

HMart Pop-up Store in Asian Pacific Heritage Month

Creative Brief

1. Project Name

소확행 마트 “Small but Certain Happiness” Pop-Up Market

The campaign will focus on acknowledging the small but certain happiness provided by eating Asian food and purchasing it at HMart. The pop-up stores will be launched during the Asian Pacific Heritage Month in Los Angeles, New York, and Boston near university areas, targeting college students who are Asian and young people who are open to trying more ethnic food. (The Korean name is an internet abbreviation of the long sentence “소소하지만 확실한 행복”, and it is a phrase used by a lot of GenZ social media users.)

2. Company Background

HMart is a chain supermarket specializing in Korean and pan-Asian groceries. HMart stores usually locate in Korean neighborhoods in major cities. There are 89 locations in the United States, five in the United Kingdom, and 13 in Canada. As a small corner grocery store that developed into one of the largest Asian chain supermarkets in the U.S., HMart provides Asian communities in the U.S. with an “armful” of Asian food and groceries.

3. Project Objective

- Increase brand awareness
- Increase in-store sales
- Attract more consumers
- Raise awareness for Asian Pacific Heritage Month by promoting Asian soul foods

4. Target Audience

College students / Young people / TikTok or Youtube Influencers

5. Competitors

99 Ranch is a major competitor to HMart. They are both popular pan-Asian grocery supermarkets in the U.S. among Asian communities.

6. Key Message

Asian food is delicious and HMart has the highest quality and widest variety of Asian food at great prices.

Shopping at HMart brings a greater appreciation of Asian cultures, helping educate and diversify the cultural palates of communities.

7. Key Consumer Benefit

- HMarts are usually located in Asian neighborhoods in the U.S., and college students or people who are not living in the Asian neighborhood usually don't have access to good authentic Asian groceries. By bringing the store to them, they will have easy access to the store and enjoy their favorite snacks and special treats.
- Universities usually are places with great diversity, and launching pop-up stores during the Asian Heritage Month near universities provide Asian students with a chance to show their friends their culture, their story, and their food. The pop-up stores full of Asian soul food also provide Asian people an opportunity to make connections with their heritages and ethnicities.
- Consumers can enjoy special, authentic Asian snacks that can't be found anywhere in regular grocery stores in the U.S., for example, dried persimmons and marinated crabs.

8. Attitude

The campaign and the pop-up stores will provide an inclusive environment and chill vibe for all consumers.

9. Call to Action

Come and enjoy the best authentic Asian snacks and liberate your palate!

Find your nearest HMart

Read More [\[link\]](#)

10. Distribution

- Information about the pop-up store will be posted on social media platforms (Instagram, TikTok, Twitter, and Youtube)
- Influencers of different ethnicities are invited into the pop-up store and share their experiences
- Advertisements about the HMart delivery service should also be promoted through social media for cities where pop-up stores are not implemented.
- The author of “crying in HMart” will be invited to make a podcast episode to talk about how Korean food creates a connection between her identity and her heritage.
- A documentary focusing on Asian families living in LA, Boston, and New York will be filmed. The documentary will focus on three families, filming how they make food and do meal prep with groceries from HMart, as well as telling their stories of how foods and dishes are interconnected with their identity and heritage.

HMart Press Release

Supporting the Asian Pacific Heritage Month, HMart is Launching Pop-up Stores With Your Favorite Asian Snacks

LOS ANGELES, November 16, 2022 — HMart just announced their new locations of HMart pop-up stores for the upcoming Asian Pacific Heritage Month. To celebrate the flavorful history of Asian food, HMart is bringing your favorite snacks and delis to the University districts in LA, Boston, and New York. The name of the pop-up store is “소확행 마트 (So-hwak-haeng Mart)”, the abbreviation of “market that brings small but certain happiness”. Like the name, the pop-up stores are there for people to stop what they are doing and enjoy the small and certain happiness together with authentic Asian foods.

Unlike how people stereotypically perceive HMart as the market that only sells Korean food in K-town, HMart has a large collection of pan-Asian food and snacks, and this diversity will also be brought to the pop-ups. The pop-up stores will be around for the whole Asian Pacific Heritage month, and besides the pop-ups, people can have easy access to HMart through Instacart or HMart delivery service.

Michelle Zauner wrote in *Crying in HMart*, “We’re all searching for a piece of home or a piece of ourselves. We look for a taste of it in the food we order and the ingredients we buy”. “HMart is more than a grocery store, and as a third-generation Asian immigrant, HMart is a place where I can connect culturally, especially when I was young”, said Yunhee Cha, the marketing director of HMart, “and we want to give back to our lovable community and celebrate our heritage and culture together this May”.

About HMart:

HMart is one of the largest American supermarket chains specializing in Asian groceries operated by the Hanahreum Group, headquartered in Lyndhurst, Bergen County, New Jersey.

Founded in 1982, HMart developed from a small corner grocery store to a worldwide supermarket chain. HMart aims to offer superior products to consumers and is committed to giving back to our communities.

Strategies:

This campaign and the press release will be pitched to Lifestyle media, for example, Cosmopolitan, Kinfolk, Southern Living, Vice, and Country Living

The article will also be pitched to local newspapers like the New Yorker, New York Times, LA Times, and the Boston Globe.

Paid Social Element



**Celebrating
Asian
Pacific
Islander
Heritage
Month**

Los Angeles

Boston

New York

(May 1 - May 31, 2023)

**소화행
POP-UP
MART**

Read More ➞

This paid element will be displayed as a sponsor ad on Instagram, Twitter, and Facebook, including an Instagram post and an Instagram story, simply indicating basic information about this new upcoming H Mart event. In the “Read More” link, viewers will be directed to H Mart’s information website about the Pop-up store, including how this idea came to realized in major cities, what is the purpose of this pop-up store, and information page about Asian American

Pacific Islander Heritage Month, as well as a resource page on all the organizations and communities HMart, supported throughout the years.

The purpose of this sponsored post is to simply get the message out with basic event information like what is it called, where are the locations, and when it will be happening with an option to check out details of the event.

Advertising Tagline:

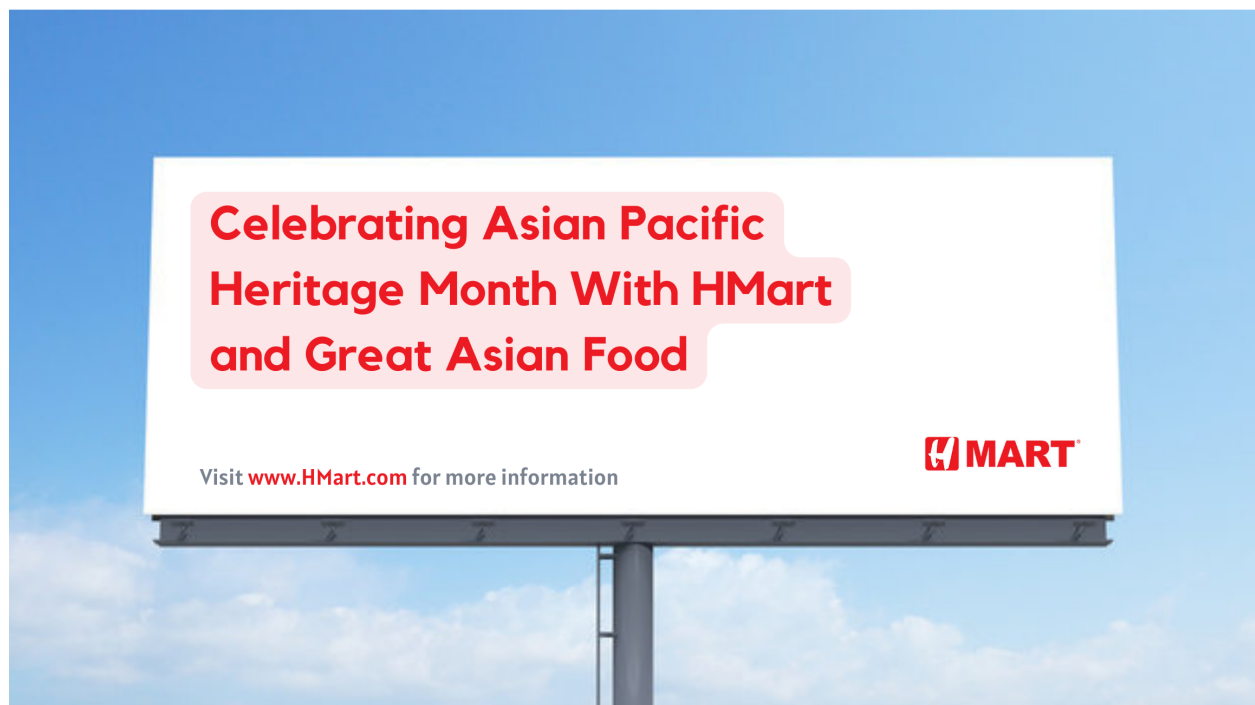
So-Hwak-Heang, So Heart Warming

(Celebrating Asian Pacific Heritage Month with HMart and with Great Asian Food)

- This tagline is a combination of the Korean phrase with a rhyming English comment. The first part is the romanization of the Korean name of the pop-up market — 소확행, which means small but certain happiness, and the second part expresses the emotion expected to be associated with the pop-up market.
- This specific tagline will be displayed mostly on social media with elaborations on what specific event this is and the translation of the Korean part.

Celebrating Asian Pacific Heritage Month with HMart and Great Asian Food

- This straightforward tagline will be mostly displayed on outdoor advertisement outlets, including billboards and outdoor posters, and flyers. To invite people from all backgrounds to participate in this event, this tagline avoids Korean phrases that could potentially make people feel excluded from Asian culture.



Infographic:

Must Buy in So-Hwak-Haeng Mart



This infographic focuses on what kind of food you can get from the Pop-up mart.

Different from the “original HMart”, the Pop-up mart has limited, selected products on snacks, delis, and frozen food, focusing especially on the “very Asian” type of food. For people who have never been to HMart before, this infographic provides them with top-recommended products which they can start with.

The infographic serves the purpose of providing recommendations and backgrounds to people who have never tried these foods before. These infographics can also be easily shared with friends and families on social media to educate others about the food culture in Asian communities.

It would be cool if this could be a small AI application linked to the website that recommends food based on people’s preferences after they answered several questions. Adding these interactive elements can help people share their results on social media and promote the pop-up.

Thought-leadership piece:

How To Celebrate the Asian Pacific Heritage Month and What Do You Need to Know?

This year's Asian Pacific Heritage Month is coming up, and [this account] is honored to celebrate Asian Pacific Heritage Month with HMart. As an Asian American growing up with my first-generation immigrant parents, I had to "educate" them about Asian Pacific Heritage Month as well as our rights as a community. It is so important to recognize the history, culture, food, and heritage of Asian Americans and Pacific Islanders, and the following are ways to celebrate the Asian Pacific Heritage month and things you need to know about the Asian Pacific Heritage month.

Why May?

Have you wondered why Asian Pacific Heritage Month is chosen to commemorate the AAPI (Asian American Pacific Islander) heritage? May is chosen mainly due to two important dates: May 7th, 1843 is the date when the first Japanese immigrants came to the United States; and May 10th, 1869, is the Golden Spike Day when the first transcontinental railroad in the United States was complete with major assistance from pioneer Chinese immigrants. Before the Asian Pacific Heritage month is official in legislation, it was proclaimed as a 7-day "Asian Pacific American Heritage Week", and in 1990, congress later passed legislation to extend the observance to a month.

How to Celebrate?

1. Explore AAPI history through books

What I really like to do personally with my non-Asian friends is to have reading clubs specifically on Asian American history and literature. Last year, we read the book *Waiting by Hajin*, which tells a story in the region where my family is originally from. *Citizen 13360* by Miné Okubo is on our list this year.

2. Try Asian cuisine!

Chinese food is not only takeout food, and you shouldn't only know about Orange Chicken and Mongolian Beef. Together with HMart, you can explore a lot of pan-Asian foods that you have never heard of before! Always ask an Asian friend for recommendations, they will be so excited to tell you what to try. It is always a fun and delicious way to learn about the culture through its cuisine, especially since Asian Pacific Americans have such a diverse culinary culture.

3. Support local communities and stand by your Asian friends

Acknowledging that they might go through a lot is important, especially during the pandemic with anti-Asian racism instances and in the ongoing Chinese protest. Learning more and offering support to your local Asian communities and neighborhoods is a really meaningful way to celebrate Asian Pacific Heritage Month.

This upcoming month is a time to honor the significance and accomplishments of AAPI communities to American history and culture. Remember to visit HMart and the HMart So-Hwak-Haeng pop-up mart to get your favorite Asian snacks.