

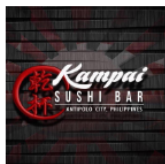
## C9 DIGITAL CASE STUDY

# Kampai Sushi Bar

Remodeling Kampai's marketing approach, becoming one of the most popular food choices in Antipolo City and beyond.

### CLIENT

Kampai Sushi Bar, a Japanese & mixed culture restaurant inside Robinson's Mall in Antipolo City, has been around for 6 years. Michelle, the owner, has been running traditional restaurant marketing successfully, focusing on mall-goers and Social Media users alike.



Before meeting C9 Digital, Kampai focused on marketing methods that aimed the local Filipino audience. Michelle contacted us wanting to tap into a wider, more potential market and reach to increase revenue.

### OBJECTIVES

Our task was to increase the number of daily customers through the expansion of reach & awareness to the whole city of Antipolo and surrounding areas via Social Media Marketing.

Michelle also wanted social media users to learn about the restaurant and the unique food it offers, ultimately having a significant digital footprint.

### ACTIONS TAKEN

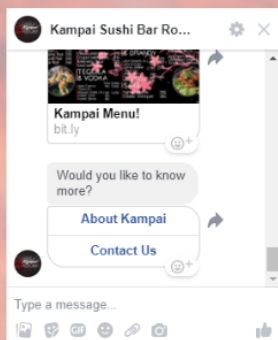
Showcasing the food Kampai offers is a no-brainer, but we presented it more than just the menu. We created a carousel ad that showcases some of the best individual Kampai meals with beautiful photography and led interested customers to the chatbot-fueled Kampai Facebook messenger.

We also decided to expand the local reach & awareness of Kampai to the whole of Antipolo City and its surrounding areas thru the use of Awareness Ads targeted to everyone within 3 miles of the restaurant.

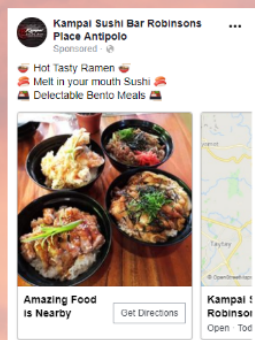
Messenger Ad



Kampai Chatbot



Local Awareness Ad



### RESULTS

- In just 14 days, at P40.00 (roughly 1 USD) per day, Kampai has reached 25,224 unique individuals within 3 miles of the restaurant.
- Within the budget of P1,200 (roughly 24 USD), Kampai has reached 41,854 individuals, opting in 141 unique messages at P8.34 (0.16 USD) each asking for more information about the restaurant and the food.
- With roughly just P2,000 (less than 40 USD) budget for ads, Kampai has reached a total of 67,078 individuals.

*"We can't believe the amount of interest people has for us!"*

*"C9 really does its job well, and even way beyond! Due to their expertise in Digital Marketing, my budget of 2,000 pesos got me more than what I expected! Thanks!!"*

- Michelle Lucas, Owner of Kampai

