

# Wu Kong Shanghai Restaurant 滬江飯店

Drive Spending and Gauge Effectiveness of  
New Box Set using Digital Coupon

新禮盒以電子優惠券促銷量、鑒成效



## Background 背景

Wu Kong Shanghai Restaurant launches new crab meat noodle box set to expand takeaway market and lure online consumers, hoping to diversify its business.

滬江飯店推出新蟹粉拌麵禮盒，冀吸引網購顧客及擴大外賣市場，使業務更多元化。

## Solution 解決方案

GS1 HK's digital coupon solution is selected to stimulate sales, because consumers can easily download coupon and share to friends.

飯店選用GS1 HK的電子優惠券方案去刺激銷售，讓消費者可輕鬆下載優惠券及分享給朋友。

## Benefits 效益

While facilitating consumers' purchase, the outlet saves a lot of time and money in creating coupon, also tracking the coupon effectiveness with ease.

方案既便利消費者購買，亦助飯店在創建優惠活動時節省了大量的時間和金錢，同時輕鬆掌握優惠券活動成效。

## Background

Carrying the legacy of Shanghai cuisine, Wu Kong Shanghai Restaurant offers traditional dishes like sautéed shrimp, fried bean curd with ham, braised pork belly, and regularly makes seasonal variations to create new dishes that embody the all-encompassing style that Shanghai foods hold. Ranked in the top 3% among the 2,900 Chinese restaurants on an international travel platform, the restaurant has proved its reputation.

Besides promoting hairy crab dine-in set during fall/winter season, Wu Kong is launching a “crab meat noodle for 2” box set, freshly made every day for those who enjoys Shanghai gourmet but susceptible to the pandemic situation. To facilitate online purchase and redemption, as well as luring consumers of all ages, the restaurant is considering digital coupon for better sales and marketing results.

## Digital Coupon – Make Buying Easy

Cutting the price from HK\$460 to HK\$390 for the box set, Wu Kong decided to use GS1 HK digital coupon solution, so that customers can input simple data to get coupon and drive up their purchase intention.



## 背景

滬江飯店秉承上海菜精髓，除了提供傳統滬菜如清炒蝦仁、響鈴火腿夾、外婆紅燒肉等之外，亦不時配合時令創新菜式以饗老饕，發揚滬菜兼容並蓄的特質。飯店在國際知名旅遊平台上約2,900間中餐廳中，獲評論為首3%排名的中餐廳，深受歡迎。

呼應秋冬時節，飯店除推出大閘蟹套餐外，亦在11月推出每天新鮮即造的「2人份大閘蟹粉拌麵」禮盒，為疫情期間不便外出的食客帶來滬菜美饌外賣選擇。為便利顧客網購及兌換，並開拓不同年齡層的顧客，飯店考慮以電子優惠券去協助推廣及銷售。

## 電子優惠券 – 便利購買

滬江飯店將原價\$460的禮盒減價至\$390，並決定選用GS1 Hong Kong的電子優惠券方案，方便顧客簡單輸入資料便可獲優惠券、刺激購買意慾。

“ The management understands changes are needed so that we can benefit from online shopping and takeaway trends, and diversify our business. The cost-effective coupon can help increase sales quickly, also demonstrate our resolution towards digitalization.”

管理層明白必須轉型才能迎合新時代網購及外賣趨勢，令公司業務多元化。利用電子優惠券去推廣優惠活動，能低成本且迅速地提升銷售，算是我們邁向數碼化一步。 ”

- Robert Tsai Chuen Sui, Managing Director of Wu Kong Shanghai Restaurant  
- 滬江飯店總經理蔡傳瑞



## 5 Steps to Effective Coupon Campaign

With 5 simple steps, restaurant manager can launch the coupon campaign and monitor effectiveness quickly:

### 1. Coupon Creation:

Login the Digital Coupon Web Portal or app to create campaign name, redemption methods and locations, etc. anytime, anywhere;

### 2. Coupon Distribution:

Distribute coupons across multiple channels including web, email, social media, instant messaging and print;

### 3. Coupon Claim & Share:

Consumers enter email or phone no. to claim the coupon, save it to mobile wallet, or share via social media;

### 4. Coupon Redemption:

Consumers redeem coupons at specific locations. Coupons will be validated by an App.

### 5. Campaign Monitoring & Reporting:

Merchants to monitor campaign status and measure effectiveness on the platform, with data report on the amount of coupon scans, downloads and redemption, etc.

## Support Sales & Management

Enabling online and offline distribution, the solution facilitates consumers to receive, download, use and forward to others, amplifying the publicity effects and purchase potentials. Instead of printing and handling paper coupons, the restaurant enjoys a lot of time and money savings in digital coupon, reducing its carbon footprint. Wu Kong also knows the number of coupon distributed anytime anywhere, so it can update the campaign as needed.

Employees will help upsell to dine-in patron at the dining outlet. Other promotion tools like electronic direct mail and flyers will be used as well, hoping to accelerate its takeaway business development.

“ The digital coupon solution is easy to use and to track the number of people interested in the campaign, so we can estimate the ingredients and box set needed. I believe it is helpful not only to sales but also our operations.

電子優惠券方案既易用、又可即時知道多少人對優惠有興趣，方便我們預算食材及禮盒數量，我相信對銷情及對內部管理效率都會有幫助。 ”

- Robert Tsai Chuen Sui, Managing Director of Wu Kong Shanghai Restaurant  
- 滬江飯店總經理蔡傳瑞

## 優惠券5步曲

方案簡單易用，飯店人員在5個步驟便即可推出活動、檢視成效：

### 1. 優惠券創建：

登入電子優惠券平台即可設定推廣活動名稱、兌換地點、方式等，創建優惠活動；

### 2. 優惠券發放：

於不同渠道發放優惠券，包括電郵、社交媒體、即時通訊及印刷品等；

### 3. 優惠券索取和分享：

消費者輸入電郵或電話索取優惠券，將其保存到手機錢包或於社交媒體上分享；

### 4. 優惠券兌換：

用家可在指定地點兌換優惠券，飯店亦可透過手機應用程式驗證優惠券真偽；

### 5. 推廣活動監察和報告：

商戶在平台上監察活動報告，了解優惠券掃描、下載和兌換次數等，分析成效。

## 振銷情 助管理

方案能透過線上線下渠道發放，便利消費者接收、下載、使用及轉發電子優惠券，從而增強消費和傳播力度。另一方面，商戶能快捷地創建電子優惠券，節省打印和處理紙張優惠券的時間和金錢，省時又環保；亦可即時掌握發放數量，隨時隨地更新優惠活動。

飯店會透過餐廳員工推廣予食客，並利用電郵及傳單等營銷手段宣傳，加速外賣業務發展。



## Benefits

## 效益

Wu Kong Shanghai Restaurant expects the digital coupon solution will strengthen its sales & marketing:

滬江飯店預期電子優惠券能強化促銷成效：



Distribute the coupon easily across channels, helping to unlock new markets and potential consumers

輕鬆地全方位發放電子券，開闢新市場及吸引潛在消費者



Customers can enjoy discounts easily and boost sales

讓顧客輕鬆享用優惠、有助銷量



Reduce the risk of receiving fake coupon

減少收到偽冒優惠券的風險

## GS1 standards used or solution (s) / service (s) used

## 應用的GS1標準或方案/服務

- GS1 HK's Digital Coupon solution

- 電子優惠券

## About the Company

## 公司簡介

Found in 1984, Wu Kong Shanghai Restaurant absorbs the best of traditional Shanghainese cuisine, using the best ingredients to produce dishes with unique Shanghai-style cooking, and make improvements to suit the local taste. The exquisitely adorned restaurant aims to provide patrons with a comfortable and relaxing dining environment.

創立於1984年的滬江飯店繼承了上海菜兼收並蓄的傳統，並順應香港潮流和口味、去蕪存菁，以上乘食材烹製特色佳餚。餐廳裝潢時尚雅緻，務求為顧客提供舒適的用餐環境。



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