



# Case Study

## Zingrill Holdings Pte Ltd

## ZingDo Korean Restaurant

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Zingrill Holdings Pte Ltd is an established Food and Beverage Company with a mission to provide great food at affordable prices to its customers. The company manages a home-grown chain of Seoul Garden, Breeks Cafe and ZingDo Korean Restaurant.

ZingDo serves traditional Korean quick-service cuisine with prepayment made at the counter. Halal-certified, their signature dishes include the Hotplate Beef Bulgogi or Hotplate Chicken Bulgogi Meal set that comes with a bowl of fragrant rice and a piping-hot Kimchi soup and BiBim Bap Beef Bulgogi or BiBim Bap Chicken Bulgogi Meal set that comes with a bowl of piping-hot Kimchi soup.

As the demographics of ZoFans matched the target audience of ZingDo, both companies decided to work together and produce a campaign to reach out to these young diners. Out of the 10,000 ZoCards that were distributed, the highlight of the campaign was the overwhelming response for the competition printed on the postcard.

### Front of ZoCard



Your chance to win \$300 ZINGDO voucher before Christmas simply by finding the 7 words. circle them and mail it to us

- Famous Korean marinades, starts with B
- Also known as mixed hotpot rice, starts with B
- Korean G \_ \_ S \_ \_ \_ Soup
- Brooder noodle we love to slurp, starts with U
- Korean noodle, starts with M
- Zingdo is famous for BiBim Bap, Myon and H \_ \_ \_ \_ \_ E
- Famous Korean preserved cabbage, starts with K



Jurong Entertainment Centre, #01-15, 2 Jurong East Central 1, Singapore 609 731

### Back of ZoCard



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ZINGDO. KOREAN QUICK SERVE RESTAURANT that serves savoury Korean cuisine in a flash – Bulgogi hotplate, Myon, BiBim Bap and delectable side dishes. Find and circle the 7 words on the grid next page and stand to win \$300 ZingDo voucher before this Christmas. Visit ZingDo at #01-15, Jurong Entertainment Centre or visit our [www.zingrill.com.sg](http://www.zingrill.com.sg) and search for the answers. Mail your completed card to Zingrill Holdings Pte Ltd, 15 Woodlands Loop, #01-01 Woodlands East Industrial Park, Singapore 738322

Your name: \_\_\_\_\_

Your email address (to notify you if you won...please write legibly)

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ZOCARD SINGAPORE • TEL: 6883 1525 • Not for sale • 2007 • e-card: www.zocard.com

ZoMedia Pte Ltd

179 River Valley Rd, #01-01 River Valley Building, Singapore 179033  
Tel: 6883 1525 Fax: 6883 1526 Company Registration: 199906106N



### **Campaign Details:**

**Client:** Zingrill Holdings Pte Ltd

**Start of Campaign:** 17<sup>th</sup> September 2007

**Cards Finished in Zo Store:** 28<sup>th</sup> September 2007

**Number of designs:** 1

**Total Print Quantity:** 10,000

**Total Distribution Quantity:** 10,000

### **Campaign Objectives:**

The campaign aimed to attract more young PMEBS to dine at the restaurant, therefore helping ZingDo raise brand awareness and eventually increase sales.

### **Target Audience:**

ZingDo aimed to target young diners who are looking for something new that go beyond just fast food; a place where they can hang out and have fun. This target fit with ZoCard's database profile of white-collared PMEBS between 18 to 35 years of age.

### **Campaign Execution:**

The campaign was rolled out in all ZoCard venues, except for educational and youth institutions and on racks at fellow competitor venues. Special focus was given to venues in city areas and venues with a high pick-up rate.

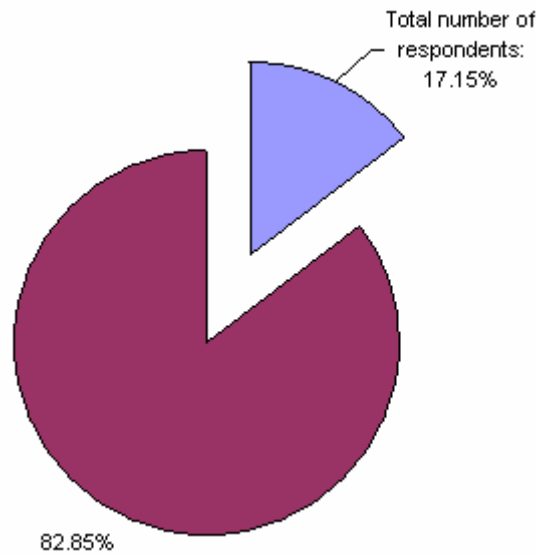
With creative input from the management of ZingDo, the ZoCard was designed as a crossword puzzle, where ZoFans were asked to find 7 words and mail the completed postcard back to Zingrill in order to stand a chance to win a \$300 ZingDo voucher.



**Campaign Results:**

It was evident that the design of the ZoCard attracted a large pick-up rate, as all 10,000 cards were cleared off from ZoRacks within a matter of two weeks.

The interactive competition managed to produce an overwhelming result of 1,715 responses, 17% of the 10,000 postcards distributed across the island.



One lucky winner walked away with a \$300 ZingDo dining voucher.