

JUCKER HAWAII landing on Japan's shore

A Growth Story Fueled by Localized Marketing Strategy

Introduction

Jucker Hawaii, a unique lifestyle and skateboard brand having their roots in Germany and Hawaii, was ready to expand its reach into the Japanese market. Known for its outdoor and action sports enthusiasts, the potential for growth was large. However, with a limited budget, strategic guidance was essential.

Challenge

Carving a niche in the crowded Japanese market, known for its trendsetting streetwear culture, seemed like a difficult trick. Their existing marketing strategy, wasn't quite landing with the Japanese audience. Japanese consumer gather a lot of information and need to build a certain level of trust before they turn to a new brand.

- Decoding the Japanese Skate Culture
- Localization Beyond Language: Digital Bridge to Japan



Solution

Jucker Hawaii partnered with **ME Consulting**, leveraging their expertise in marketing strategy and Japan market entry. This Marketing Engineering approach helped Jucker Hawaii tailor its marketing strategy for the Japanese market. The focus was on brand localization, targeted digital marketing, and partnerships with local influencers.

Implementation

The implementation began with an in-depth market analysis and consumer research to understand local preferences. ME Consulting then developed a multi-channel marketing campaign, including social media, influencer collaborations, and localized content creation.



Results

Within six months, Jucker Hawaii saw a 40% increase in brand awareness in Japan. Online sales surged by 35%, and the brand successfully established a partnerships with a major Japanese retailers. Customer engagement on social media platforms grew by 50%, demonstrating strong market penetration.

The ME factor:

- Step-by-Step to Marketing Nirvana:
- Market Research & Message Makeover
- Localization with Aloha
- Platform Selection & Content Shreddin
- Data-Driven Optimization & Constant Tweaks

Read Jucker Hawaii's full story (coming soon)