

# 2021年度JAPAN MALL事業 SUSHISUSHI（英国）連携報告



## URL

○ ホームページ : <https://www.sushisushi.co.uk/>

○ Instagram : [https://www.instagram.com/sushisushi\\_uk/](https://www.instagram.com/sushisushi_uk/)

○ YouTube : [https://www.youtube.com/channel/UCis-wiYjE3upV-NtyLM\\_3Gg](https://www.youtube.com/channel/UCis-wiYjE3upV-NtyLM_3Gg)

○ Facebook : <https://www.facebook.com/sushisushi.co.uk/>

## ▼ジェトロJAPAN MALL コラボロゴ



## ▼SUSHISUSHI特徴

- 英国地方都市にあるミシュラン星付き等の高級レストランを中心に、日本産の高品質な食品／調理用品／食器を卸売りしている。
- 創業者兼バイヤー（英国人）は、日本食品の発掘に積極的。地方の伝統産品や、特色ある少量生産品などにも関心が高い。
- 業務用／一般消費者向けに自社ECサイトを展開。ECサイトでは現地に受け入れられやすいレシピを掲載。

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# 1. プロモーション概要・実施期間

▼Great British Chefs (GBC) コラボサイトロゴ

<プロモーション概要>

実施期間：2021年7月1日～2022年1月31日

商品カテゴリ：調味料、米、海苔、昆布など食品

内容：シェフや美食家に人気のプラットフォーム「Great British Chefs」で、「A Taste of JAPAN」キャンペーンを展開。

- Great British Chefs

<https://www.greatbritishchefs.com/>



GREAT  
BRITISH  
CHEFS

in association with



東京オリ  
ンピック

東京パラ  
リンピック

Great British Chefコラボ特設サイト

抽選キャンペーン

SUSHISUSHI ナレッジベースPR

2021年  
7月1日開始

9月1日

11月1日

2022年  
1月1日

1月31日終了

## 2. プロモーション詳細

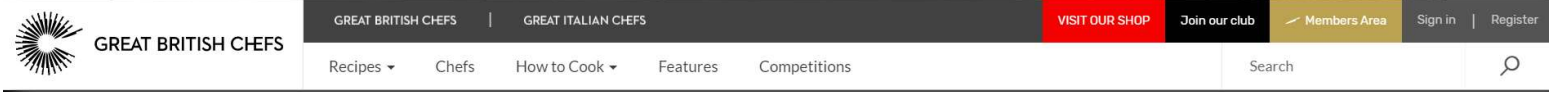
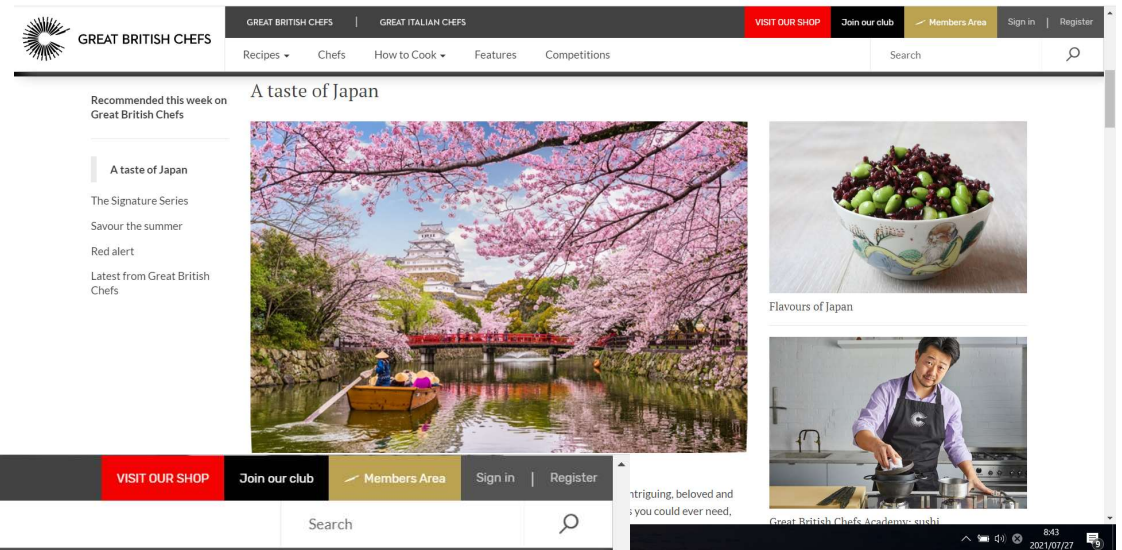
### ① 特設サイト設置

期間：2021年7月1日～

A Taste of Japanキャンペーンサイトを設置。

A Taste of Japan (@GBC)

<https://www.greatbritishchefs.com/features/japan>



### ▲ 特設サイト



Flavours of Japan: Japanese rice

by Izzy Burton

The Japanese larder is vast, containing a huge number of products unique to the country's cuisine. Get to know more about some of them with our Flavours of Japan series.



Flavours of Japan: seaweed  
by Kate Doran



Flavours of Japan: flour and panko

<https://www.greatbritishchefs.com/features/ingredient-focus-japanese-rice>

## 2. プロモーション詳細

### ② SUSHISUSHI TV (YouTube)



SUSHISUSHI社の顧客であるミシュランスター付レストランのシェフへのインタビュー動画を作成。

期間：2021年7月1日～

総視聴数：66,992回

・英国では有名シェフから食品の流行が発信されることから、英国内で知名度の高いシェフを起用し、Facebook、Twitter、Instagram、YouTubeで動画配信。

・動画を通じて、視聴者にキャンペーン、およびSUSHISUSHIのブランドメッセージを告知。

・サイト滞在時間（3分42秒）は、GBCサイト上で2021年滞在時間TOP 3にランクインした。

## 2. プロモーション詳細

### ③ SUSHISUSHI ブランドストーリー

When Japanese ingredient company [SushiSushi](#) started out in 2007, it stocked just one product. Now with over 1,000 items listed on its website, it supplies many of the UK's top chefs. We speak to founder Stu Turner about how he fell head-over-heels in love with Japanese flavours and take a look at some of the most interesting ingredients he offers.

Today, the influence of Japanese cuisine – with all its sophistication, balanced flavours and complex, unique ingredients – can be experienced across the globe. But it wasn't always like this; products such as dashi and ponzu were rarely used outside of the country until relatively recently. Over the past ten or so years, however, chefs have realised the incredible flavours these original ingredients contain, incorporating them into dishes based in all sorts of different cuisines. In the UK, chefs turn to one company – and one man in particular – to source the very best. Japan has to offer. Set up in 2007 by Japanese food obsessive Stu Turner, [SushiSushi](#) with a huge range of top-end Japanese ingredients, tableware and kitchen equipment on offer to restaurants but to the public as well, via its online shop. We chatted to the man behind the company to discover what inspired him to set it up.

"I used to live in Australia and while I was there I worked in a sushi bar," says Stu. "After leaving Australia, I spent a bit of time in Asia and I just loved the food. I came back to England and, living in the North, there was just nothing like that around at the time. I missed those interesting, Asian flavours that keep evolving with every bite. I also wanted to start something for myself, having always worked for other people, so I just decided to go with it. It didn't make any money for a long time, but we built it slowly over the last fourteen years by just adding and adding and never going backwards."

SushiSushi's website started life as more of a blog than a shop, providing information on how to make sushi and authentic Japanese dishes. However, with experience in e-commerce, Stu noticed a gap in the market for selling Japanese products. "I got carried with this sushi-making gadget, which I found at a wholesaler. I wondered if we could just sell them on the site, with a little PayPal button, because at that point you couldn't put an e-commerce site together very easily. I only bought six from the wholesaler, so it was very low risk. The gadgets sold out in no time and Stu went back to the wholesaler to buy more and more, and eventually he'd run them out of stock. At that point he got in touch directly with the company that made them and asked if he could start acting as a UK wholesaler, which he did from his flat. As they continued to fly off the shelves, he began packaging them with sushi rice and nori bought from local supermarkets, and the business grew from there.

Stu then brings them back to the UK to supply home cooks and Michelin starred chefs alike

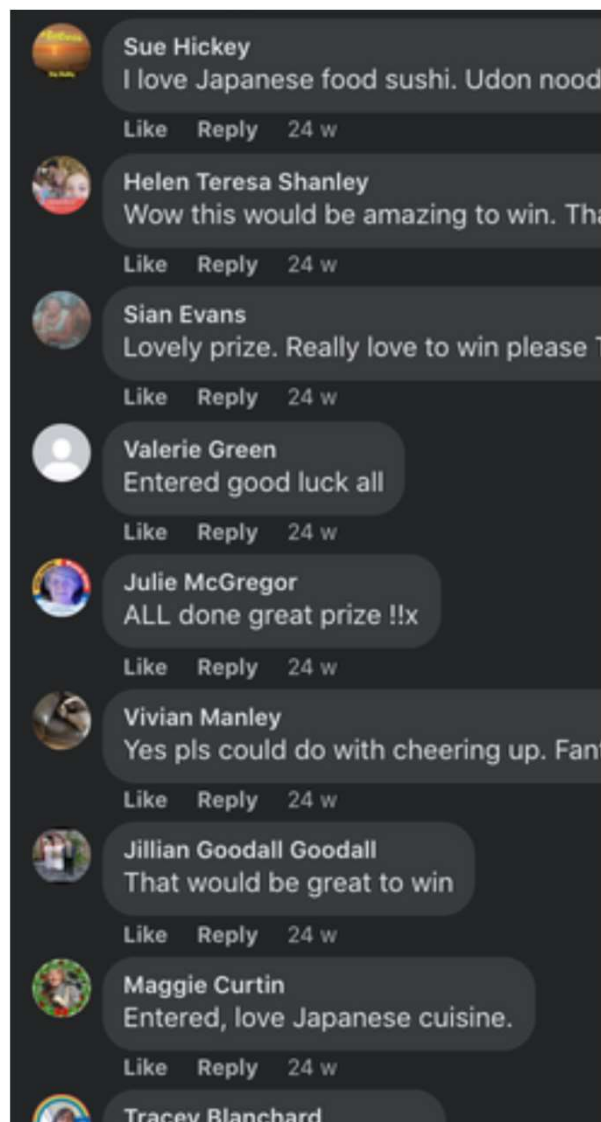
滞在時間： 3分58秒  
(平均滞在時間 2分30秒、+45%)

- 平均滞在時間に比べ長い滞在時間を記録した。ユーザーが予想以上に、この特集に関心を示した。
- 当コンテンツが食通のユーザーの共感呼び、日本食分野におけるソートリーダーおよび専門家としてのSUSHISUSHI創業者やSUSHISUSHIの認知度を高めるのに効果的であった。

ソートリーダー = 特定のジャンルや業界で、誰もが一目置くような影響力や存在感のある人物

## 2.プロモーション詳細

### ④抽選キャンペーン



▼抽選景品セット



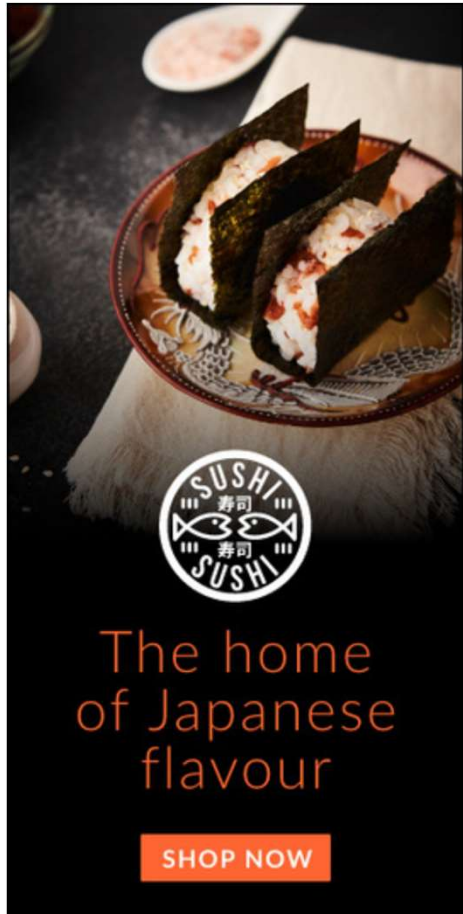
閲覧数	応募数	応募率
13,475	4,831	35.85%

ユーザーの関心喚起のため、  
英国人に人気のラッフル（抽選）を実施。  
商品： SUSHISUSHI商品セット（3名）  
期間：2021年7月23日～2021年8月23日

- ・ GBC年間3位に入る応募率を達成。
- ・ ユーザーの多くが、前向きなコメントをSNS上に投稿するなどのエンゲージメントがあった。

## 2.プロモーション詳細

### ⑤ディスプレイ広告



▲ディスプレイ広告

	インプレッション	CTR	クリック数
BRAND-ROS	221,620	0.13%	290
BRAND-SUSHISUSHIコンテンツ	28,799	0.69%	198
ネイティブ広告	37,660	0.14%	52
合計	<b>288,079</b>	<b>0.19%</b>	<b>540</b>



ネイティブ広告▶

CTR : 0.19%  
(ベンチマーク 0.12-0.15%)

全てのバナーポジションで、ブランド提携キャンペーンの平均値をもとにした予測CTRを満たすか、上回った。

ROS=あるWebサイトの中で、表示するページを指定しない広告オプションメニュー  
ネイティブ広告=メディア上の記事やニュースなどのコンテンツの中に表示される広告



## 2. プロモーション詳細

### ⑥ SUSHISUSHIナレッジベースのPR

SUSHISUSHI HP上で、日本特有の食材・製品をジャンルごとに特集。  
原料や歴史などを紹介し、取扱い商品を使ったレシピを掲載。

<https://www.sushisushi.co.uk/pages/masterclass>

#### WHAT IS MISO PASTE?

Miso is a traditional seasoning much-used in Japanese cuisine. It is a simple and popular ingredient, produced through the fermentation of soybeans with salt and koji, resulting in a thick paste. This forms the base of many dishes, including the world-famous *miso soup*, as well as various sauces and spreads. Miso is also used for pickling meats, fish, and vegetables. It is a versatile seasoning, with many different varieties. Additional ingredients can be added during the fermentation process to enhance or alter the flavour.

#### HISTORY

While there is evidence of grain- and fish-based misos dating back to the Jōmon period (14,000-300 BCE), it is believed that the first soy-based varieties (known as *shū*) originated in China, around the third century BCE. When Buddhism was introduced to Japan from China in the sixth century, it was also brought over. Miso as we know it today is from the Nara period (710-794) and was known as *misaka*. It was not until the Muromachi period (1337 to 1573) that Buddhist monks began to grind soybeans into a paste prior to fermentation. This allowed miso to be used to flavour other foods, much as it is today. Miso is easy to produce, so local varieties sprung up across the country, which is still reflected in the enormous range of misos available to this day. Today, miso is produced on an industrial scale in vast quantities, with home-made misos becoming ever rarer.



▲味噌紹介ページ

#### UR SUPPLIERS

Here at SUSHISUSHI, we source our Japanese rice from some of the most well-respected and established producers in Japan. These include:



#### AGRI YAMAZAKI

At their immense rice farm in Ibaraki, Agri Yamazaki produces Japanese rice of the highest quality. Their main cultivars are *koshihikari* and *Milky Queen*, a recent cultivar that is fluffy, sweet, and sticky - perfect for sushi.



VISIT WEBSITE

#### POPULAR PRODUCTS

These are just some of the miso products and varieties that prove particularly popular at SUSHISUSHI. Click on a link to learn more, or visit our online store for more miso products.



#### MARUYA HATCHO MISO

This super-dark miso from Maruya is the original Hatcho miso, still manufactured in traditional wooden barrels, where it ferments for three years. Made from 100% soybeans, it has a savoury taste, rich in umami, that is much-praised by our Michelin-starred customers.

VIEW PRODUCT



#### MARUKOME WHITE MISO PASTE

White miso is a staple ingredient in much Japanese cooking, making this big pack from Marukome an essential addition to any kitchen. Whether you are a professional chef or an enthusiastic home cook, this white miso paste is a key ingredient.

VIEW PRODUCT



#### HORAIYA MOROMI MISO

Our moromi miso from Horaiya is not intended for use as a cooking ingredient. Rather, this sweet miso is used as a dipping or condiment to add texture and those rich umami flavours. It is also a popular accompaniment to cheese boards.

VIEW PRODUCT



#### ISHINO SAIKYO MISO

Made from rice, rather than soy beans, saikyo miso is lighter in colour and sweeter in taste than traditional miso paste. It lacks the deep saltiness of other forms of miso, but makes up for them with light, radiant flavour notes.

VIEW PRODUCT

### 3. 総括

	目標	達成数	達成率
キャンペーン総リーチ・インプレッション数	989,000	1,004,700	102%
エンゲージメント	-	75,168	-
広告インプレッション	237,000	288,079	122%
コンテンツ視聴	-	16,020	-
SNSリーチ	319,000	322,157	101%

#### プロモーション総括

- ・キャンペーン全体のリーチ&インプレッション、ディスプレイ広告のインプレッション、SNSリーチの各項目で、想定以上の効果を達成した。
- ・ディスプレイ広告 (P8)の平均CTRは、全体的にベンチマークを上回った。
- ・2021年の東京オリンピックで日本文化への関心と認識が高まっている時期に、様々なコンテンツを通じてGreat British Chefsのユーザーに、「A Taste of Japan」を通じてSUSHISUSHIの紹介に成功した。