



JENNIFER ETSUKO HIGA

JULY TO AUGUST, 2019

What I Did

1

Marketing: Growth Hacking

2

Max In The Kitchen Series

3

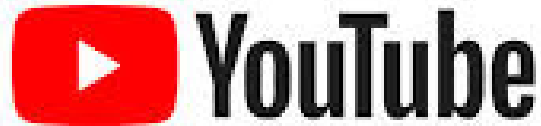
Hustle Club Series

4

Amazon Summer Campaign

Growth Hacking

VIA SOCIAL MEDIA



Growth hacking is a marketing technique focused on growth, often times on lower budgets. Social media, targeted advertising and viral marketing are few of the strategies used in growth hacking.

Ally Fisher, my direct boss in charge of social media and content creation within the marketing department, taught me a lot about how to implement these strategies and how to create the actual media content. I was able to observe how

she does the short-form videos of the fresh matcha recipes on colorful backgrounds; this showed me how you can make the content exciting and different each time while maintaining consistency with the brand identity by using similar styles and threading through the company color, font and other design principles.

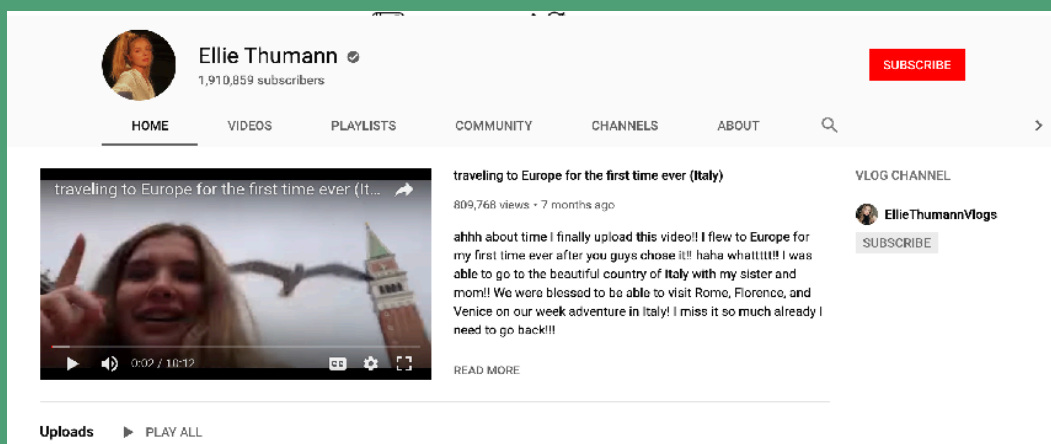
This deepened my understanding of how design and creativity plays a role in marketing efforts.


**Social Media
influencer
marketing is a low-
cost & effective
strategy that leads
to direct point-to-
purchase sales and
the construction of
brand identity.**

Aside from expanding the Instagram influencer outreach, I continued Emily's YouTube initiative, reaching out to YouTubers that align with MatchaBar's target consumers, who have good engagement and are willing to receive matcha products.

7,089,787

subscribers potential reach SO FAR on YouTube






iamJustOlana
 510,378 subscribers


SUBSCRIBE

HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT




EXTREME BEDROOM MAKEOVER 2019
 1,428,535 views • 7 months ago
 I REDID MY BEDROOM!!!! OMG IT LOOKS SO GOOD. Thank you, I did for serving me the mattress, click here if you would like to check out Lululemon for \$150 off go to <http://www.lululemon.com/olana> #getyourlululemon #lululemon

ITEMS:
[READ MORE](#)

OTHER CHANNELS TO LOVE

iamJustVloggy

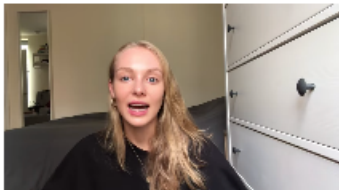
SUBSCRIBE



Daphne de Baat
 50,575 subscribers


SUBSCRIBE


HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT



How I Slimmed Down My Thighs # MODFI VIDEO
 122,066 views • 1 month ago
 Follow me on Instagram <https://www.instagram.com/daphnedebaat>


FOR BOOKINGS + ENQUIRIES: bookings@daphnedebaat.com
[READ MORE](#)




Doctor Mike 
 4,156,968 subscribers

SUBSCRIBE

HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT



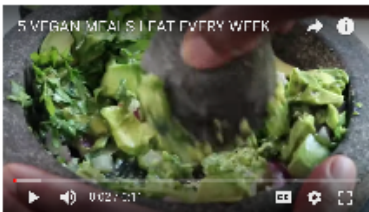
WELCOME TO MY CHANNEL! | Doctor Mike
 1,863,089 views • 2 years ago
 Hey, guys! Welcome to my channel where I'll be sharing my life and work with you. Subscribe for new videos every Sunday.
 CLICK TO SUBSCRIBE HERE — <https://goo.gl/VICSTRA>
 Let me know what type of videos YOU'd like to see in the comments below!
[READ MORE](#)



SweetPotatoSoul
 404,393 subscribers


SUBSCRIBE

HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT



5 VEGAN MEALS I EAT EVERY WEEK
 1,160,200 views • 1 month ago
RECIPES BELOW
Easy Instant Pot Lentils
 2 cups green lentils, sorted and rinsed
 2 tsp fennel seeds
 2 tsp dried oregano
[READ MORE](#)

Uploads ▶ [PLAY ALL](#)

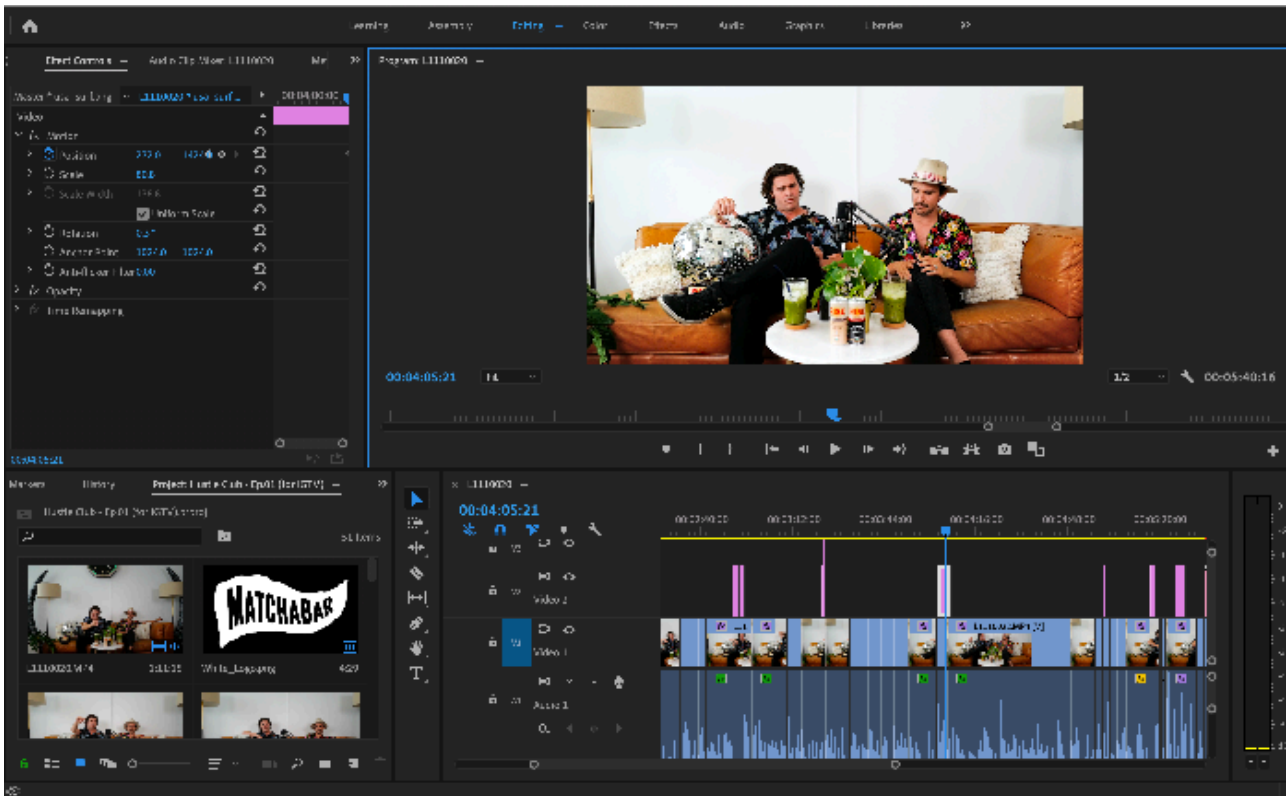


MatchaBar

Hustle Club

VIDEO SERIES W/GRAHAM FORTGANG

I worked on the video series “Hustle Club” featuring CEO of MatchaBar, Graham Fortgang as the host. This show is where Graham invites people from the industry, creatives and artists to come on set and tell the people how they hustle. Graham dives deep into topics with these “members of the hustle club” engaging the audience with fun questions, fire rounds and personal anecdotes to reveal things often overlooked in traditional interviews. I helped Ally Fisher with the conceptualization, execution and post-production of the series.



Responsibilities Included:

1. Created run-of-show template for the series
2. Ensured the series' style aligned with brand identity
3. Researched and purchased lighting and technical equipment
4. Researched background on first interviewee
5. Assisted with filming and directing shoot
6. Edited in post-production including the graphics and animations
7. Presented to CEOs and Marketing Manager and received feedback
8. Created series template for future episodes



Max In The Kitchen



POST-PRODUCTION

This was a video series with CEO/Co-Founder Max Fortgang showing consumers how they can make fresh matcha drinks and It's a short video series meant to live on IGTV; both informative, quick, and fun leading to swipe-up Amazon links.

I was able to see how Ally directed and envisioned a shoot, assisted in setting up the scene and saw how the filming was done. Most importantly, I did the post-production, editing the sound, visual and graphics. This series was much more "Tasty" or "Buzzfeed" style videos that are meant to bring Max's personality and charm to the consumers of MatchaBar products.



#MakeYourMatcha



Amazon Summer Campaign

I was able to assist Ally with the Amazon summer campaign photo shoot. We followed her shot list and went around the city to scout locations. I helped as well with recruiting the models and organizing the logistics. Furthermore, I assisted with the creative production including styling and posing. I shot the Behind-The-Scenes images that

would later be used to promote the new Amazon images on our socials including Instagram story.

I was able to observe how Ally went from concept to realization for a corporate mogul like Amazon, making sure that the photos are aligned with the company's identity but still digestible for the mass market.



— My Takeaways

THANK YOU!

As someone who has a big passion for food, wellness, design, music and Japanese culture, MatchaBar has been one of my biggest inspirations as a brand and company. I know it is shaping the future of beverage and I am so lucky I was able to work here this summer. I learned what it means to be an entrepreneur by observing Max and Graham's hustle every single day. I learned what it is to create a company culture by spending time with the other employees. I learned what it is to design a brand identity by shadowing Ally. The office was a space I wanted to come into and stay late at-- it fostered creativity and passion for the brand from every one of its employees. MatchaBar is my biggest role-model as a company and I learned an immense amount.

Thank you so, so much for this opportunity and I hope to take what I learned with me to creat some magic in the future. I will forever be grateful!

-Jenny

THANK
YOU FOR AN
AMAZING SUM-
MER. I LEARNED
SO MUCH AND WILL
CONTINUE TO BE
INSPIRED BY
MATCHABAR