

# Momofuku X A-SHA

## OVERVIEW

A-Sha Foods USA, known for their authentic Taiwanese dry ramen noodles and snacks, collaborated with Momofuku launching the Momofuku X A-Sha line of products. The Talent Resources social media team created and executed a full social media campaign promoting the Momofuku X A-Sha collaboration on across all of A-Sha Foods USA social media platforms.

## OVERALL STRATEGY

Talent Resources developed a strategy that would leverage the Momofuku brand, owner and chef David Chang's notability, and the history and quality behind A-Sha Foods USA's ramen noodles. Our goal was to increase A-Sha's social media followers, engagement, and web traffic. A high priority was utilizing a call to action that emphasized waitlist sign ups to gain new newsletter subscribers as their newsletter generates a high number of direct online purchases.



## PRE LAUNCH

Momofuku was tagged on each post and they tagged A-Sha on their teaser posts

Prior to the official product launch, four teaser posts went up spread out across two weeks with filler posts inbetween. Close-up, textured photos of the noodles beginning with the dried noodles followed by each of the three flavors were used. Our strategy was to focus on teasing the collaboration, but reveal the flavor in order to stray from seeming redundant on each post. The call to action pointed to signing up for the waitlist to have first access to the collab and product purchase. This would increase excitement, newsletter sign-ups, and web traffic.



Liked by talentresources and others

ashadrynoodle A new way to noodle. Coming soon. Stay tuned to our page for updates 🍜🍜



Liked by lenatouzos and others

ashadrynoodle Get your tastebuds ready for a new collab and a new, hot release. 🍷 Flavor one: Soy & Scallion. Coming soon. Sign up at the link in our bio to get on the list.



Liked by lenatouzos and others

ashadrynoodle Time to get spicy with a new, hot release! 🍷 Flavor two: Spicy Soy. Coming soon.

Sign up at the link in our bio to get on the list.



Liked by lenatouzos and others

ashadrynoodle New noodles. New flavor. New collab. Flavor three: Tingly Chili. Coming soon. 🍷

Sign up at the link in our bio to get on the list.



## COLLAB REVEAL

Began using the owned hashtag #momoasha and tagged Momofuku owner @davidchang who shared posts to his story

A carousel post revealed the Momofuku X A-Sha collaboration featuring each flavor as well as the special edition "Noodle Lover's Box". The call to action continued to point to the waitlist sign-up. Momofuku made their reveal posts at the same time bringing their followers to the A-Sha page, increasing followers, post engagement, and impressions. The Talent Resources social media team strategically posted educational A-Sha content between the teaser posts and collab reveal for these new followers to learn more about the A-Sha brand, product, and history.



Liked by lenatouzos and others  
ashadrynoodle Momofuku x A-Sha. Coming soon.

NEW air-dried, never-fried noodles, flavor-packed like the dishes @momolongplay is known for. Meet our three new flavors: soy & scallion, spicy soy, and tingly chili.

Get your hands on our limited edition noodle lover's box with all three flavors. Sign up at the link in our bio to get on the list. #momoasha @davidchang



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# FLAVOR SPOTLIGHTS AND BRAND EDUCATION



Liked by lenatouzos and others

ashadrynoodle New flavor spotlight: Tingly Chili. An aromatic blend of chili paste, Sichuan spices and sesame oil, this sauce is a flavorful balance of savory, spicy, and tingly flavors.

Momofuku x A-Sha coming soon. #momoasha @momolongplay Sign up at the link in our bio to get on the list.



Liked by lenatouzos and others

ashadrynoodle New flavor spotlight: Soy & Scallion. A base of soy sauce and sesame oil creates the perfect balance of salty, sweet, and savory.

Momofuku x A-Sha coming soon. Sign up at the link in our bio to get on the list. #momoasha @momolongplay



Liked by p\_haps and others

ashadrynoodle New flavor spotlight: Spicy Soy. A punchy blend of soy sauce, chili, and sesame oil, this sauce is a perfect balance of savory and spicy flavors.

Momofuku x A-Sha coming soon. Sign up at the link in our bio to get on the list. #momoasha @momolongplay



# FLAVOR SPOTLIGHTS AND BRAND EDUCATION



Liked by lenatouzos and others  
ashadrynoodle The perfect view. 🍜

Momofuku x A-Sha noodles are coming soon and are ready for your favorite toppings. Sign up at the link in our bio to get on the list. #momoasha @momolongplay



Liked by lenatouzos and others

ashadrynoodle Restaurant quality noodles at home. Momofuku x A-Sha coming soon. @momolongplay #momoasha... more



Liked by lenatouzos and others

ashadrynoodle The simplest ingredients, air-died and never-fried, 11g plant-based protein.

Momofuku x A-Sha noodles coming soon. Sign up at the link in our bio to get on the list. #momoasha @momolongplay

## PRODUCT LAUNCH

Once the Momofuku X A-Sha noodles were available for purchase on the A-Sha website we wanted to create posts that showed the prepared product. That mouthwatering factor.

We developed copy that pushed a sense of urgency to the fact that it was selling out at a rapid pace and once it was gone there was no certainty of when it would be back. We utilized Instagram and Facebook stories with swipe-ups directly to the page to purchase and pointed to the link in the bio for in-feed posts.



Liked by lenatouzos and others

ashadrynoodle Momofuku x A-Sha is here. The air-dried, never-fried noodles A-Sha is known for and flavor-packed like the dishes at Momofuku restaurants, ready to make at home.

Three core flavors: soy & scallion, spicy soy, and tingly chili. #momoasha @momolongplay

HURRY! We only have a limited amount of inventory left. Click the link in our bio to get them before they sell out.



Liked by lenatouzos and others

ashadrynoodle LIMITED INVENTORY LEFT. Click the link in our bio to get them before we're sold out. 🍜 Prepare restaurant-quality, flavor-packed dishes at home with Momofuku x A-Sha noodles. Bring your bowl to the next level with your favorite fresh toppings. #momoasha @momolongplay



## POST-LAUNCH TARGET STORES

Select A-Sha noodles and Momofuku X A-Sha products became available in Target stores nationwide.

We created two teaser posts ahead of the announcement that A-Sha products would be available in Target stores. Copy emphasized the popularity of Momofuku X A-Sha noodles and how they sold out in one day, but are now available in-store for purchase.



Liked by lenatouzos and others

ashadrynoodle HUGE announcement coming 10.5.21.  
Hint: We're targeting a new retail store. 🤔



Liked by lenatouzos and others

ashadrynoodle Get ready. A-Sha has partnered with @target and will be available nationwide starting 10/10.



Liked by lenatouzos and others

ashadrynoodle A-Sha is now available nationwide in @target - including the Momofuku x A-Sha noodles that sold out online in 1 day.



# POST-LAUNCH TARGET STORES INFLUENCERS

We developed a strategy to utilize Target focused Instagram accounts to promote the products right from Target stores. Influencers posted in-feed and story posts with the products and then posts were reshared on the A-Sha social media accounts.



Liked by emilylizfink and others

ashadrynoodle From bag to bowl in an instant with @targettherapy 🍜 have you seen A-Sha on your Target shelves?



Liked by lenatouzoz and others

ashadrynoodle Oodles and Oodles of A-Sha Noodles! Stop by your local @target and grab some before they sell out. 🍜 @targetfanatic



Liked by lenatouzoz and others

ashadrynoodle @target's shelves never looked so delicious 😋😋 Make sure to get your hands on our A-Sha noodles available at your nearest @target location! 🍜 @targetfanatic



POST-LAUNCH  
#IFoundAsha GIVEAWAY

The Talent Resources social media team launched an Instagram giveaway that followers could enter to win an iWatch by taking a photo or video of A-Sha products found in Target stores and using the owned hashtag #IFoundAsha. Creating a giveaway around the holiday season was ideal to increase brand awareness, increase followers and engagement, gain more UGC, and give incentive to followers to purchase A-Sha products found in Target stores.



ashadrynoodle • Following



ashadrynoodle Haven't done your holiday shopping yet? Or maybe you're looking to treat yourself after a long year? Here's your chance to win BRAND NEW Apple Watch Series 6! 🎁🎄 Here's what you need to know:

- ➡️ Go to your local Target store
- ➡️ Find the A-Sha products (swipe to see 4 products)
- ➡️ Snap an in-store video or picture of the products!
- ➡️ Follow @ashadrynoodle on IG!
- ➡️ Post your photo or video on your IG feed (Instagram Story entries will not be considered), tag @ashadrynoodle and @target, and use the unique hashtag #IFoundAsha. See entry system below!

📄 Entry System:



Liked by talentresources and others

DECEMBER 10, 2021



Add a comment...

Post

## RESULTS

In five months, the Momofuku X A-Sha collaboration increased the audience, impressions, and engagement across all A-Sha Foods USA social media platforms by 1800.5%. The strategy developed and executed by the Talent Resources social media team created stronger brand awareness, increased newsletter sign-ups, and increased website sales on all of A-Sha's products. In-store brand awareness was created with A-Sha products availability in Target stores nationwide and the use of Target Instagram Influencers created more brand awareness.



AUDIENCE

**+3,913**

1,772.2% INCREASE

IMPRESSIONS

**556,141**

9.2% INCREASE

ENGAGEMENT

**13,813**

19.1% INCREASE