

## Establishing Strong Brand Presence: A Case of TamJai SamGor



Source: pixabay (2016)

### Background

First opened in 2008, TamJai SamGor is a Mixian (米線) noodle restaurant chain in Hong Kong (TamJai SamGor, n.d.). Apart from its signature spicy noodle Mala Mixian (麻辣米線), the restaurant's unique cultural identity and creative marketing strategies have helped capture the hearts of Hong Kong people.

One of the most notable aspects of the brand is the emergence of the term “TamJai Jie Jie” (譚仔姐姐), coined by local patrons to affectionately refer to the restaurant's front-line staff. This nickname arose from the staff's recognizable accents and unique pronunciations of ingredients and drinks. According to the CEO of TamJai International, “TamJai Jie Jie” has become an inseparable asset from the restaurant business, resonating strongly with customers and creating a sense of familiarity and community (BusinessFocus, 2023). Additionally, TamJai SamGor has become a common local benchmark for measuring spice tolerance (HK01, 2017). For instance, “I can't eat that spicy, 10 Mild is my maximum tolerance” are commonly used, showing how the brand has become embedded in the everyday language and cultural identity of Hong Kong residents.

Furthermore, TamJai SamGor is highly acclaimed for its creative and engaging marketing. To capture public attention, the brand has launched a range of online campaigns centered around the character of “TamJai Jie Jie”, including promotions such as “Spicy Dating” (加辣之戀人) and “Miss SamGor Pageant” (三哥砂砂小姐選美大賽) (TamJai SamGor Instagram, 2022). These campaigns, often involving original content and interactive features like online voting, have significantly boost audience engagement and increase the brand's online presence. At the same time, TamJai SamGor frequently collaborates with celebrities and influencers to endorse

their product. Through endorsement advertisements and tasting videos, the restaurant effectively leverages celebrity appeal to attract new visitors and enhance brand visibility.

### **Challenges**

Despite its outstanding marketing strategies, TamJai SamGor is often criticized for its inconsistent food and service quality. While promotional content often portrays “TamJai Jie Jie” as friendly and professional, many online reviews suggest otherwise, citing indifferent or impolite service. Customers have also expressed frustration over quality control issues, including undercooked ingredients and significant variations in soup flavour across different branches. These inconsistencies can create a gap between the advertised brand image and the actual customer experience, leading to disappointment and reduced customer loyalty. If left unaddressed, this expectation-reality gap may damage the brand’s reputation and negatively impact its long-term profitability.

### **Discussion Questions**

1. How does the concept of "TamJai Jie Jie" contribute to the brand identity of TamJai SamGor?
2. What role do creative marketing campaigns play in the success of TamJai SamGor?
3. What strategies could TamJai SamGor implement to address the gap between customer expectations and actual experiences?
4. In what ways can TamJai SamGor leverage its cultural influence to expand beyond Hong Kong?

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### **Keywords**

- Food and Beverage
- Marketing
- Brand Image
- Advertising
- Cultural Influence
- Expectation

### **Acknowledgement**

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## 建立强大品牌形象：谭仔三哥案例研究



Source: pixabay (2016)

### 背景

谭仔三哥米线是一家香港米线连锁餐厅，首店于 2008 年开业(TamJai SamGor, n.d.)。除了其招牌麻辣米线，该餐厅独特的文化身份和创意营销策略也帮助其赢得了香港市民的喜爱。

该品牌最引人注目的一个方面是“谭仔姐姐”这一称呼的出现，这是本地顾客对该餐厅前线员工的亲切称呼。这个昵称源于员工们带有的口音以及对食材和饮品独特的发音方式。根据谭仔国际 CEO 的说法，“谭仔姐姐”已成为餐厅业务中不可分割的资产，与顾客产生强烈共鸣，并营造出一种亲切感和社区感(BusinessFocus, 2023)。此外，谭仔三哥已成为衡量本地食客吃辣能力的常见基准(HK01, 2017)。例如，“我不能吃那么辣，10 小辣是我的极限”是常用的说法，这显示了该品牌如何融入香港居民的日常用语和文化身份。

再者，谭仔三哥因其创意且引人入胜的营销而备受赞誉。为吸引公众注意，该品牌围绕“谭仔姐姐”的形象发起了一系列线上活动，包括“加辣之恋人”和“三哥砂砂小姐选美大赛”等推广活动(TamJai SamGor Instagram, 2022)。这些通常包含原创内容和在线投票等互动功能的活动，显著提升了受众参与度并增加了品牌的线上曝光。同时，谭仔三哥经常与明星和网络红人合作推广其产品。通过代言广告和试吃视频，该餐厅有效利用了明星吸引力来吸引新顾客并提升品牌知名度。

## **挑战**

尽管营销策略出色，谭仔三哥也常因其食物和服务质量不稳定而受到批评。虽然推广内容常将“谭仔姐姐”描绘成友好且专业的形象，但许多线上评价却相反，提及服务态度冷淡或不礼貌。顾客还对质量控制问题表示不满，包括食材未煮熟以及不同分店汤底口味存在显著差异。这些不一致会在广告宣传的品牌形象与实际顾客体验之间造成落差，导致失望并降低顾客忠诚度。如果得不到解决，这种期望与现实的差距可能会损害品牌声誉并对其长期盈利能力产生负面影响。

## **讨论问题**

1. “谭仔姐姐”这一概念如何塑造谭仔三哥的品牌身份？
2. 创意营销活动对谭仔三哥的成功中扮演了什么角色？
3. 谭仔三哥可以实施哪些策略来解决顾客期望与实际体验之间的差距？
4. 谭仔三哥可以如何利用其文化影响力拓展香港以外的市场？

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## 关键词

- 餐饮
- 市场营销
- 品牌形象
- 广告
- 文化影响力
- 期望

## 致谢

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## 建立強大品牌形象：譚仔三哥案例研究



Source: pixabay (2016)

### 背景

譚仔三哥米線是一家香港米線連鎖餐廳，首店於 2008 年開業(TamJai SamGor, n.d.)。除了其招牌麻辣米線，該餐廳獨特的文化身份和創意行銷策略也幫助其贏得了香港市民的喜愛。

該品牌最引人注目的一個方面是「譚仔姐姐」這一稱呼的出現，這是本地顧客對該餐廳前線員工的親切稱呼。這個暱稱源於員工們帶有的口音以及對食材和飲品獨特的發音方式。根據譚仔國際 CEO 的說法，「譚仔姐姐」已成為餐廳業務中不可分割的資產，與顧客產生強烈共鳴，並營造出一種親切感和社區感(BusinessFocus, 2023)。此外，譚仔三哥已成為衡量本地食客吃辣能力的常見基準(HK01, 2017)。例如，「我不能吃那麼辣，10 小辣是我的極限」是常用的說法，這顯示了該品牌如何融入香港居民的日常用語和文化身份。

再者，譚仔三哥因其創意且引人入勝的行銷而備受讚譽。為吸引公眾注意，該品牌圍繞「譚仔姐姐」的形象發起了一系列線上活動，包括「加辣之戀人」和「三哥砂砂小姐選美大賽」等推廣活動(TamJai SamGor Instagram, 2022)。這些通常包含原創內容和在線投票等互動功能的活動，顯著提升了受眾參與度並增加了品牌的線上曝光。同時，譚仔三哥經常與明星和網絡紅人合作推廣其產品。通過代言廣告和試食影片，該餐廳有效利用了明星吸引力來吸引新顧客並提升品牌知名度。

## 挑戰

儘管行銷策略出色，譚仔三哥也常因其食物和服務質量不穩定而受到批評。雖然推廣內容常將「譚仔姐姐」描繪成友好且專業的形象，但許多線上評價卻相反，提及服務態度冷淡或不禮貌。顧客還對質量控制問題表示不滿，包括食材未煮熟以及不同分店湯底口味存在顯著差異。這些不一致會在廣告宣傳的品牌形象與實際顧客體驗之間造成落差，導致失望並降低顧客忠誠度。如果得不到解決，這種期望與現實的差距可能會損害品牌聲譽並對其長期盈利能力產生負面影響。

## 討論問題

1. 「譚仔姐姐」這一概念如何塑造譚仔三哥的品牌身份？
2. 創意行銷活動在譚仔三哥的成功中扮演了什麼角色？
3. 譚仔三哥可以實施哪些策略來解決顧客期望與實際體驗之間的差距？
4. 譚仔三哥可以如何利用其文化影響力拓展香港以外的市場？

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## 關鍵詞

- 餐飲
- 市場行銷
- 品牌形象
- 廣告
- 文化影響力
- 期望

## 致謝

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