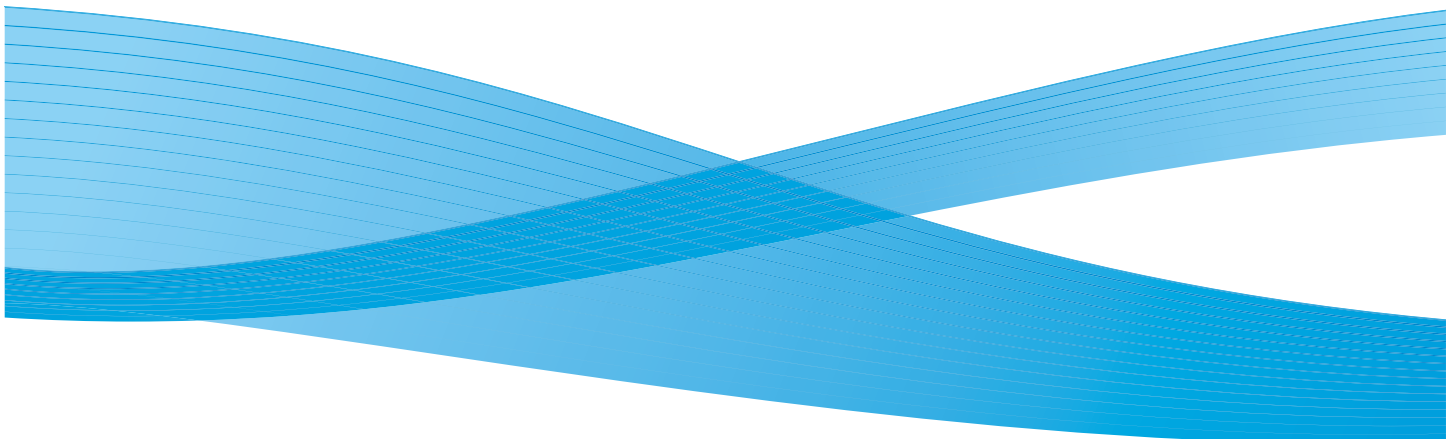


Hands-on customisation cooks up 20% response rates for restaurant chain.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



TOCHO DM On the Track to Success, Direct Marketing Category

TOCHO Co., Ltd.

TOCHO Co., Ltd. specialises in offering print production, on-demand publishing, sales promotion and comprehensive market support to customers throughout the Tokyo area where they are based. The company prides itself on making the best use of their expertise in media and production technology to offer businesses the support they need to get the results they want.

TOCHO Co. serves a wide range of industries and clients, including banks and financial institutions, pharmaceutical companies, healthcare organisations and the public sector.

On the web:
www.tocho.co.jp

The challenge

Heijouen Co., has a chain of over 30 thriving restaurants throughout the bustling heart of Tokyo. The restaurants are well known for their sumptuous Wagyu beef and cater to patrons ages 20 to 50. The food is superb. However, to get the word out to new customers, the marketing had to be just as enticing.

To keep hungry patrons coming through their doors, Heijouen wanted to be able to customise their direct mailings at will. That way they could promote unique dishes at different locations for different occasions, from holidays to store anniversaries. TOCHO Co., was eager to take on this challenge—and the revenue it could produce for them. They had just the right combination of web savvy and digital production equipment to pull it off.

The solution

Heijouen's delicious fare deserved mouth-watering photography—and the photography needed rich production to motivate recipients to take action. That's why TOCHO Co. used the Xerox® 6060 DocuColor® Digital Colour Press and the Xerox® iGen3® 110 Digital Production Press with a Xerox FreeFlow® Print Server to create Heijouen's series of direct mailers. Not only did these powerhouse presses deliver the outstanding quality the client wanted, they also accelerated turnaround times to one or two days, based on volume. In addition, a QR code was included on the mailers for recipients to access the restaurant web page.

TOCHO Co. also created a turnkey web-to-print portal that empowered Heijouen to customise their own direct mail pieces. Here, Heijouen could choose from a selection of colourful mailer designs, quickly add delectable promotional messages or coupons, and have the mailers printed on demand—all through one easy-to-use interface.

As of March 2010, TOCHO Co. has produced and delivered 35 completely unique direct mailers, totaling over 300,000 pieces.

The benefits

TOCHO Co.'s mailers have generated a staggering 10 to 20 percent response rate for Heijouen's top 10 restaurants out of the 21 branches. The client, to say the least, is very pleased with TOCHO Co.'s work.

But TOCHO Co. isn't resting on its laurels: The company will soon be introducing Personalised URLs on each mailer to give recipients access to online-only specials and more. Then, armed with even more specific customer information, TOCHO Co. is planning on making the next generation of mailers more relevant and personalised with variable images that cater to each patron's unique tastes.

