



# KINSHIP RESEARCH REVIEW

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01

# OBJECTIVES

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1. **Brand perception** - Asian community's perception of Kinship
2. **Brand Awareness** - Social media and website strategy to create awareness and education around Kinship

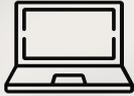
KINSHIP MILK TEA



KINSHIP MILK TEA

KINSHIP MILK TEA

# RESEARCH METHODS



## **SURVEYS**

Our team conducted two surveys based on the given objectives



## **PERCEPTION**

Survey of Asian-identifying college students and their views on Kinship; 21 responses



## **AWARENESS**

Survey of 20-40 yr old current customers and their discovery of Kinship; 6 responses

# BRAND PERCEPTION FINDINGS

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*\*Respondents have never heard of Kinship previously.*

- **Kinship logo association:** “Togetherness, closeness, niche, edgy, quirky”
- **Milk tea association:** “Boba, sweet, Asian, relaxing/socializing, delicious”
- **Kinship packaging association:** “Trendy, simple, modern, creative, expensive”, due to glass bottle and gradient look
- **Brand story/mission:** Appreciates the passion and authenticity, but wishes there were more details



- **Opinions on founder:** some felt as if Kinship was exploiting Asian Culture and being culturally appropriative
- **How to counter:** More emphasis on crediting Asian Origins, having a quality product, and standing with the AAPI Community
- Some felt that as long as Caitlin, the founder, is passionate, has experience, and has a quality product, they wouldn't have reservations of supporting Kinship
- **Overall impressions:** needs a stronger brand tie to logo, more info on product differentiation, likes brand mission, willing to try the product

**04**

# **BRAND AWARENESS SUMMARY**

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# SAMPLE DEMOGRAPHICS

## AGE

25-37

## ETHNICITIES

Caucasian,  
Latino/Hispanic, &  
Multiple

## INCOME RANGE

A third in each range:  
30-60k, 60-90k, 120k +

## DISCOVERY

Friends/family,  
social media, in  
stores

## WOULD THEY RECOMMEND TO A FRIEND?

All respondents  
said yes.

## REASON FOR PURCHASE

- Wanted to try out new tea flavor/brand from the interesting flavor profiles
- Liked the packaging
- Tea drinker who wanted to try something new

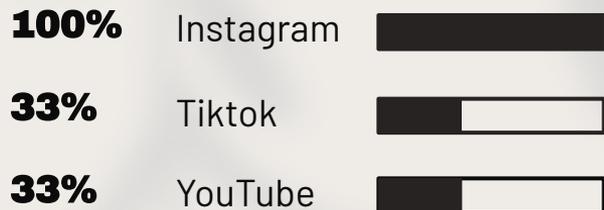
## REASON FOR REPURCHASE

- Wanted to support the brand
- Slightly sweet unique flavors
- Vegan



# SOCIAL MEDIA HABITS

## MOST USED SOCIALS



## HRS/DAY SPENT ON REELS & TIKTOK

Ranges from 1min - 2hrs

## FYP RECOMMENDATIONS



Humor & Health



Cooking & Lifestyle

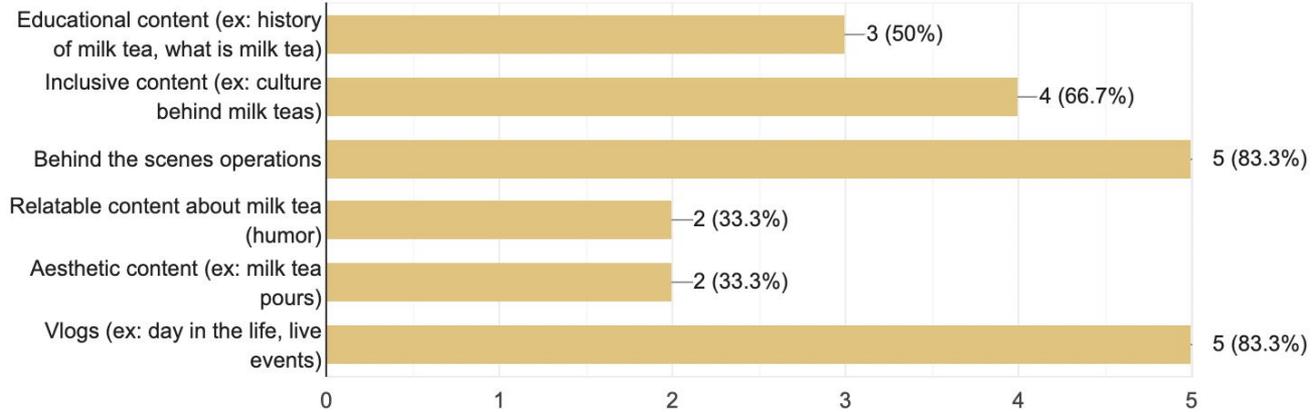
## WHY CLICK AWAY FROM ADS?

Impersonal, repetitive, inauthentic/seeming too much like a commercial

## WHY CLICK ON ADS?

Positive reviews, clear CTA, aesthetically pleasing

## WHAT REELS CONTENT WOULD CUSTOMERS WATCH?



# PRODUCT POSITIONING

- **Milk tea association:** “Creamy, boba without bubbles, refreshing”
- Most drink milk tea once a week
- **Other bottled beverages/milk tea products that come to mind:**  
Starbucks, Pop & bottle, Thaiwala, Oregon chai, stumptown, Grady’s
- Respondents think Kinship falls more under Iced Coffees & Lattes than Yerba Mate & Iced Teas
- Willing to spend \$3-7 on a bottled beverage (avg = \$5)
- **Other bottled beverages respondents buy:** cold brew, matcha, lattes, & kombucha due to good branding, quality, and taste



# **FINAL RECOMMENDATIONS**

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# STRATEGY

01

## BTS REELS

Create IG reels, Tiktoks, or YouTube shorts around behind-the-scenes content of tea making and small business operations



02

## TASTE TEST CONTENT

Create taste test videos comparing Kinship favorably to chain competitors, or comparing different Kinship flavors



03

## VEGAN CERTIFICATION

Get vegan certification that can be included on Kinship's packaging to more clearly communicate an important aspect of Kinship



# Additional Recommendations

## **PRICE BETWEEN \$4-5**

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Lowering pricing could help Kinship increase sales volume and purchase incentive compared to more well known beverage brands.

## **MORE DETAILED BRAND STORY**

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Creating a longer and more detailed version of Kinship's brand story could help the website rank higher in search results, as well as allow customers to learn more about Caitlin.

## **CONTINUE SHOWCASING PERSONALITY**

Along the same lines, showcasing more of Caitlin and her personality on Instagram (e.g. the Babefest post) could help customers relate with Kinship's owner and form positive associations.

# THANK YOU!

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CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**



# APPENDIX

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Survey questions, expanded survey summaries &  
strategy recommendations, etc.

## Final Strategy Recommendations

### Strategy 1

*Create IG reels, Tiktoks, or YouTube shorts around behind-the-scenes content of tea making and small business operations.*

Examples of “behind the scenes” tiktoks include [making 20 gallons of slime](#) & [making milk tea](#). Ideas for content include:

1. Behind the scenes of how Kinship tea is made
  - a. Visually aesthetic/sunlit shots of steeping the tea, pouring milk, packaging, and labeling.
  - b. Showing how you customize Kinship milk tea with boba, ice, sugar syrup, different glass containers, etc.
  - c. Background narration could educate the audience about Kinship, milk tea, or an important story, while ASMR elements like clinking and pouring can engage the senses and communicate the taste of the tea.
2. Day in the life of a small business founder
  - a. A typical day in your life and how you manage Kinship
  - b. (ex: setting up for a market, video behind-the-scenes content from photoshoots)
3. Behind-the-scenes content from popups & markets
  - a. Short interviews of Kinship customers (“Describe Kinship milk tea in a word.” “Why do you love Kinship?” “What’s something weird/eccentric about you?”)
  - b. Series of pictures and videos of people and their Kinship purchases
  - c. Showcases Kinship community through the common pillar of connection

### Strategy 2

*Content of taste tests and video reviews to emphasize the taste of Kinship and the tea flavor.*

1. Taste tests of different drinks and ranking Kinship highly
  - a. People can sample Kinship tea, other milk tea brands, cold brew brands and say that they also enjoy Kinship a lot when compared to others
  - b. Use chain brands when performing taste tests to emphasize your product differentiation amongst popular choices (Starbucks, Califia Farms, Tazo, Pop & Bottle, etc.)
  - c. Diversity of taste testers of all backgrounds is best
2. Taste tests on diversity of Kinship’s tea flavors
  - a. Having people taste test different flavors and rating them
  - b. Shows variety in flavors and each have their own distinct but delicious flavor

### Strategy 3

*Get vegan certification that can be included on Kinship's packaging to more clearly communicate Kinship's product differentiation.*

From the Kinship Feedback survey, one respondent tried Kinship because their products were vegan. In general, Kinship's current customer demographic is young, and their in-store location at Central Market furthers their exposure to 20-35 year old Millennials. Currently, Gen Z and Millennials make up the age groups most likely to be vegan or vegetarian. Because Kinship's products are already vegan, getting certified with the logo could make them stand out as most "milk tea" would not be considered vegan. The vegan branding can also be emphasized on social media.



## Additional Recommendations

### 1. Keeping pricing around \$4-\$5

As the company grows, expenses may lower. Whether it's because of switching to aluminum cans or bulk ordering ingredients to reduce costs, it is best to lower pricing to \$4-\$5 to best compete with big brands and local competitors.

Respondents that said they purchase bottled beverages once or several times a week said they were willing to spend an average of \$3-\$6 on a product. As competitor products are also priced within this same range, it is best to have a similar price as well.

#### Big Brand Names

Starbucks Frappuccino Iced Coffee 13.7 oz Bottle - \$2.88

Dunkin' Original Iced Coffee - \$2.38

Chobani Coffee - \$3.78

Black Rifle Coffee Caramel Vanilla 15oz - \$2.98

CHAMELEON COLD-BREW 10 fl oz. - \$3.43

#### Smaller Brand Names (most are canned)

Oaza - \$4.49

1836 Farms 2% Coffee Milk - \$3.99

Rise - \$3.12

La Colombe Draft Latte - \$4.11

Dune Tea - \$7.50

Aura Boba - \$3.00

Pop & Bottle - \$3.00

### 2. Include more specifics on the website about Caitlin's brand story and goals.

Creating a longer and more detailed version of Kinship's brand story could help the website rank higher in search results, as well as allow customers to learn more about Caitlin.

### 3. Continue showcasing Caitlin's personality on Instagram.

Showcasing more of Caitlin and her personality on Instagram (e.g. the Babefest post) could help customers relate with Kinship's owner and form positive associations.

## Brand Perception Questions

1. What 5 words come to mind when you first see this logo?



2. What are the first 5 words you associate with milk tea?
3. What are 5 words you associate with this packaging?





4. The text below reveals Kinship's brand story and mission. Describe what you feel when reading both of these.

## STORYTIME

Hey, hi, hello! I'm Caitlin, the founder and maker of Kinship Milk Tea. I fell in love with milk tea while working in South East Asia in 2013. I was teaching English, and every day I would grab a milk tea from the 711 or the local boba shop. When I moved back to Austin, I really missed having milk tea in my daily routine - it's truly the best. I figured that I had two options - drive to a boba tea shop or make it myself every time I wanted one.

I'm more of a doer, so I turned my tiny home kitchen into a test kitchen and got moving. Many months of trial and error and lots of spilled milk later, I landed on something that I felt proud of and wanted to share. Whenever friends or family would come over, I'd make them milk tea and force them to try all of my latest concoctions.

Lots of excellent feedback later, the train picked up speed more and more as I served milk tea to friends and family, and those folks shared it with their circles. I launched this company officially in late fall of 2019, right before the pandemic hit. That ended up being a pretty rough time to start a small business, but we are back at it! It brings me so much joy to serve milk tea to the Austin community and to ride the roller coaster of the small business club.

# HIGH FIVES - YOU MADE IT

We're a small team with a big dream, and we're excited to have you along for the ride. Here at Kinship Milk Tea, everything is handcrafted with high quality ingredients to help energize your day.

Ingredients you can pronounce - check. Caffeine without the jitters - check check. Kick of weird fun - triple check.

Drink up, friends!

5. Do your feelings towards Kinship change when you know that Kinship was founded by a Caucasian woman? Why or why not?
6. What is your overall opinion about Kinship, 1 being least favorable and 10 being most favorable?

Please explain your rating.

## Brand Awareness Survey Questions

**Sample Description:** Hello—and thank you so much for your support for Kinship! This survey has three parts and should take about 10 minutes. Your feedback is greatly appreciated, and will help Kinship better serve you and others who love Kinship.

### Part 1: Discovery

- What is your email address?\*
- \_\_\_\_\_
- What is your age?\*
- \_\_\_\_\_
- What is your ethnicity?\*
- White
- Black or African American
- Asian
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Other: \_\_\_\_\_
- Income range?
- Below \$30,000
- \$30,000 - \$60,000
- \$60,000 - \$90,000
- \$90,000 - \$120,000
- \$120,000+
- Prefer not to answer
- Where did you first discover Kinship Milk Tea?\*
- Social Media(Instagram)
- Blog/Article Post
- Live Event
- In Stores
- Other: \_\_\_\_\_
- What made you want to try/purchase Kinship for the first time?
- \_\_\_\_\_
- I have not purchased Kinship.
- If you have repurchased Kinship teas, what qualities about it make you want more?
- \_\_\_\_\_
- I have not repurchased Kinship.

- How likely are you to recommend Kinship to a friend/family member?\*
- 1-10
- Not at all likely - extremely likely
- Why or why not?
- \_\_\_\_\_

## Part 2: Reels & Instagram

- What social media platforms do you use the most often? (multi-select)
  - Instagram
  - TikTok
  - Facebook
  - YouTube
  - Twitter
  - Other:
- How many hours per day do you think you spend on reels/tiktok?
  - 0-30 minutes
  - 30 min - 1 hour
  - 1-2 hours
  - 2+ hours
- What type of videos are typically recommended to you on TikTok or Instagram reels if you use them? (Ex: Lifestyle, Health, Cooking, Animals, Humor)
  -
- What usually causes you to scroll away or skip a branded video? (ex: inauthentic voice, false advertising, old trends)
  -
- What is most likely to make you click on an advertisement or branded content to learn more about it?
  -
- If Kinship were to start posting more content on reels or tiktok, which would you watch? Check all that apply.
  - Educational content (ex: history of milk tea, what is milk tea)
  - Inclusive content (ex: culture behind milk teas)
  - Behind the scenes operations
  - Relatable content about milk tea (humor)
  - Aesthetic content (ex: milk tea pours)
  - Vlogs (ex: day in the life, live events)

### Part 3: Positioning

- What words or images do you think of when you hear the words “milk tea”?
- How often do you drink milk tea?
  - Every day
  - Several times a week
  - Once a week
  - Once a month
  - Less than once a month
- Kinship is a bottled caffeinated milk tea company. What are other bottled beverages or milk tea products that come to mind?
- On a spectrum of bottled drinks, where does Kinship fall for you?
  - Scale 1-10
  - Yerba Mate & Iced Teas - Iced Coffees & Lattes
- How often do you purchase bottled beverages?
  - Every day
  - Several times a week
  - Once a week
  - Once a month
  - Less than once a month
- How much are you willing to spend on a bottled beverage?
  - Sliding scale
  - \$1-10
- Do you purchase other bottled beverages or milk tea products? If so, which ones?
  - Why do you reach for these brands/products?

Thank you so much for your feedback!

## Brand Awareness Survey Summary

### Part 1 - Demographics Summary

- **Age**
  - 25-37
  - Most common: 27
- **Ethnicity**
  - 66.7% - Caucasian
  - 16.7% - Latino or Hispanic
  - 16.7% - Multiple
- **Income**
  - 33.3% - \$30,000 to \$60,000
  - 33.3% - \$60,000 to \$90,000
  - 33.3% - \$120,000+
- **Where did you first discover Kinship?**
  - 33.3% - Social Media(Instagram)
  - 16.7% - In stores
  - 50.1% - Friends/family
- **What made you want to try/purchase Kinship for the first time?**
  - Wanted to try out new tea flavor/brand from the interesting flavor profiles
  - Liked the packaging
  - Tea drinker who wanted to try something new
- **If you have repurchased Kinship teas, what qualities about it make you want more?**
  - Wanted to support the brand/business
  - Slightly sweet unique flavors
  - Vegan
- **How likely are you to recommend Kinship to a friend/family member?**
  - 100%

## Part 2 - Reel/Instagram Summary

- **Most Used Social Media Platforms**
  - Instagram: 100%
  - Tiktok: 33%
  - YouTube: 33%
- **Hours per day spent on IG Reels/Tiktok**
  - 0-30 minutes: 33%
  - 30 min - 1 hour: 33%
  - 1-2 hours: 33%
- **Videos Recommended on FYP**
  - Humor and Health
  - Cooking and Lifestyle
- **Why scroll away from branded video?**
  - Having an inauthentic voice, impersonal content, seeming too much like a commercial, or repetitive messaging made people scroll away from a branded video.
- **Why click on advertisements?**
  - If advertisements included content where the product was reviewed positively by people, had a call to action, or aesthetically pleasing content, it made people more likely to click on the ad to learn more.
- **What content from Kinship do people want?**
  - Behind the scenes operations: 83.3%
  - Vlogs: 83.3%
  - Inclusive: 66.7%
  - Educational: 50%
  - Aesthetic: 33.3%
  - Relatable: 33.3%

### **Part 3 - Product Positioning Summary**

- **What words or images do you think of when you hear the words “milk tea”?**
  - Creamy, boba without bubbles, refreshing
- **How often do you drink milk tea?**
  - Most said once a week
  - Ranges from several times a week to once a month
- **Kinship is a bottled caffeinated milk tea company. What are other bottled beverages or milk tea products that come to mind?**
  - Optional question, only 2/6 answered this question
  - Starbucks, Pop & bottle, Thaiwala, Oregon chai, stumptown, Grady’s
- **On a spectrum of bottled drinks, where does Kinship fall for you?**
  - Average number is an 8, ranges from 7-10
- **How much are you willing to spend on a bottled beverage?**
  - Everyone said different numbers
  - Average is \$5, ranges from \$3-\$7
- **Do you purchase other bottled beverages or milk tea products? If so, which ones?**
  - Optional question, only 2/6 answered this question
  - Blue bottle cold brew or chameleon cold brew because of taste and quality product
  - Matcha, lattes, kombucha due to good branding and taste