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Traditional Chinese Restaurant Turns to Social Media

Singapore, 3rd July 2009 – *Blugrapes*, a marketing consultancy firm specializing in marketing optimization services and solutions, was pivotal in helping a traditional Chinese restaurant to leverage on the power of social media to advertise its products and services.

Chinese Box, a newly opened traditional Chinese cuisine restaurant, lacked brand awareness, and was relying heavily on ‘word-of-mouth’ communications and other forms of traditional media to promote their signature dishes. Situated at a fairly new and unique location, they needed the public to know how to get to the restaurant.

The restaurant realized that they faced these issues, and hence engaged *Blugrapes*, a company which is well-versed in marketing optimization, to help them improve the situation. *Blugrapes* endorses social media as it is effective and has a higher return per dollar, as well as the ability to be accountable to clients via detailed tracking. Hence, *Blugrapes* recommended using Facebook to address the issues they faced, due to its ability to effectively disseminate information to a large number of people for a reasonable price.

Blugrapes then developed a customized Facebook page for Chinese Box, followed by deploying a highly optimized Social Ads advertising campaign. In only 2 weeks, the relatively new and unknown restaurant had acquired more than 900 fans, with a phenomenal visitors-to-fans conversion rate of 24%. The Facebook page engaged consumers with beautiful mouth-watering pictures of their wide range of dishes, including their signature Beijing Duck Roll, and even rewarded loyal fans with exclusive vouchers and promotions.

The high accountability and effectiveness of Facebook presents marketers with the opportunity to conduct marketing campaigns that have high value for money and which can be optimized for maximized returns. The social media platform is not limited to trendy brands targeting the young, or technological savvy products; but instead open to include a wide spectrum of traditional industries, including Chinese restaurants. When properly managed by marketing optimization specialists such as *Blugrapes*, consumers can be engaged and interacted with on a personal level at affordable costs. With the help of *Blugrapes*, Chinese Box is now a pioneer in combining traditional establishments with social media.

About Blugrapes

Blugrapes was founded in 2006 as a marketing consulting company that provides marketing optimization services and solutions to maximize the returns on marketing. As part of its suite of

services and solutions, it manages Facebook communities like Intel Singapore, Mothercare, Chinese Box, and most recently, Black Angus Singapore, as well as a regional interactive SMS solution that has been used by more than 70,000 unique users to date. It also provides highly customized marketing accountability and reporting systems to aid marketers and agencies to improve marketing effectiveness and returns. Blugrapes has helped marketers from a number of Fortune 500 companies including Coca-cola, Hewlett-Packard, Intel, Lenovo and many other companies in the consumer marketing industry.

Blugrapes company website - <http://www.blugrapes.com>

About Chinese Box

Chinese Box is Bukit Timah's most recent and exciting addition to the food scene. The restaurant is housed in a late colonial era bungalow and has the perfect combination of a beautiful setting with authentic Chinese delicacies. Inspiration for the dishes comes from the wide travelling experiences of the founder, who constantly strives to bring customers the best Chinese dishes. The founder of Chinese Box is Mrs. Jeannie Lau, an established restaurateur with more than 20 years of food and beverage experience, who has also managed other successful restaurants like *The Magic of ChongQing Hotpot* and *The House of Teochew Taipan*.

Chinese Box's website – <http://www.chinesebox.com.sg>

Chinese Box on Facebook – <http://www.facebook.com/ChineseBox>

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