

# SURF BROTHERS TERIYAKI RESTAURANTS

## COPYDOODLES COPY ENHANCEMENT CASE STUDY

### Business Challenge

Surf Brothers Teriyaki (<http://surfbrothers.net>) is a Hawaiian themed family owned restaurant chain with 7 restaurants in Southern California that provides a menu of healthy, fresh, high quality, teriyaki chicken and steak food as well as catering services.

Before the economy went down, Surf Brothers Teriyaki was making a lot of money, but with the economy turning bad, the marketing they were doing wasn't working. Business was down. Plus two of their restaurants near business parks lost most of their customers when all the businesses had to close.

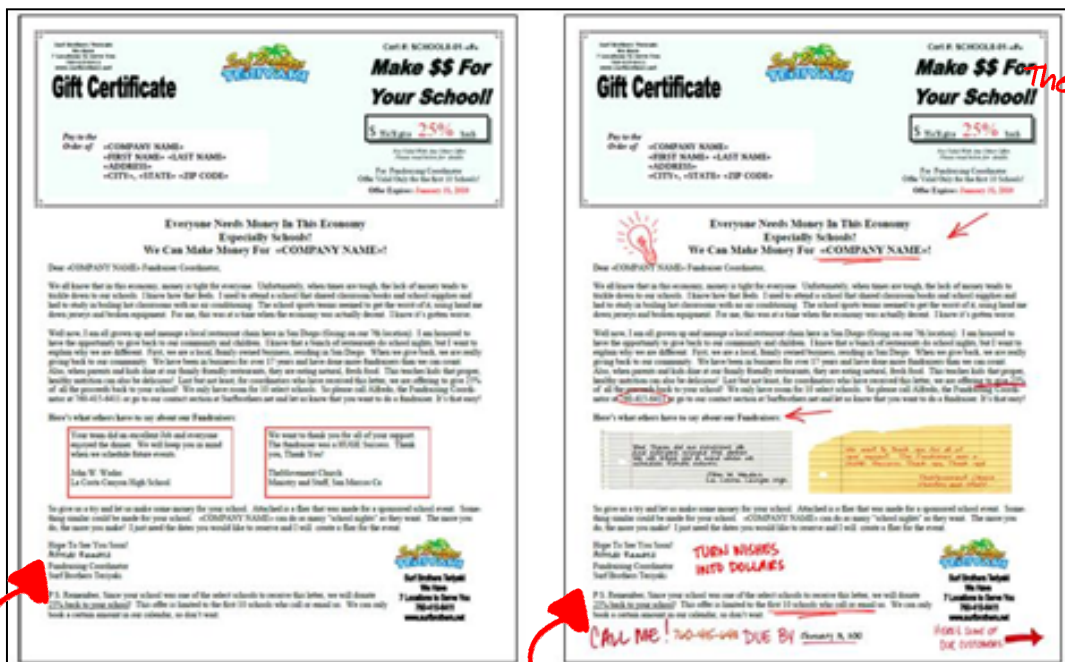
Teriyaki Brothers wanted cost-effective, significance marketing which would create an impact and push their business and revenue back up to where they were before the economy tanked. Plus, they wanted to produce a message that was memorable while creating fun and entertainment so customers could escape from everyday stresses when they saw their ad.

### Solution

Amir Karkouti, co-owner of Surf Brothers Teriyaki, used CopyDoodles with their copy to create unique, memorable and fun advertising. Campaigns were produced so Surf Brothers Teriyaki's advertising didn't look like everyone else, creating a niche where they were the only ones in it.

### Results

- 150% increase in response to their marketing
- People recognize each "Surf Brother" as a significant person in the community
- Won major contract to serve food at the San Diego Chargers Games
- 33% response and 10% conversion rate for catering campaign
- Increased competitiveness
- Long-term strategy in place for effectively standing out and increasing business



*Their first attempt nearly DOUBLED response!*

Shown here is Surf Brothers Teriyaki's first attempt at using CopyDoodles. The "CopyDoodle" version shown on the right produced nearly double the response as the "Non-CopyDoodle" version.

*Before CopyDoodles*

*After CopyDoodles*



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## Marketing Facelift Revitalizes Restaurant Hit Hard By Economy and Restores It To Better Than Ever

*“We have seven stores now and people look at me and go, ‘Wow, you must be doing great. Seven locations, you must have a great life,’ but it’s not always been like that.” –Amir Karkouti, Co-owner, Surf Brothers Teriyaki Restaurant*

### Create Significance Marketing

Back in 2007 when the economy went down, Surf Brothers Teriyaki Co-owner, Amir Karkouti says “We were getting killed.” Facing a sinking economy and a tremendous loss of customers due to businesses closing in the vicinity of two of their restaurants, Karkouti faced a marketing dilemma common among businesses today. How do you create marketing which doesn’t look like everyone else’s and get people to respond?

Amir knew the marketing he was doing—primarily coupon books—wasn't working. In the past, before the economy turned bad, he and his family would be in all of their stores greeting people. This was a big part of why they were successful.

The problem was how to emulate that sense of personalization in their advertising. They wanted to create marketing that helped people get to know them and recognize them. In a sense advertising that could “greet” new people, make them feel like they knew the Karkoutis and entice them to come to their restaurants.

***Amir Karkouti says, “Our marketing would show our faces. It would be copy with CopyDoodles...where we weren’t just like everyone else.”***



**Hungry? Why Pay Full Price?**

WHAT IS SIGNIFICANCE MARKETING?

Unlike the marketing in coupon books (shown above) Significance Marketing creates an impact in your community and business; is memorable; and creates fun and entertainment for your audience. Karkouti says significance marketing is what helped them regain market share in a down economy. He says, “The thing that I've learned is, when the economy went down, we were still able to push ourselves back up because we created a significant impact .”

### Fun and Entertaining Advertising Creates Memorable Messages

A successful restaurant chain in San Diego County, Surf Brothers Teriyaki provides a healthy menu of fresh, high quality chicken and steak teriyaki as well as catering services.

Mimicking the feel-good atmosphere of their restaurants, Amir used CopyDoodles to create memorable advertising that was fun, entertaining and helped people escape from their everyday



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Adding CopyDoodles to all of his previous marketing and resending, Amir says, “The second piece almost had a double response over the one without CopyDoodles.”

One of the pieces Karkouti sent out was a postcard (Exhibit 1) with a picture of a new restaurant they were opening with a picture of him and his brother standing in front of it that said, “Hey, Brett where have you been?” using CopyDoodles copy generator font. Postcards were personalized by substituting the first name of the person receiving the postcard for “Brett” using the mail-merge feature. On the back of the postcard a hand-written CopyDoodle said “Free Lunch!” and doodles highlighted and drew attention to the important parts of the marketing message.

In another mailer, Karkouti used the check mailer template (Exhibit 2) and the testimonial generator to send to decision-makers at companies in a business park near one of their restaurants. The check was personalized with the decision-maker’s name and offered him or her two free meals with no strings attached. When the person redeemed the check, he or she was asked if they would accept a coupon for catering. CopyDoodles were also placed throughout the copy highlighting key points such as “Free Lunch”, a “Due Date” and what was being offered.



Surf Brothers Teriyaki Ads with CopyDoodles. Shown here is the Postcard (front and back) and the Check Mailer letter described above.

**“What CopyDoodles does is allow people to visually see the words, and they can actually hear it. When you look at a big, red, “Call me!” or a big, red “Wow!” and an arrow, you’re using, essentially, all of their senses and that’s something that’s very hard to do in a letter.”-Amir Karkouti**

## 150% increase in response results in expansion, more catering jobs, and dream contract at Chargers Stadium

Overall, Karkouti says they’ve had a 150% increase in response by adding CopyDoodles to their marketing. Surf Brothers Teriyaki also expanded adding X restaurants. Plus Surf Brothers landed a major contract serving food at Chargers Stadium.

Karkouti says, “The vice president of the company that does the food for the Chargers Stadium got one of my postcards. He said, ‘You guys had one of the cleanest restaurants and the most polite customer service people I’ve ever had. I want you guys in my Chargers Stadium.’”

Surf Brothers used the free meal, store opening postcard to get people into their new location so they could collect email addresses and other information in order to market to consumers in the future. Karkouti says, “It became a hit... of all of the five locations we’d opened prior, this was the most successful postcard I sent out.”

With the check mailer, 300 were sent out and 100 were redeemed. From the 100 returned, Karkouti says he got between 20-30 caterings.



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### **150% increase in response results in expansion, more catering jobs, and dream contract at Chargers Stadium**

← **WOW!**

Karkouti believes a big part of their success comes from the significance marketing and memorable, stand-out pieces he's creating with CopyDoodles. He says, "You need to be memorable and that's something that a lot of people don't tend to do in this economy. Because we're all stressed out for money, we're always trying to find ways to just quickly churn something out so we can get more customers in."

The thing is, on the other end—the person getting the ad, postcard or letter—they want to be entertained. They want to have something in their life that gets them away from their day-to-day stresses. So although I'm just selling food, I'm selling them something where they can laugh, something I'll be remembered by, something where they can say, "I know that guy."

### **The Results**

***"Once you send out extraordinary marketing pieces, they (your customers) love getting your stuff. They don't even realize that it's an advertisement and I've had customers tell me over and over again, 'I can't wait to get your next piece...'" says Co-owner Amir Karkouti, "And that's the kind of response you want from your clientele—when you try to sell them something and they can't wait to be sold."***

- Adding CopyDoodles to marketing pieces created an overall 150% increase in response.
- Hand-written comments and doodles made marketing pieces personalized, unique and memorable which generated significance marketing that resonated well with customers and prospects.
- CopyDoodles templates and tools made it easy to create fun, entertaining marketing
- Increased response boosted revenue and number of caterings booked.
- CopyDoodled Postcard attracted vice president of the company that does food for Chargers Stadium which resulted in a major contract.
- Customized personal marketing has helped Surf Brothers "create a niche" for themselves, knocking out their competition

### **Do the "Copy and Paste" Test**

Karkouti does the Copy and Paste Test on all his ads. This test states that if you can switch company names and your ad still makes sense then it is not a good ad or sales letter. If on the other hand your ad tells your story, shows your face, or tells something unique about your business, then when you change company names the ad doesn't make sense, you've got a good ad.

### **About CopyDoodles**

CopyDoodles, founded by Mike Capuzzi, are the world's largest collection of hand-drawn, direct-response graphics. The original creator of done-for-you hand-written, response-boosting notes and doodles, CopyDoodles are used and endorsed by world renowned copywriters, marketers, entrepreneurs and businesses worldwide. Easy to use, they enable anybody to personalize their marketing using drag and drop attention-grabbing enhancements to their offline and online marketing materials.

The new improved CopyDoodles Access Club, launched in September 2010 allows the convenience and accessibility to search thousands of hand-drawn graphics, comics, animated doodles, stamps and more. To become a member or for more information, visit [Copydoodles.com](http://Copydoodles.com).

