

## John Dory's Fish launches first TVC

John Dory's Fish, Grill & Sushi, part of the Spur Corporation, is launching its first national TV campaign, while stepping up its mid-week promotions, as it raises national visibility and customer support. [video]



With 29 restaurants countrywide and another six scheduled to open before March next year, the operation has grown year-on-year turnover by 14.2% to R221,8 million, increasing the division's contribution to profit before tax by 28.1% to R5,8 million, as at March 2013. The group initially acquired a 60% stake of the KwaZulu-Natal-based franchise of seven outlets in 2004, acquiring the balance in 2012, when it also took over the entire management of the business.

Although there are no signs of the recession abating, group CEO Pierre van Tonder is confident the brand is on track to deliver further growth during the year ahead, thanks to the benefits of a refined business recipe, carefully and diligently worked on for the past 18 months, in conjunction with the new marketing initiative.

"We wanted to be ready before launching our national TVC that features an endearing four-year-old girl and her dad. It is witty, memorable, charming and highlights our strong family focus. We look forward to a positive response from South Africans, now that it has just gone live."

He said the corporation's move to total ownership last year had prompted a significant investment in research and development to enhance the menu offering and dining environment, with a sushi belt, now standard in all restaurants, gives the brand a distinctive edge over its competitors, as the go-to lunch or supper option.

"The sushi belt is ideally suited to people pressed for time. They can just pop in, sit down and eat immediately and our skilled sushi chefs are continually replenishing dishes, so there's always a fresh and comprehensive range for sushi lovers to enjoy, whenever they arrive."

Van Tonder said operational efficiencies had also been improved and customer relationships strengthened, with over 150,000 members already signed up for the loyalty programme.

The division had been able to build custom by providing an appetising and diverse offering, competitively priced to appeal to a broad spectrum of South Africans, many with young families. "By creating a dedicated kids' menu and providing safe, sea world-themed play areas in most of our outlets, we make it that much easier and more fun for diners to eat out in a happy and relaxed environment."

He added that even with the introduction of several aggressively priced mid-week promotional offerings, the average customer spend was R100 per head, demonstrating that genuine value encouraged customers to take full advantage of the menu.

The South African Sustainable Seafood Initiative (SASSI) accredits all the seafood it serves.

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