors in 2016, the owners wanted to share food from back home with the surrounding community, standing out from the unhealthy, “American-style” dishes that many other restaurants serve.

Yingchuan and her husband Chen provide a warm and welcoming experience for every customer that walks through the door. Upon glancing at the menu, Yingchuan explains numerous dishes, makes recommendations based on personal preferences, and makes every moment meaningful before going back into the kitchen to craft a meal full of love.

We'd like to thank Yingchuan and Chen personally for their hospitality and the delicious food that our group has tried along the way. Your service does not go unnoticed, and you have gained customers for life.

We hope to help you every step of the way in your future endeavors.





# SITUATION ANALYSIS

The Oakland Tea House is a restaurant full of love. The hospitality is second to none, the owners truly care about their customers, and the food is healthy.

The tea is sourced from local farmers in Taiwan, she uses real milk in the bubble teas, and offers vegetarian options. Aside from the delicious plates the owners serve, Yingchuan also makes beautiful homemade nougat desserts, known as Bliss Nougat, available for purchase over the counter.

While it's clear Oakland Tea House has heart and soul aplenty, its exterior signage and physical location limit curb appeal. The restaurant's online presence— in the form of its website and social media pages— could be refined to strengthen its visual consistency and functionality.

These areas with room for growth provide Oakland Tea House with a number of exciting opportunities. In the journey to update its branding and maximize its online presence, the restaurant can update the site for user ease, create a space for simple online ordering and a section for Bliss, and host special events to boost cultural awareness for all things Taiwanese.

## NATIONAL INDUSTRY TRENDS



Food delivery platforms like DoorDash combined with a growing desire to consume health conscious meals is leading to trends like:

- **Ghost kitchens** : Take out orders and deliveries *only*, replacing dine-in
- **Health-conscious menus** : Vegetarian, vegan, and gluten free options
- **Fast-casual restaurants** : Blending the quick service of fast food with the high-quality dishes of dine-in


## INDUSTRY TRENDS IN SOUTHEAST MICHIGAN



Michiganders take pride in their state and love when restaurants innovate and give back to their community. Capitalize on:

- **Cherry-based dishes** : Underscore Michigan's "cherry state" identity
- **Locally-sourced ingredients** : Michiganders enjoy when restaurants help support local farmers
- **Interactive restaurants** : Live entertainment or arcade games





Asian food is on the rise, and research says it's here to stay. Here are trends to capitalize on both nationally and locally:

- **Instant noodles** : Sales and an interest in street food have risen in recent years; “#ramenhacks”
  - **Taiwanese food** : Particularly during the summer months
  - **Increased interest in bubble tea** : Particularly among Gen Z
  - **Gochujang** : Korean fermented chili paste
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And we didn't forget about **Bliss Nougat** !

- Target the gift-giving crowd
  - Gift sales peak in December, especially around the holidays
  - Popular fall/winter 2025 flavors include cinnamon, berry flavors like strawberry, cherry, and cranberry.
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## Strengths

- Family-owned
- Authentic
- Affordable
- Healthy ingredients
- Tea is expertly curated by Yingchuan
- Existing positive reviews
- Bubble tea uses real milk and homemade syrup, not powder like many competitors
- Bliss Nougat is a homemade treat

## Opportunities

- Asian food is trending at the moment
- Potential for the restaurant as a study space for college students
- Update the website
- Bliss Nougat could be promoted more, and there are plenty of innovative ways to do it

## Weaknesses

- Location
- Functionality of website
- Limited space
- No current online ordering capabilities
- Menu a bit unclear to new customers
- No marketing for Bliss Nougat

## Threats

- Competition: Kimchi Box, Panda Express, Tokyo Sushi, Moy Kong Express, PF Changs, Thai Fortune, Taste of Vietnam, Ten Seconds Rice Noodle
- Competing restaurant chains have the resources for more comprehensive marketing plans
- Low cultural awareness

# TARGET AUDIENCES

**Professionals working in the area** — Hitting the lunch crowd is an opportunity that absolutely cannot be missed, and these folks will want to bring their families back for more.



**Students nearby** — of both colleges and high schools, allowing us to tap into the use of Oakland Tea House as a wonderful place to study, and Generation Z and their love of bubble tea and new cuisine.



**Asian-American members of the community** — especially Taiwanese and Taiwanese-American people, because we cannot lose sight of the people who have supported you from the very beginning.





## Persona 1: Linda, a local corporate professional

**Demographics** : 48 years old, corporate employee with an income of \$120k per year, lives in Oakland County with her husband and two children

**Psychographics** : Works a traditional 9-to-5 schedule, busy personal life, loves to spend time with family and friends

**Values/needs**: Wants to engage in healthier eating, needs convenience on lunch breaks, doesn't want to break the bank

**Media Usage** : Local Facebook groups to keep up with her community, light Instagram usage, and Yelp for restaurant vetting

**Problem** : Wants a lunch spot that's quick, healthy, and filling

## Persona 2: Joey, an OU Student

**Demographics** : 22 years old, resides in Auburn Hills, lives alone on-campus, income between \$10,000 and \$20,000 per year

**Psychographics** : Busy schedule as a working student, studies often, trying to work a healthier lifestyle into his fast-paced life

**Values/needs** : Loves trying new things, needs a dedicated study spot, highly values convenience

**Media Usage** : Instagram and Reddit for news and updates, Facebook for family and friends

**Problem** : Bored with the same fast food options; wants to eat healthier, but on a very tight budget





### **Persona 3: Mei-ling, a local Taiwanese-American woman**

**Demographics** : 30 years old, lives in Troy with her husband and young daughter, a stay-at-home mom

**Psychographics** : Busy mother to a two-year-old, manages household expenses, cooks most nights but appreciates a good takeout meal

**Values/needs** : Practicality, convenience, connection to her Taiwanese roots, family experiences

**Media Usage** : Douyin for entertainment, Facebook and LINE for keeping up with family and friends

**Problem** : Wants to find an authentic Taiwanese restaurant for nights when she doesn't want to cook, but doesn't know of any in the area

# OBJECTIVES

1

Enhance overall brand visibility and drive monthly sales growth, increasing Oakland Tea House revenue by 3% and Bliss Nougat revenue by 10% in the next six months.

2

Showcase and center Taiwanese culture at the Oakland Tea House, hosting three culturally immersive events in the next six months.

3

Enhance the online presence of both brands, getting social media engagement up by 10% and website traffic up by 20% in the next six months.



# OWNED STRATEGIES

## ➤ **Menu Curation and Product Positioning**

Introduce lunch “combo” bundles for easy ordering: entree, side, and a drink. Great option for busy students and business professionals. Limited-time offerings for occasions like American and Taiwanese holidays; place greater emphasis on bubble tea promotions.

## ➤ **Enhance Digital Presence and Establish Brand Identity**

Ensure visual consistency across all owned media: website, social media, newsletters, etc. Refresh the website design for desktop and mobile users, giving visitors a taste of the Oakland Tea House experience. Simplify online ordering for navigating with ease.



# OWNED STRATEGIES



# OWNED STRATEGIES

## ➤ **Encourage Cultural Connections**

Educate American customers on Taiwanese culture through email newsletters, social media posts, and events celebrating holidays. Promote the Oakland Tea House as a community melting pot.

## ➤ **Develop Opportunities for In-Store Engagement**

Encourage customers to share their Oakland Tea House experience. Create visually appealing spaces for Instagram shots, and hang QR codes for customers to leave reviews in exchange for a discount or other promotions.

## ➤ **Strengthen Social Media**

Post frequently on Instagram and Facebook pages, sharing the story of the restaurant's connection to the community. Feature events and specials; engage with users who post about their visit.





# EARNED STRATEGIES

## ➤ **Share the Oakland Tea House Story**

Pitch feature stories to Metro Detroit news outlets about the founders and their journey. Emphasize the pride they take in their culture and their determination to serve every customer a healthy home-cooked meal.

## ➤ **Partner With Influencers**

Invite local food bloggers and restaurant reviewers on social media to try out the Oakland Tea House menu, particularly those with a focus on food from different regions. Invite snack reviewers and international candy influencers to try Bliss Nougat.

# EARNED STRATEGIES

## ➤ **Get Involved With Local Students**

Partner with student organizations and cultural clubs at Oakland University to host food and drink tastings, study nights, and educational events about Taiwanese holidays and traditions. Encourage students to invite friends and tell others about their experiences.

## ➤ **Center Real Customer Experiences**

Encourage diners to leave feedback about their experiences for a discount or other incentive program. Highlight positive reviews on both the website's home page and social media platforms so everyone knows the hype is real!



# PAID STRATEGIES

## ➤ Social Media Advertising

Launch social media ads to engage new audiences. Target Instagram ads towards Gen Z, centering content around new cultural experiences and a place to gather. On Facebook, target ads towards millennials, Gen X, and baby boomers, emphasizing community engagement and position the Oakland Tea House as a family dining option.

## ➤ Search Engine Visibility

Use low-cost geomarketing to launch targeted ads for users in the areas surrounding Oakland Tea House, and utilize SEO strategies to ensure the restaurant pops up when certain keywords are searched (lunch near me, Taiwanese food Michigan, etc). Spending a little on these opportunities will ensure the Oakland Tea House remains competitive with restaurants in the area. It will be easier than ever before for customers to find and order.



# MESSAGES

## FOR INCREASING VISIBILITY AND SALES

### **Behind Every Sip and Every Bite: Our Founders' Story**

Core narrative: “Discover the passion of Oakland Tea House and Bliss Nougat thought intimate founder stories that connect culture, family and community — featured in local media and owned channels.”

### **Fresh. Local. Flavorful.**

Core narrative: “We source from Michigan farmers to bring you fresh, local ingredients in every dish and drink. Taste the quality. Taste the community.”

### **The Perfect Study Break at Oakland Tea House**

Core narrative: “OU students — need a cozy study spot? Recharge with energizing teas and healthy snacks in a warm, welcoming space. Make Oakland Tea House your home base.”

# MESSAGES

## FOR CENTERING AND CELEBRATING CULTURE

### *Celebrating Taiwanese Culture, One Event At a Time*

Core narrative: “Join us for special events that celebrate Taiwanese heritage through food, music, and tradition. Experience the heart of Taiwan right here in Oakland County.”

### *A Taste of Home for Taiwanese-Americans*

Core narrative: “Reconnect with your roots through authentic Taiwanese cuisine and bubble tea made with ingredients sourced straight from Taiwan.”

# MESSAGES

## FOR BOOSTING ONLINE PRESENCE

### *Sweet Deals for Sweet Reviews*

Core narrative: “Enjoy a free boba topping on your next visit when you leave us a review. Thanks for supporting us!”

### *Instagrammable Moments, Real Connections*

Core narrative: “Share your favorite Oakland Tea House moments at our new photo-ready spots—because great tea and great memories deserve to be seen.”

### *Order Online, Enjoy Anytime*

Core narrative: “Order your favorite tea and Bliss Nougat treats anytime with our new mobile-friendly website—available for pickup or delivery.”

# DESIGN DIRECTION

Tea  
Roast

HEX:  
#442B15

Chili  
Oil

HEX:  
#A74713

Leaf  
Green

HEX:  
#52733B

Yolk  
Gold

HEX:  
#BC9937

Jade  
Mist

HEX:  
#CBD9C1

## Display Type:

### Young Serif & 標題

The primary display typefaces for Young Serif Regular & New Tegomin Regular.

## Secondary Display Type: Faculty Glyphic Regular

Serves as the secondary display typeface, offering versatility and balance for supporting headings, subheadings, and additional design elements.

## Body Copy:

### Goudy Bookletter 1911

Designated for body text and supporting typography, ensuring a clear and consistent visual hierarchy.

# LOGO UPDATES



PRIMARY



橡園茶坊

SECONDARY

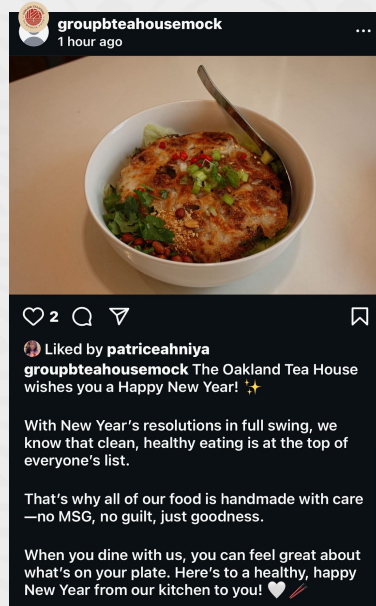


SOCIALS

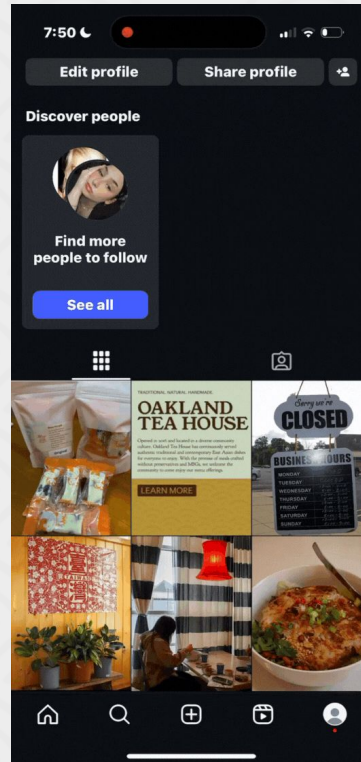
# WEBSITE DESIGN



# INSTAGRAM MOCKUPS



# INSTAGRAM MOCKUPS



# MEDIA RECOMMENDATIONS

MEDIA TYPE	PLATFORMS	PRIMARY GOAL	FREQUENCY
Owned	Email, website, Instagram, Facebook, Google Business profile	Full control, helps to build credibility, drive awareness, promote Bliss Nougat, and establish a strong online presence	Four times a week; posts can be scheduled ahead of time
Earned	Detroit Free Press, The Oakland Post, Metro Times, local food bloggers	Drive brand awareness and community engagement	Pitch a feature story to one outlet every two months
Paid	Ads in magazines such as Hour Detroit, targeted ads on Instagram and Facebook, Google search ads + SEO	Increase online traffic and engagement across all platforms	Budget-dependent

# MEDIA RECOMMENDATIONS: PAID

PLATFORM	COST	NOTES
Instagram and Facebook (through Meta)	\$100 per month	Ads geo-targeted within 5 miles of the restaurant
Google	\$10 per day	To minimize cost, keep ads targeted to a specific region— likely also within 5 miles of the restaurant
Influencer Outreach	Low— price of a meal	Free meals offered in exchange for reviews— certain influencers are open to this
Search Engine Optimization	\$1000 (one-time audit)	Combine with Google ads to get first-page results

# SUGGESTED CALENDAR

MONTH	OWNED	EARNED	PAID	KPIS
January	Founders' story + launch updated menu	Detroit Free Press feature	Search ads	+5% Instagram and Facebook followers +10% website views
February	Lunar New Year, "Love at First Bite", launch email newsletter	"Sweet Deals for Sweet Reviews" & Influencer tasting (Bliss Nougat)	Facebook ads	+20 email sign ups + 5% Bliss Nougat sales
March	Cultural event: "Taste of Taiwan"	Encourage customers to share photos of event	Instagram ads	+10% Instagram mentions + 2% overall orders

# SUGGESTED CALENDAR

MONTH	OWNED	EARNED	PAID	KPIS
April	Student discount + study event	Partner with OU influencer or student blogger	Campus-specific ads	+3% lunch sales +5% Instagram engagement
May	Tasting booth at farmers market	Metro Detroit Eats feature	Search ads	+15% web traffic +5% Bliss Nougat sales
June	Year-to-date recap + summer menu launch	Local foodie influencer review	Instagram ads	+3% all restaurant sales +10% overall social media engagement

# SAMPLE PRESS RELEASE

## Tone

Informative and proud.

## Purpose

Creating a special cultural event for a special dining experience.

## Targets of Outreach

Introducing the Oakland Tea House and informing the media of the cultural event dining.

# SAMPLE INFLUENCER OUTREACH

## Tone

Inspired and inviting.

## Purpose

Inviting influencers to the cultural dining event.

## Targets of Outreach

Complement their work and give an early invite to dine at the Oakland Tea House.

# RISK MANAGEMENT

## Service Reviews

### RESPONSE:

We are truly sorry that you were unsatisfied with your experience.

We try to keep our portions as consistent as we can to help give the same quality of service to everybody. Please reach out to us personally so we can better serve you.

## Value Reviews

### RESPONSE:

We're always striving to give our customers the best value possible and we apologise that you had a negative experience with us. We would love to make it up to you, if you would be willing to give us a second chance.

Please message us privately so we can make this right!

# CLOSING REMARKS

Thank you for giving us the opportunity to share our campaign with you.

We believe our strategy doesn't just market Oakland Tea House, it captures its essence. From its rich Taiwanese roots to its welcoming atmosphere, our campaign tells the story of what makes Oakland Tea House so special.

Our goal was to create something that not only captivates customers, but keeps them coming back for more. You have truly captured lightning in a bottle, and we could not be more grateful for you and the way you serve your community.

# Follow Up Letter

## **Still Interested in Covering Oakland Tea Houses Lunar New Year Celebration?**

Hello, hope you are doing well! I wanted to follow up on my earlier note about the Lunar New Year event at the Oakland Tea House. It could serve as a bridge for Americans to experience Taiwanese tradition.

We would love to offer you a complimentary tasting of some of the dishes from the menu or a behind the scenes look at how the dishes are prepared.

Please let me know if this is a fit for your schedule. I would be happy to coordinate next steps or send some more information.

Thank you again for your time and consideration!

# FULL PRESS RELEASE

For immediate release

Contact: The Oakland Tea House

Phone:

email:

**Headline:** Oakland Tea House Celebrates 10 Years in Auburn Hills with New Cultural Events

**Subheadline:** Family-owned Auburn Hills restaurant marks a decade of authentic Taiwanese cuisine and community connection with new cultural events.

**Auburn Hills, MI – October, 2026**

Oakland Tea House, an authentic Taiwanese restaurant in Auburn Hills, is celebrating its 10th anniversary this year with the launch of a Cultural Event Series that highlights Taiwan's rich traditions.

The family-owned restaurant, known for its healthy dishes, locally sourced ingredients, and handcrafted teas from Taiwan, has been serving the Auburn Hills community since 2016. To mark the milestone, Oakland Tea House will host several cultural experiences designed to bring people together through food, art, and tradition.

The Cultural Event Series will include tea tastings, complimentary lunch for you and a guest, Taiwanese dessert workshops, and family-friendly celebrations throughout the winter season. Event schedules and details will be shared on the restaurant's website and social media pages.

# FULL INFLUENCER LETTER

**Subject: Invitation: Experience Oakland Tea House 10-Year Celebration + Cultural Event Series**

Hi [Influencer],

I hope you're doing well! I'm reaching out on behalf of Oakland Tea House, an authentic Taiwanese restaurant in Auburn Hills that's celebrating its 10th anniversary this year. To mark this milestone, we're launching a Cultural Event Series featuring traditional tea tastings, Taiwanese dessert workshops, and other unique experiences that showcase Taiwan's heritage.

I've watched your amazing content on local cultural food in metro Detroit. I'd love to invite you to join us for a complimentary lunch. You'll get to enjoy some of our signature dishes and bubble teas, connect with the owners, and preview the first of our cultural events before it's open to the public.

## **What to expect:**

A tea tasting featuring premium teas sourced directly from Taiwanese farmers

Complimentary lunch for you and a guest

Bag of Bliss Nougat, our homemade Taiwanese candy

cultural storytelling from the owner

Opportunities for content creation in our newly designed, photo-friendly spots

A small thank-you gift to take home

If you're interested, please let me know your availability in the next few weeks — we'd be happy to accommodate your schedule.

Thank you for your time, and we'd be thrilled to host you!