

Testing Case study

GOLD

Client

Joshi's Kitchen

Agency

Publicis Dialog

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We can take or leave the ubiquitous curry menu we find on our doormats. The campaign to launch a national direct delivery curry chain, Joshi's Kitchen, would be somewhat harder to ignore. For this, the UK's first direct curry service, the test launch was confined to Reading to assess the appeal of the brand and to generate a minimum of 35 daily orders. A personality, Joshi, was created for use in a multi-media campaign to create awareness and generate orders. Sheet posters familiarised the local population with Joshi, and door drops and press inserts encouraged orders. The campaign's imaginative use of media for instance, a takeaway box with a menu inside as a door drop was singled out by judges. So too was the attention to detail, from the pastiche on Bollywood to the lurid colours used to give an authentic Indian look. A database is being built where each customer is tagged with a unique reference number to track purchases and speed up the re-order process. All activity is in preparation for a national roll-out and the test results double the targets set are very encouraging.

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