



Client – Genki Sushi Indonesia

By SKPR Asia

Issue

Genki Sushi, fast sushi restaurant originating from Japan was opening soon in Jakarta, targeting consumers in Indonesia to experience fresh and quality Japanese food served fast.



Service

- Conceptualize event
- Develop invitation
- Develop press release
- Identify targeted media for press conference
- Media coordination
- Media monitoring



Brief

After soft opening for a while, Genki Sushi Indonesia, located in Plaza Senayan was grand opening with a press conference and appointed SKPR Asia to coordinate the event.

Strategy

Aligned with the fun and fast-paced vibe of the restaurant, SKPR Asia suggested ushers dressed in Japanese cartoon or anime costumes to greet the guests and take pictures with them against a backdrop of Genki Sushi face logos and a make-up artist and temporary tattoo of the face logo for the media to have fun with, also a kimono-clad MC to lead the event. The agency recommends that the media be encouraged to order anything.



Result

Shortly before the press conference started, the MC and ushers were cancelled for an undisclosed reason, prompting SKPR to take over the position as MC.

The media were excited to apply temporary sticker tattoo of Genki Sushi face logo on their arms and faces. All the media tried the cuisine from appetizers, main courses which were not only sushi but also udon, rice bowls and ala carte dishes and lastly desserts.

41 media attended resulted in IDR 3,9 billion of PR value.

50% of the media tweeted about the cuisines and the technology to their followers.

Genki Sushi were featured in 2 different programs in Trans 7 and 2 other TV channels- MNC and Kompas TV.