



okay
BY TINKER

Introduction of Okay Eats formerly Okay Kuih

... About Us

Okay Eats also formerly known as Okay Kuih, a combination of creativity and Malaysian 'dessert' which newly launched in Dec 2020.

Debut with a traditional kuih in modern way.

'Okay' has been described as one of the most widely used word on earth).

To hold a kuih, your hands will form the 'Okay' gesture as well.



@okay.eats



... How Okay started?

Global Pandemic

Our main service business is affected by the locked down in early 2020 because of the covid-19.

Food Delivery Rises in Malaysia

Increase of food merchant on delivery platform & food order increase.

*AirAsia Food & SmartBite

We have grow from 0 to 5k followers from Instagram from 1st kuih collection launch and Chinese New Year launch.

AND WE'VE SOLD 10,000 PCS OF OKAY KUIHS.



... Who Are We?



Angeline Lo
Founder & MD of
Tinker Society
Business Development & Marketing
Lead of Okay Eats



Joey Lee
Founder & Creative Director of Tinker
Society
Head of Creative @ Okay Eats

... Our Team



Wai May
Head of Operation
from Okay Eats



Suet Qi
Social Media Executive
from Tinker Society



Iris
Digital Designer
from Tinker Society



Alex
Photographer
From Tinker Society

... Here's Our Kuih

The Signature 'Ku' Siblings



// The "Ku" siblings • Gula Ku //

*The sweetest among the three.
Injected with a rich sauce made from the sap of coconut palm flower buds (gula melaka), savoury crushed mung beans (tau sah) fills a chewy shell tinted green by leaves of the pandan plant.*



// The "Ku" siblings • Ang Ku //

*The eldest sibling.
With a hint of zest from the kaffir lime, Ang Ku is hip, hard to put down & incredibly nostalgic.*



// The "Ku" siblings • Limau Ku //

*The cheeriest sibling.
When life gives us lemons, we add them to our kuih. Sink your teeth into the yellow shell as zingy lemon icing conspires with mung bean paste to knock you off your feet.*

... Here's Our Kuih

The OG Signature



// Truffle Talam //

A luxurious fusion of rice flour, coconut milk & pandan leaf extract coated with truffle oil for extra sheen + a funky oomph. Garnished with gold for a lavish touch.



// Peelin' Pink//

How do you eat your kuih lapis? Layer by layer, or all at once? We like ours smooth & creamy, with beautifully piped sweet potato paste garnished with dried strawberries.



// Kaya Tai Tai //

Glutinous rice steamed with santan complemented by kaya & lemon icing, giving the rich caramel flavour a zing of freshness. Not forgetting the classic sapphire tint from butterfly pea flowers.

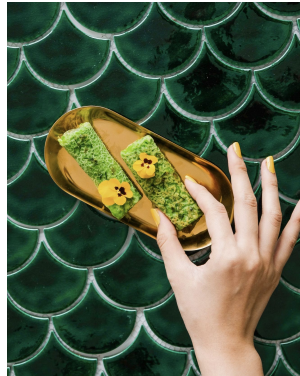
... Here's Our Kuih

Okay Kuih Creations



// Ubi Brulee //

*Texturally enticing in every bite.
Fluffy semi-soft tapioca cake torched to
reveal a sweet crispy caramelized layer.*



// Ketayap Madu //

*Sink your teeth into these pandan green crêpes
and let the juicy palm sugar coconut “inti” and
comforting taste from the Honey Kaffir Lime Zest
melt in your mouth.*



// Pistacia & Co //

*Fluffy roll laced with fresh and earthy
flavours from the pistachio paste & gula
melaka which fills the interior of the cake.*

... Here's Our Kuih

Okay Kuih Creations



// Nut-nana //

The Nutella lends an addictive, roasted nutty flavour to this two-tone banana kuih to satisfy your sweet tooth.



// Yammy! xoxo //

*Hey hot stuff ;) xoxo
Our fluffy steamed yam cake heats you up with its spicy XO shrimp topping and melts you as nostalgia envelopes your taste buds.*



// Pulut Yuzu //

Taking a page out of both Peranakan and Japanese cuisine, Grilled glutinous rice is complemented with a refreshing tingle from the yuzu shoyu mayo. An aromatic combination that's delectably complex on the palate.

... Okay Strategies

01 : Creative to Capture Online Attraction

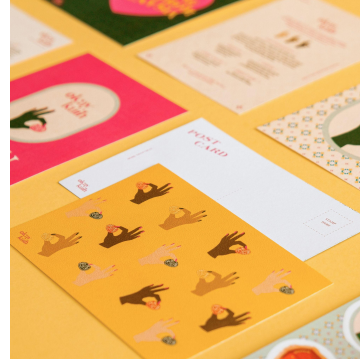
- Vibrant colours, Attractive/Quirky visuals
- People love different!

02 : Social Media Marketing

- Be open to different form of content: static & video
- Be open to different content: brand story, behind the scene, introduce your product and business update, conceptual content

03 : Influencers

- Engage with local influencers of all ranges & races.
- Good relationship with customers - they can be your biggest advocates (through the word of mouth)



... Okay Strategies

Media & Marketing Activities

- Tatler Dining
- Riuh In The City
- Tiffin Riuh Event

Brand Collaboration

- CNY - AirAsia
- Raya - Salang Design
- Mother's Day - Chunyang & BHB

Personality Collaboration

- I'm Malaysian - Bay



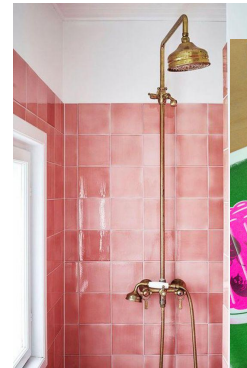
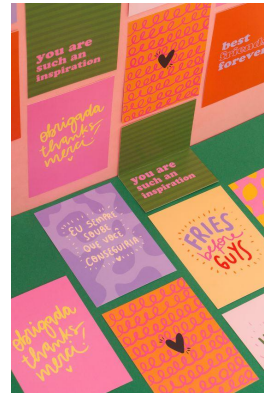
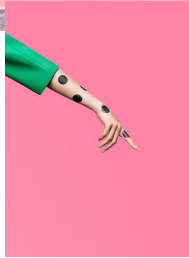
Okay Kuih Recontextualises Nyonya Kuih For The Instagram Generation



Kuih: Pink and Orange by Photos: Okay Kuih
By Samantha Lim
November 16, 2021



... Modern Vintage

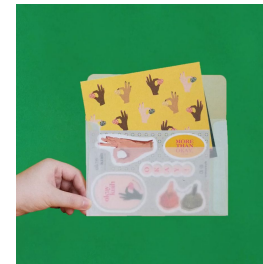
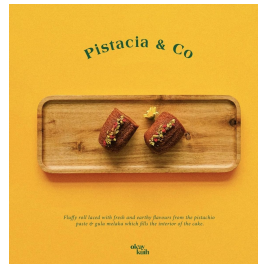


... About Okay Branding

Modern Vintage
is the new trend.

Inspiration
to rebrand 'Baba Nyonya' style in a
modern way.

Search for old decor/kitchenware
around the house, ie: my
grandma's kitchen, and use it for
photoshoot props



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... How to be inspired?

Look around online trend.

Always on the latest trend online OR find a friend who always scroll things online and get the latest trend from them.

Always look at pretty things.

Find reference in platform like Pinterest or RED.

Don't restrict yourself in a brand.

Always try something new to test market.



... How to be inspired?

You don't copy, you inspired from good designs.



Reference

Okay Works



Reference



Okay Works



...

Don't just think, make it happen!

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