

# Okashi Land revolutionizes confectionery marketing with SMS

The confectionery industry is fiercely competitive, with all manner of outlets vying for the lion's share of the market. To ensure a competitive edge, local confectionery chain Okashi Land chose PCCW's SMS Solution as the most cost-effective and ubiquitous marketing tool.



## Overview

### • Industry

Confectionery chain

### • Business profile

As a significant player in a fiercely-competitive industry, Okashi Land offers a wide variety of confectionery and embarks on extensive marketing campaigns. The company seeks to embellish every shopping experience with novelty, as part of a strategy to win the hearts and minds of customers.

### • Business challenge

Traditional and typically expensive marketing methods no longer respond adequately and cost-effectively to the sporadic demand and tight timescales of the confectionery market. Okashi Land needed a solution that was simple, nimble, ubiquitous and cost-efficient.

### • Solutions

PCCW tailored an easy-to-manage marketing solution to Okashi Land's unique requirements by providing the means of delivering marketing messages to targeted customers via SMS. The result was impulse purchases on a large scale and business growth.

## Advantages

- \* Send, receive and store SMS via a PC and keep track of delivery status.
- \* Import/export customer contact information to/from a system phonebook
- \* Marketing messages can contain 160 English or 70 Chinese characters in a single SMS.
- \* Dozens of SMS can be sent simultaneously after logging in via the Internet from anywhere and at any time.

## Extensive and agile marketing

Okashi Land establishes relationships with customers via a VIP membership system. As well as offering discounts to members, Okashi Land seeks to boost customer consumption and instill a little fun by sending out regular bulletins carrying the latest information on confections and souvenirs.

As part of the strategy, the company engaged in electronic direct marketing (eDM), as well as promotional print circulars. These tended to be slow, costly and almost impossible to measure in terms of potency and response.

## The ability to react rapidly to market dynamics

Another challenge was posed by tight timeframes for campaigns and short lead-times for the production of promotional materials. Even eDMs were taking 10 to 14 days to prepare, leaving Okashi Land little time to get full benefit from product launches and marketing opportunities.

All this changed when the company discovered the cost effectiveness and operational simplicity of mounting promotions via SMS. Okashi Land found the PCCW SMS Solution to be incredibly user-friendly because just one click was needed to "broadcast" promotional messages. What's more, the solution placed no technical demands on the company. Now, every Okashi Land VIP promotion is sent to targeted groups or all VIP members within just an hour.

## Reaching targets in the market with simplicity and flexibility

Okashi Land customers are very comfortable

with SMS, which enables them to receive information on privileges wherever they may be and at any time. Of crucial importance is that they no longer need to worry about losing privileges just because they forget to take coupons to an outlet. Now, customers simply present the relevant SMS on a mobile phone screen to qualify for special offers.

Okashi Land believes the PCCW SMS Solution is easy to use and carries a very low introduction cost, as no investment in communications hardware is required. The service can import/export from/to phonebook records stored on the company system, using formats such as CSV, which facilitates updating and categorizing of information. SMS can be delivered to targeted customers simultaneously, flexibly and easily, according to criteria such as age, gender and occupation.

## Freeing up resources and saving costs

A prescheduled promotions function enables the company's marketing team to automate regular delivery of SMS without human intervention. As well as freeing the IT department to concentrate on core duties, the service keeps costs down and is environment friendly, as no paper or energy is used for traditional printing and delivery. At the same time, Okashi Land enjoys the flexibility of purchasing prepaid coupons for the service, rather than paying a monthly fee. Another beauty of PCCW's solution is the ability to conduct limited market research by SMS to gauge effectiveness before launching mass campaigns.

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