



KUKUI MARKETING, LLC
2010

AGENCY PROFILE

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Agency Profile

Kukui Marketing is a marketing and advertising agency that opened for business in October 2001. My career experience includes small business consulting, advertising sales, television and radio production, media buying, research and promotions.

My ability to concept, focus and execute is the thread that ties all of these skills together.

My primary agency role is as account supervisor. I work directly with the client to figure out what needs to be done to address a problem or pursue an opportunity, then I form a plan and execute.

My agency is different than traditional brick-and-mortar based agencies in that my skills enable me to lead the account, buy media, production manage a television commercial or a collateral project, write copy, art direct and select graphics and photos all on the same day. Other agencies may have seven people working and touching the same job and the accompanying overhead to staff, benefit and house them all.

I carry the ball up to the nuts and bolts stage. I hire subcontractors that pick up the pen and draw or click the mouse for graphics, write code for web design, shoot video and edit tv spots, and public relations to call the news media. For example, on a television project I may concept, write the script, then hire and lead a team of subcontractors that may include a graphic artist, video and edit crew, and stylist. On a print job, I may write and work with a designer to put the finished content on paper or the web.

Simply, I am a full-service marketing director for hire.

What I'm Good At

I am at my best when discovering the one line definition of what the client does well and promises the customer. Some marketers call this branding or creating the tagline, slogan or consumer promise. For me, it's really from the gut logic or figuring out what do my client's clients really want?

Case Studies

Hartmann Metals Corporation

Hanni Hartmaan, of Hartmann Metals specializes in sourcing scrap metal then reselling the product in the international marketplace. At the time, Hanni had been doing business in Hawaii for over 20 years, starting in a scrap metal yard in Aiea, eventually branching out to sales.

Hanni was frustrated that he had not been able to get an appointment with the local H-power plant, and the accompanying opportunity of the resale of the scrap metal. He had conferred with his attorney, who said Hanni needed to redo his image from businessman in Birkenstocks and shorts, to something slicker.



Hartmann Metals was a referral from Kukui Marketing's client, Marujyu Market Catering, when he met with Kukui. Hanni had already met with branding consultants to pitch his business, who emailed their proposal without a presentation.

Kukui Marketing presented the idea that Hanni needed to show the H-power person that his company was established and though he was the only employee, had far-reaching contacts and was a multi-million dollar business.

Gathering various scrap metal magazines, conversations with Hanni and photos of different types of scrap metal, Kukui Marketing with designer, Kent Miyasaki put together a sales presentation book for Hanni. The book was encased in an aluminum binder with his company name redone in an energetic, big-looking font.

Hanni got his foot in the door with H-Power, and with his sales presentation book, became the largest contractor with the plant. Kukui Marketing prepared a mini-version of the sales presentation book in the form of a tri-fold brochure for industry conventions and business meetings.

Hugo Higa M.D.
dba Aesthetic Vision Center

Dr. Hugo Higa of Aesthetic Vision Center is an ophthalmologist and oculoplastic surgeon who specializes in medical and cosmetic issues involving the eyes, eyelids and midface area.

Dr. Higa started his business in 2003, and immediately jumped into the competitive ocean of LASIK surgeons. His first commercial ran on KHON for a year. The commercial pitted him directly against laser surgeons who had had a five-year head start advertising laser vision correction.

After a year of mild success, he began working with Kukui Marketing. Dr. Higa really needed help marketing his dual-specialties, finding the right niche and creating a position in the market.

Kukui advised him to market what he was really good at and what he liked to do: cataract replacement, droopy lid and ptosis surgeries.

Kukui established the position of "Inspired Confidence". This is based on the thought that people with vision problems may be a little less confident going about their daily lives. It is also likely there are some people who like themselves, but would like to improve how they look a little, or a lot. It is also possible that once people improve their vision, they might want to improve how they look.

Dr. Higa's marketing position is expressed in the tagline "See How Good You Look!"

Kukui also renamed his business from the generic Eye Associates to Aesthetic Vision Center, a name that speaks to his dual expertise.

Using the marketing position as a guideline, Kukui worked with a creative subcontractor to design a new logo to be used in broadcast, print and collateral.



Media was placed on the local television station where many of his desired target of older Japanese people watched regularly. Dr. Higa was signed up for a value plus annual package that maximized the frequency of his message.

Honolulu newspaper advertising takes advantage of the economical strip positions on the bottom of the Island Life and Hawaii section front pages to give him maximum visibility. The strip ads anchor the marketing message and avoid the possibility of being positioned by his competitors.

In 2005, Dr. Higa began giving his "What to Know About Aging Eyes" and "Strategies for Facial Skin Rejuvenation" seminars at recreation centers, libraries and for clubs and organizations. Kukui also secured quarterly seminars at Pali Momi Medical Center.

Kukui structured and wrote aestheticvision.com in the second year with Dr. Higa. Kukui secured a KHNL news story which spiked web visits to over 7,000 in the days following the newscast.

The direct-zone tabloids, "What You Need to Know About Aging Eyes" and "Strategies for Facial Skin Rejuvenation" were written and produced by Kukui. To keep costs low, the Honolulu Advertiser was contracted for printing and distribution. The tabloids were distributed in key geographic zones where older people resided and who may be droopy lid or cataract candidates, or who may be interested in improving their appearance.

Over run copies were printed at an economical rate and are passed out at seminars and expositions. Periodically the tabloids are re-inserted in the newspaper zones further amortizing the production cost.

Dr. Higa started with a file box of patients and is now a thriving business of over 7,000 clients and growing.



Positioning Statements

Starn O'Toole Marcus & Fisher
Innovative Dealmakers, Fierce Warriors
“Strategic Wisdom”

Hugo Higa, M.D. dba Aesthetic Vision Center
Inspired Confidence
“See How Good You Look”

Marujyu Market Catering
Food Like Grandma Made
“Food So Good, You Gotta Smile!”

Aloha Tofu
Local
“Made Fresh Daily in Hawaii”

Jose's Mexican Café & Cantina
Fun
“Serving Mexican Happiness since 1973”

Recalo Foods
Vibrant Health
“More Life in Your Daily Food”



Special Projects

Japanese Women's Society Foundation
2009 55th Anniversary and Fashion Show Publicity

Starn O'Toole Marcus & Fisher
Chambers USA Nominations

Hugo Higa M.D.
"What to Know About Aging Eyes"
Direct Mail 12-page Tabloid

"Skin Strategies for Facial Skin Rejuvenation"
Direct Mail 12-page Tabloid

"What to Know About Aging Eyes Seminar"
Maui

Services, Cataracts, Skin, Asian Eyelid Brochures
Notepads, Post-its, Thank You Postcards Collateral

Hartmann Metals Corporation
Sales Presentation Book
Brochures

SDM Advertising, Account Supervisor
The Queens Medical Center, HIPPA Posters
Hawaii State Department of Health, BRFSS Poster CD Insert
Hawaii Volkswagen Dealers Account Supervisor, Media Director, Production Management

KGMB Television
Partnership Marketing Campaigns for Sizzler, Hawaii Credit Union League

Television

Hugo Higa M.D.
Aloha Tofu
Rodwin Wong
Attention Plus Care
Club 50 Fitness
Easy Computer
Reverse Mortgage Specialists
Island Audiology



Island Home Builders
“Fall Prevention”, Leavitt, Yamane and Solder
“Fall Prevention”, The Queens Medical Center
“Kokoro Stories” PSA for Japanese Women’s Society
“Casino Night”, American Cancer Society PSA
Japanese Women’s Society Foundation Fashion Show PSA

Print

Starn O’Toole Marcus & Fisher
Hugo Higa M.D.
Club 50 Fitness

Promotions

Aloha Tofu Recipe Contest
Sizzler Restaurants Summer, Grammy’s (KGMB)
KIKU Television, Vacations Hawaii Vegas Giveaway
Hugo Higa M.D., Appointment Incentive Program

Web Structural Design and Content

aestheticvision.com
marujyumarket.com
alohatofu.com
diamondgalleryhawaii.com
Substance Abuse and Awareness Program (offline)
recalo.com (off line)

Media Buying

Starn O’Toole Marcus & Fisher
Hugo Higa M.D.
Sizzler Restaurants
Aloha Tofu
Rodwin Wong
Diamond Gallery Holiday

Work Experience

Kukui Marketing, LLC
KIKU Television, Senior Account Manager
Adworks Advertising, Senior Account Manager
KGMB Television, Account Manager
Peck Sims Mueller Advertising, Media Buyer
Business Consulting Resources, Associate
Servco Pacific-Automotive Group, Marketing Manager



Education

San Diego State University, Bachelor of Science, Business Administration/Marketing