



Agency Services

Kukui Marketing LLC
2013

Kirsten Fujitani
Phone: 808-386-7323
Email: kirstenf@hawaii.rr.com
<http://kukuimarketing.com>

Agency Profile

Kukui Marketing is a marketing and advertising agency established in October 2001. My career experience includes small business consulting, advertising sales, television and radio production, media buying, research and promotions.

My ability to concept, focus and execute is the thread that ties all of these skills together.

My primary agency role is as account supervisor. I work directly with the client to figure out what needs to be done to address a problem or pursue an opportunity, then I form a plan and execute.

My agency is different than traditional brick-and-mortar based agencies in that my skills enable me to lead the account, buy media, production manage a television commercial or a collateral project, write copy, art direct and select graphics and photos all on the same day.

Simply, I am a full-service marketing director for hire.

What I'm Good At

I am at my best when discovering the one line definition of what the client does well and promises the customer. Some marketers call this branding or creating the tagline, slogan or consumer promise. For me, it's really from the gut logic or figuring out what do my client's clients really want?

Case Study 1 Making A Little Guy Look Big

Hartmann Metals Corporation

Hanni Hartmann, of Hartmann Metals specializes in sourcing scrap metal then reselling the product in the international marketplace. At the time, Hanni had been doing business in Hawaii for over 20 years, starting in a scrap metal yard in Aiea, eventually branching out to sales.

Hanni was frustrated that he had not been able to get an appointment with the local H-power plant, and the accompanying opportunity of the resale of the scrap metal. He had conferred with his attorney, who said Hanni needed to redo his image from businessman in Birkenstocks and shorts, to something slicker.

Hartmann Metals was a referral from Kukui Marketing's client, Marujyu Market Catering, when he met with Kukui. Hanni had already met with branding consultants to pitch his business.

Kukui Marketing presented the idea that Hanni needed to show the H-power person that his company was established and though he was the only employee, had far-reaching contacts and was a multi-million dollar business.

Gathering various scrap metal magazines, conversations with Hanni and photos of different types of scrap metal, Kukui Marketing with designer, Kent Miyasaki put together a sales [presentation book](#) for Hanni. The book was encased in an aluminum binder with his company name redone in an energetic, big-looking font.

Hanni got his foot in the door with H-Power, and with his sales presentation book, became the largest contractor with the plant. Kukui Marketing prepared a mini-version of the sales presentation book in the form of a [tri-fold brochure](#) for industry conventions and business meetings.

Case Study 2 Breaking Out of the Fish Pond

Hugo Higa M.D.
dba Aesthetic Vision Center

Dr. Hugo Higa of Aesthetic Vision Center is an ophthalmologist and oculoplastic surgeon who specializes in medical and cosmetic issues involving the eyes, eyelids and midface area.

Dr. Higa started his business in 2003, and immediately jumped into the competitive ocean of LASIK surgeons. His first commercial ran on KHON for a year. The commercial pitted him directly against laser surgeons who had had a five-year head start advertising laser vision correction.

After a year of mild success, he began working with Kukui Marketing. Dr. Higa really needed help marketing his dual-specialties, finding the right niche and creating a position in the market.

Kukui advised him to market what he was really good at and what he liked to do: cataract replacement, droopy lid and ptosis surgeries.

Kukui established the position of "Inspired Confidence". This is based on the thought that people with vision problems may be a little less confident going about their daily lives. It is also likely there are some people who like themselves, but would like to improve how they look a little, or a lot. It is also possible that once people improve their vision, they might want to improve how they look.

Dr. Higa's marketing position is expressed in the tagline "See How Good You Look!"

Kukui also renamed his business from the generic Eye Associates to Aesthetic Vision Center, a name that speaks to his dual expertise.

Using the marketing position as a guideline, Kukui worked with a creative subcontractor to design a new logo to be used in broadcast, print and collateral. Media was placed on the local television station where many of his desired target of older Japanese people watched regularly. Dr. Higa was signed up for a value plus annual package that maximized the frequency of his message.

In 2005, Dr. Higa began giving his "[What to Know About Aging Eyes](#)" and "[Strategies for Facial Skin Rejuvenation](#)" seminars at recreation centers, libraries and for clubs and organizations. Kukui also secured quarterly seminars at Pali Momi Medical Center.

Kukui structured and wrote aestheticvision.com in the second year with Dr. Higa. Kukui secured a KHNL news story which spiked web visits to over 7,000 in the days following the newscast.

The direct-zone tabloids, "What You Need to Know About Aging Eyes" and "Strategies for Facial Skin Rejuvenation" were written and produced by Kukui. To keep costs low, the Honolulu Advertiser was contracted for printing and distribution. The tabloids were distributed in key geographic zones where older people resided and who may be droopy lid or cataract candidates, or who may be interested in approving their appearance.

Over run copies were printed at an economical rate and are passed out at seminars and expositions. Periodically the tabloids are re-inserted in the newspaper zones further amortizing the production cost.

Dr. Higa started with a file box of patients and is now a thriving business of over 7,000 clients and growing.

Case Study 3 The Best Legal Eagles

Starn O'Toole Marcus & Fisher Law Corporation

Kukui Marketing started with the law firm in 2005, primarily doing print media buys and production.

At the time, three of the name lawyers had been recognized by Best Lawyers in America and Chambers USA Directory of Leading Lawyers for Business in three practice areas. Like most businesses, the law firm attorneys were focused on practicing law and not on marketing efforts.

Kukui soon took over organizing firm submissions for Best Lawyers, U.S. News Best Law Firms, Chambers, Super Lawyers, Benchmark Litigation, Benchmark Appellate and Benchmark Plaintiff.

The ranking entities base their research on the opinions of the lawyer's peers and their clients. In a busy environment, where there is only so much time to dedicate to networking, the best strategy was to increase the firm and individual's name awareness.

The firm had a nice looking website-but the main issue was that it used flash, which is virtually unsearchable by web crawlers, and the site was built before search engine optimization (SEO). Kukui worked with a new web vendor in constructing a non-flash site, using the same look of the old site, and an optimized version of the page contents. New photos were taken of the new office and new images were selected to represent their practice areas of real estate law and commercial litigation. Individual attorney profiles were made e-mailable and printable.

One of the most important strategies for web site ranking is refreshing the information on the site on a consistent basis. The [website](#) has an easy to use content management system which allows Kukui to post press releases, new recognition logos and client comments.

SEO efforts optimize key phrases typically used in web searches, all of which put the firm on the first pages of Google. The law firm uses no paid search engine marketing or paid advertising to enhance its position and ranking.

Along with web ranking, Kukui negotiated key positioning in Honolulu Magazine's Best Lawyer's issue, putting the law firm in the first pages of the magazine, and in front of other legal advertisers. Agency negotiates the best rate and the best placement for clients, gets press coverage through press releases, and has a great track record of using self-posts on PBN's free profiles ahead of the competition.

Currently, all of the firm's eleven director's and of counsel attorneys are recognized by one or more of the entities. The law firm is recognized as Tier 1 by Best Law Firms, and a Highly Recommended Firm by Benchmark Litigation and Benchmark Appellate. Individual attorneys have been recognized by Best Lawyers as Lawyers of the Year, among the Top 250 Women Litigators by Benchmark Litigation, the Top 25 by Hawaii Super Lawyers and a Star by Chambers USA. The law firm is recognized in 17 practice areas by U.S. News-Best Lawyers in America, Best Law Firms.

Potential clients cite the firm's website and web-based research as an important tool for initially contacting the law firm for services.

Case Study 4 Do A Lot, No Dollars to Do It

Ballet Hawaii

Agency principal has volunteered to assist with marketing the adult dance and exercise program since moving to its new space in 2011. Kukui primarily does press releases, or press livepage.apple.com contacts to promote the adult program. For Pam Sandridge's "Heels to Go" workshop, the Star-Advertiser wrote a story on the front page of the Today section. Midweek has published a story about Ballet Hawaii's [Zumba](#) classes. Previously Kukui contacted the Star-Advertiser for Pam's [COREography](#) classes with another studio, again gaining a front page story in the Today section.

Kukui recently submitted Ballet Hawaii's AD2 Honolulu application for advertising and creative assistance. What was important was to show why Ballet Hawaii deserved the help of AD2 over other nationally-funded programs.

AGENCY WORK SAMPLES

Positioning Statements

Starn O'Toole Marcus & Fisher
Innovative Dealmakers, Fierce Warriors
"Strategic Wisdom"

Murakami's Roofing
Murakami Strong, Building Confidence Into Every Roof

Hugo Higa, M.D. dba Aesthetic Vision Center
Inspired Confidence
"See How Good You Look"

Marujyu Market Catering
Food Like Grandma Made
"Food So Good, You Gotta Smile!"

Aloha Tofu
Local
"Made Fresh Daily in Hawaii"

Jose's Mexican Café & Cantina
Fun
"Serving Mexican Happiness since 1973"

Recalo Foods
Vibrant Health
"More Life in Your Daily Food"

Special Projects

Pro Bono

Ballet Hawaii

Ballet Hawaii “Dance Into Action” Adult Program Marketing
Adult Program Publicity
AD2 Honolulu Application
2011-Present

Japanese Women’s Society Foundation

[55th Anniversary and Fashion Show Publicity](#)

Public Service Announcement Television Production
JWSF Member
2007-2009

Retainer Clients

Starn O’Toole Marcus & Fisher

Hawaii Super Lawyers
Best Lawyers in America
Benchmark Litigation
Chambers USA Nominations
Law Firm Website
2005-Present

Hugo Higa M.D.

“What to Know About Aging Eyes”
“Skin Strategies for Facial Skin Rejuvenation”
Direct Mail 12-page Tabloids

Aestheticvision.com

Services, Cataracts, Skin, Asian Eyelid Brochures
Notepads, Post-its, Thank You Postcards Collateral
2005-2009

Hartmann Metals Corporation

Sales Presentation Book & Brochure
2004

SDM Advertising

Account Supervisor

Media Director

The Queens Medical Center, HIPPA Posters
Hawaii State Department of Health, BRFSS Poster CD Insert
Hawaii Volkswagen Dealers Account Supervisor, Media Director, Production Management
2001-2003

KGMB Television

Partnership Marketing Campaigns for Sizzler, Hawaii Credit Union League
Grammy Awards Promotion Sales Winner
Miss Universe Promotion Sales Winner

Television Commercials

Stonecraft Hawaii
Judith Ann Pavey
Jose's Mexican Café & Cantina
Hugo Higa M.D.
Aloha Tofu
Rodwin Wong
Diamond Gallery Hawaii
Attention Plus Care
Club 50 Fitness
Easy Computer
Marujyu Market
Reverse Mortgage Specialists
Island Audiology
Island Home Builders
"Fall Prevention", Leavitt, Yamane and Solder
"Fall Prevention", The Queens Medical Center
"Kokoro Stories" PSA for Japanese Women's Society
"Casino Night", American Cancer Society PSA
Japanese Women's Society Foundation Fashion Show PSA

Television Long Format

Aloha Home Show
Renovation Television
JBKF Productions LLC

Print

Starn O'Toole Marcus & Fisher
Hugo Higa M.D.
Murakami's Roofing

Radio

Jose's Mexican Café & Cantina
Murakami's Roofing
Ballet Hawaii Public Service Announcement
Hugo Higa, M.D.
Sizzler Restaurants

Promotions

Aloha Tofu Recipe Contest
Sizzler Restaurants Summer, Grammy's (KGMB)
KIKU Television, Vacations Hawaii Vegas Giveaway
Hugo Higa M.D., Appointment Incentive Program

Public Relations

Starn O'Toole Marcus & Fisher
Ballet Hawaii, "Dance Into Action" Adult Program
Japanese Women's Society Foundation Fashion Show
Jose's Mexican Cafe & Cantina

Web Structural Design and Content

Starnlaw.com
aestheticvision.com
marujyumarket.com
alohatofu.com (version 1 & 2 offline)
diamondgalleryhawaii.com
Substance Abuse and Awareness Program (offline)
recalo.com (off line)
Jose's Mexican Cafe & Cantina

Media Buying

Starn O'Toole Marcus & Fisher
Jose's Mexican Cafe & Cantina
Murakami's Roofing
Hugo Higa M.D.
Sizzler Restaurants
Aloha Tofu
Rodwin Wong
Diamond Gallery Holiday

Freelance Writing

4 Front Branding

Work Experience

Kukui Marketing, LLC
KIKU Television, Senior Account Manager
Adworks Advertising, Senior Account Manager
KGMB Television, Account Manager
Peck Sims Mueller Advertising, Media Buyer
Business Consulting Resources, Associate
Servco Pacific-Automotive Group, Marketing Manager

Education

San Diego State University, Bachelor of Science, Business Administration/Marketing

