

CLIENT BRIEF - Sushi Club

What is your company name and how you would like it to appear on your logo?

Sushi Club - Authentically Prepared

What industry are you in?

We plan to start out as a full sushi delivery restaurant. We want to open a physical location shortly after launch to compliment our delivery service. We will offer Maki, Sashimi and Nigiri style sushi along with traditional sushi side compliments like edamame.

What is your unique selling point of your product?

We promote a more authentic way of eating and preparing sushi that you might experience in Japan. We would like to bring that more authentic sushi preparation to American consumers. This is a great article that details some ways in which eating and preparing sushi the Japanese way might be different from what you might have seen or practiced yourself. <https://www.tripsavvy.com/how-to-eat-sushi-1458298>

We will also prepare our sushi using Japanese made high quality sushi knives called “yanagi”. Here is a basic website that details the look and function of these special knives. <https://bladeadvisor.com/best-sushi-knife/>

Our fish is freshly sourced to maintain quality every day of operation.

Who is your Target audience?

Those who want good Japanese style sushi (Maki, Sashimi and Nigiri style). They prefer the taste of the fish over all the flashy extra “stuffing”. We do not offer volcano rolls or rolls most often thought of when you think of sushi. We do offer rice based rolls but will they will be made with simple ingredients (never more than 3 in one roll).

Part of our audience may not know what fresh fish tastes like or their previous experience with sushi has been Americanized and limited. We want to give them this new experience and also cater to those who already appreciate this quality.

What is your price point?

We spend a good amount of money making sure we source organic fresh fish but also soy, ginger and other required ingredients to maximize the tasting experience. This means we need to charge a slightly higher price than most other places that prepare sushi. I would say we do not have an ultra high price point, but higher than most. Since we deliver we are able to pass along the savings of low overhead to the consumer and still maintain our high quality standards.

Style Preferences?

We have no clue. We love a very traditional simple elegant look but we also fear we will

be seen as pretentious. We want to educate and offer this experience to all consumers interested, regardless of their knowledge on the matter. I want something approachable and eye catching. Perhaps when you present concepts you can try out two different approaches so we can see what might be the best fit for us. We like to see it before we can buy into a style.

1.) Bright, hip, fun. Kinda like a “pow” when you see it. We are a delivery service and will most likely attract a younger crowd with this more fun vibrant look.

2.) More reserved, black used? Seal graphic? Something that would cater more toward our traditional roots.

I know these are two totally different styles but part of this branding process we go through with you will also help us shape our marketing strategy, price point and other business decisions we are in the process of making.

Words you think of when you think of your restaurant concept?

Authentic

Preparation

Taste over quantity

Fresh

Delivery (convenience)

Less is better

Outside of the logo what else will you be needing?

Menus for sure. Our menu will also need to be online but also eventually in a printed form. I would love to have an infographic detailing the authentic way to eat and prepare sushi, maybe a bit of education the different styles and names of sushi. Maybe in a format where we can place it on social media but also on our website.

I will want to see the brand on chopstick wrappers (we have a company already that can place graphics on these) as well as other items that will come with the delivery kit like boxes, bags and napkins.