



www.mangrovestudio.net



FINAL REPORT CAST'S BENEFICIARIES IN MARKETING AND BRANDING PROMOTIONAL ACTIVITIES



Project Overview:

The CAST-Cambodia initiative, funded by the United States Department of Agriculture (USDA), is a five-year project aimed at promoting commercialization and trade within Cambodia's aquaculture sector. The project focuses on increasing aquaculture productivity, improving market linkages, and enhancing the business environment through partnerships with key stakeholders. The project is implemented in six provinces across Cambodia, including Kampong Thom, Siem Reap, Battambang, and Pursat.

To further support the development of small and medium-sized enterprises (SMEs) within the aquaculture sector, the project partnered with local agencies to provide tailored branding and digital marketing services. Seven SMEs were selected to receive a complete brand overhaul and digital marketing training to increase their online visibility and boost sales in both domestic and international markets.

Goals:

- Increase brand value and visibility for aquaculture SMEs across online platforms.
- Improve SME awareness and trust among target audiences by developing strong branding and marketing strategies.
- Equip SMEs with knowledge and tools to effectively run digital marketing campaigns and measure their performance.
- Provide SMEs with the ability to create and analyze digital content that resonates with their target audience and boosts sales.

Project Scope:

1. Branding Materials Design and Print:

- Logo design, business cards, logo stickers, packaging labels, and signboards were created for all SMEs.
- Each SME also received unique marketing materials such as banners, I-stands, and invoices.

1. Digital Marketing Setup:

- Facebook pages were created and set up for each SME, including a Facebook shop for product listings.
- Canva design platforms were set up for each SME to allow them to create their own promotional content.

1. Training and Consultation:

- SME owners were trained on the basics of digital marketing, including how to create effective content, analyze post performance, and boost posts to reach target audiences.
- Ongoing coaching focused on developing the unique brand identity of each SME and how to effectively promote products online.

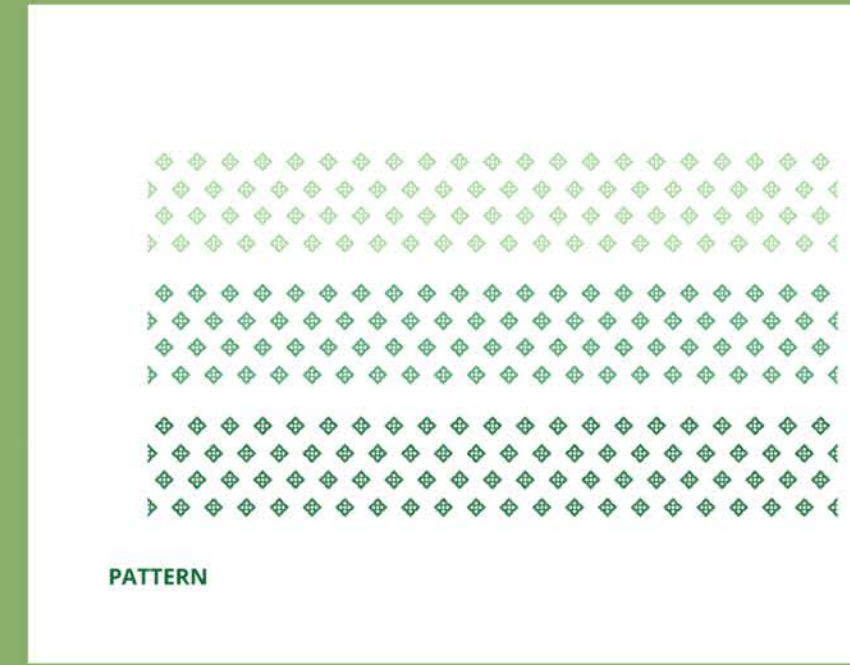
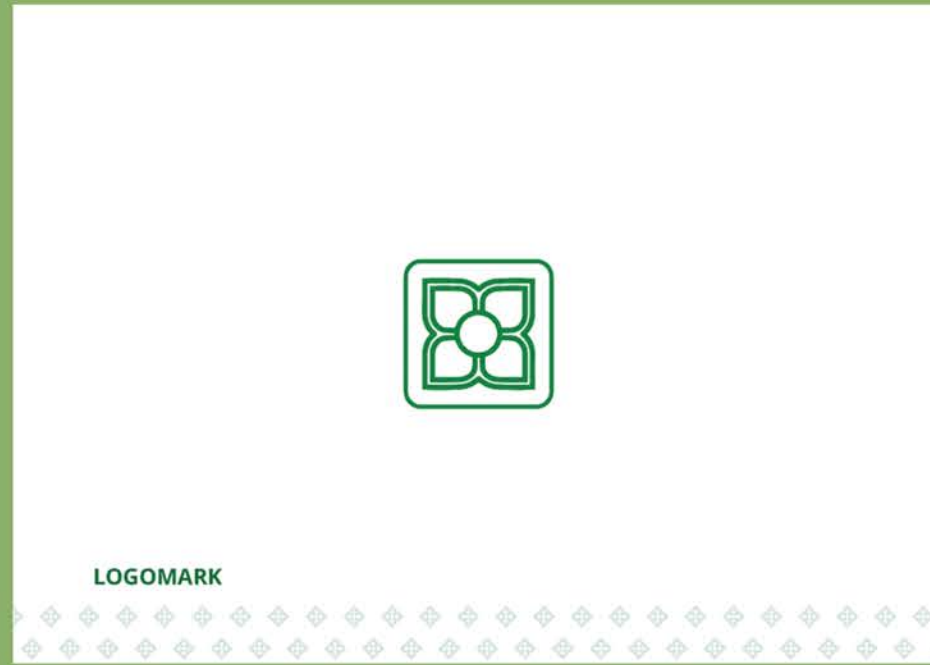
Challenges

- **Brand Identity:** Many business owners lacked awareness of the importance of a consistent brand identity and struggled to establish trust among consumers, especially when competing with international brands.
- **Resource Constraints:** SMEs faced limited access to high-quality packaging designs and the right specialists, coupled with tight budgets and time constraints.
- **Digital Literacy:** Business owners were unfamiliar with basic digital marketing tools, creating significant barriers to engaging effectively with online platforms.
- **Market Competitiveness:** Cambodian SMEs struggled to compete with international competitors who offered trusted brands and higher-quality packaging.

Accomplishments

- **Brand Development:** Seven SMEs received a complete branding overhaul, making their products more visually appealing and competitive in the market.
- **Digital Marketing Awareness:** Business owners gained vital knowledge in digital marketing, empowering them to run their own campaigns and build online brand visibility.
- **Improved Market Competitiveness:** Through enhanced branding and packaging, SMEs were better equipped to compete with international competitors and appeal to both domestic and international consumers.

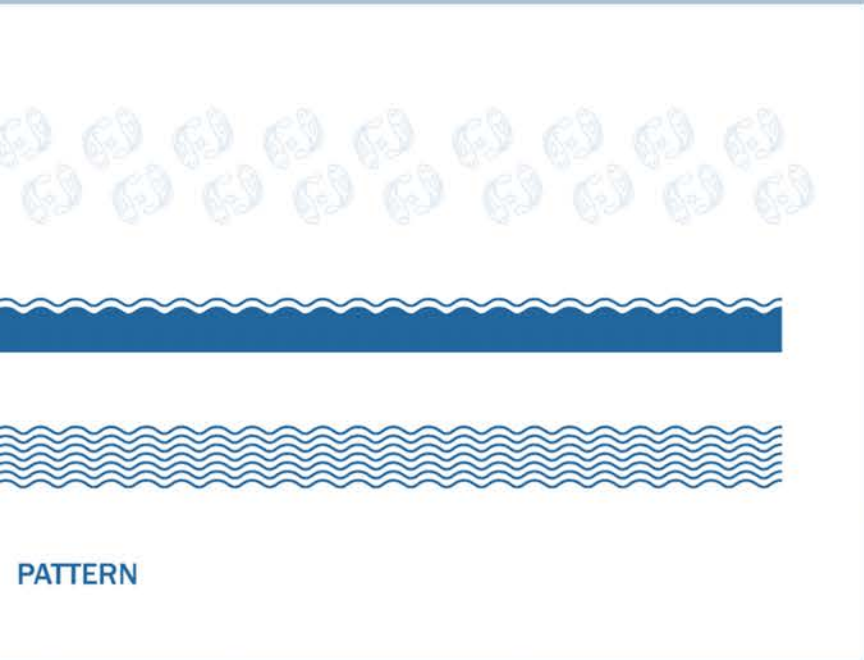






COLOR PALETTE

| | | |
|---|--------------------------------|----------------|
| Main Color | CMYK | PANTONE |
| RGB R = 32 G = 102 B = 157 Hex #20669D | C = 90 M = 60 Y = 15 K = 2 | PANTONE 206 C |
| Secondary Color | CMYK | PANTONE |
| RGB R = 156 G = 201 B = 121 Hex #34A0C1 | C = 73 M = 20 Y = 16 K = 00 | PANTONE 201 C |



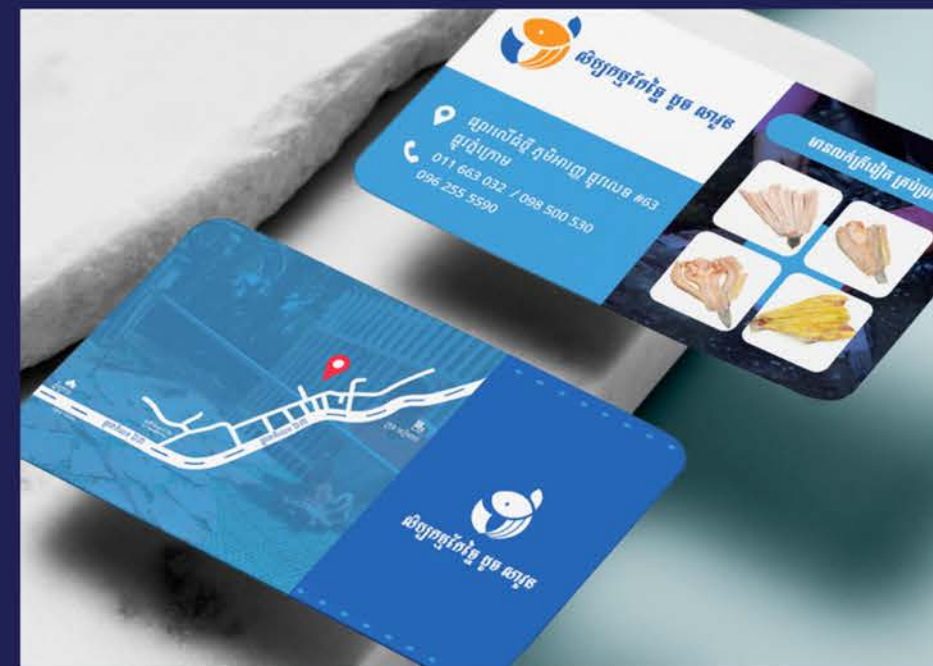
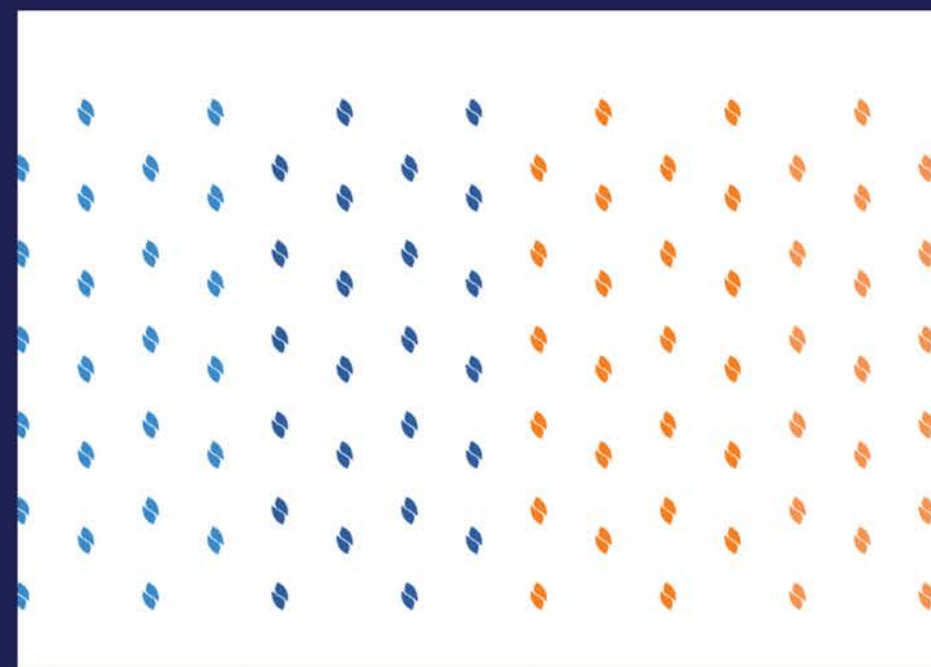
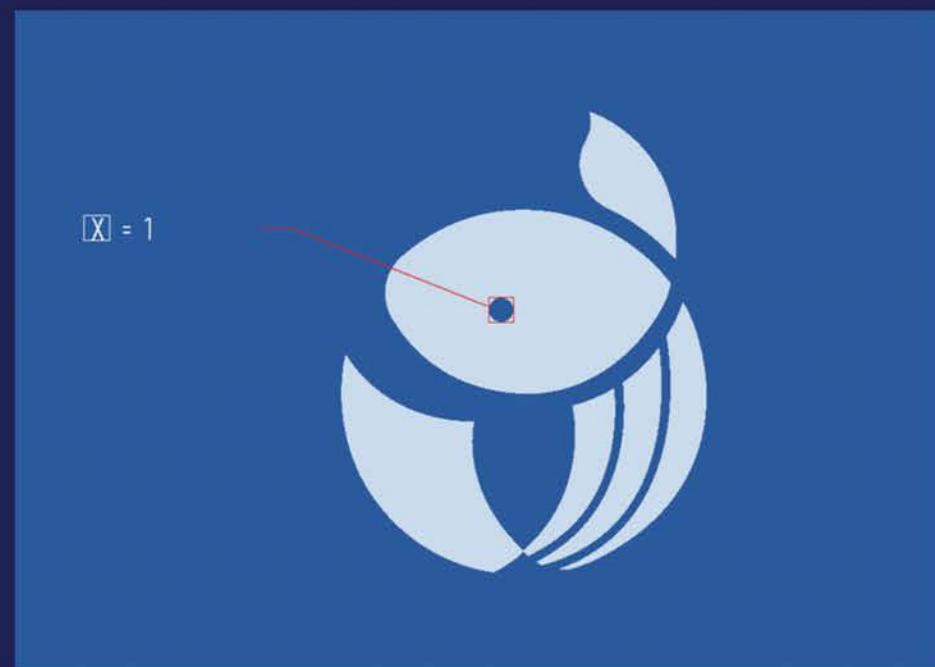
**MINI
BRANDING**
ទន្លេសាប ត្រីធម្មជាតិ



COLOR PALETTE

| | | |
|---|--|---------------------------------|
| Main Color RGB R = 33 G = 32 B = 84 Hex #212054 | CMYK C = 100 M = 98 Y = 34 K = 33 | PANTONE PANTONE 248 C |
| R = 253 G = 192 B = 102 Hex #FDC066 | C = 00 M = 27 Y = 69 K = 00 | PANTONE 35 C |
| Secondary Color RGB R = 72 G = 170 B = 224 Hex #48AAE0 | CMYK C = 65 M = 17 Y = 00 K = 00 | PANTONE PANTONE 196 C |
| R = 225 G = 45 B = 39 Hex #E12027 | C = 5 M = 96 Y = 99 K = 00 | PANTONE 357 C |







Logo spacing
The size, height, and length of our symbol are selected in the box that we have drawn as a model of the symbol.

LOGO SIZE



LOGO USAGE



COLOR PALETTE

MAIN COLORS

RGB
R = 00
G = 88
B = 165
Hex #0058A5

RGB
R = 43
G = 106
B = 178
Hex #2B6AB2

SECONDARY COLOR

RGB
R = 57
G = 140
B = 203
Hex #398CCB

RGB
R = 64
G = 169
B = 225
Hex #36A9E1

CMYK
C = 95 M = 65
Y = 00 K = 00

CMYK
C = 85 M = 55
Y = 00 K = 00

CMYK
C = 75 M = 35
Y = 00 K = 00

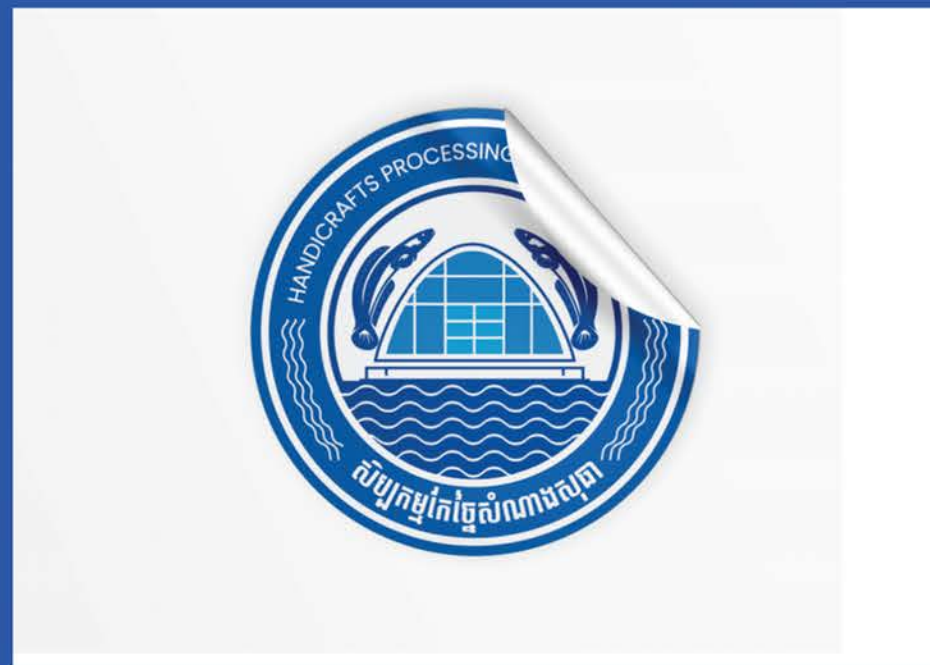
CMYK
C = 70 M = 15
Y = 00 K = 00



LOGO USAGE



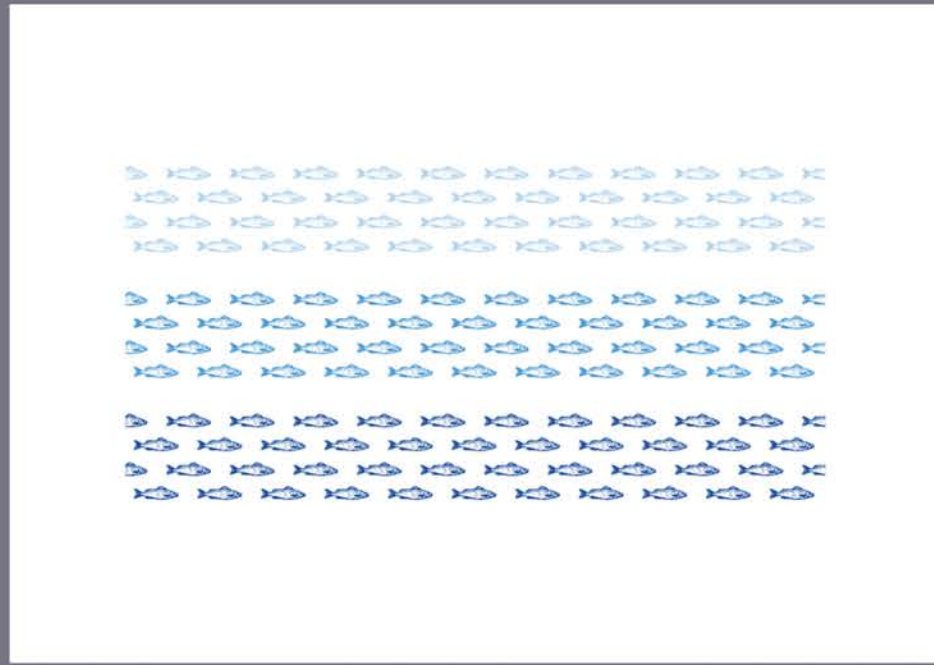
OUR LOGO





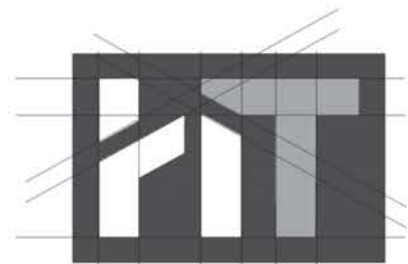
COLOR PALETTE

| RGB | CMYK | RGB | CMYK |
|---|---------------------------------|--|--------------------------------|
| R = 33 G = 43 B = 85 Hex #F212B55 | C = 100 M = 90 Y = 35 K = 30 | R = 242 G = 88 B = 86 Hex #C45856 | C = 20 M = 75 Y = 60 K = 05 |
| R = 33 G = 59 B = 139 Hex #21388B | C = 100 M = 85 Y = 05 K = 00 | R = 242 G = 144 B = 142 Hex #F2988E | C = 00 M = 31 Y = 35 K = 04 |
| R = 10 G = 103 B = 166 Hex #0A67A6 | C = 90 M = 55 Y = 10 K = 00 | R = 246 G = 178 B = 157 Hex #F6809D | C = 00 M = 40 Y = 35 K = 00 |
| R = 243 G = 146 B = 00 Hex #4B96D1 | C = 70 M = 30 Y = 00 K = 00 | R = 245 G = 159 B = 64 Hex #F59F4D | C = 00 M = 45 Y = 80 K = 00 |




HT FOOD

LOGO USAGE



PATTERN


HT FOOD

LOGO USAGE


HT FOOD

LOGO USAGE







/ Contact Us

READY TO MEET YOUR MARKETING PARTNER?

FIND OUT MORE



CAMBODIA OFFICE

+85599697171

kh@mangrovestudio.net

SINGAPORE OFFICE

+6580125546

sg@mangrovestudio.net

GENERAL INQUIRIES

+85598567139

info@mangrovestudio.net