



Un petit coin du Japon à Lausanne

ローザンヌの小さな日本

Le Kotchi Reimagined
Digital Channels Execution

Charline Tan | July 2026



The Website Structure

ウェブサイト構成

A simple and intuitive structure that helps customers find what they need effortlessly.



HOME
Accueil



MENU
Nos menus

- Menu du Jour
- Bento
- Sushi
- Donburi
- Ramen
- Les Desserts
- Boissons



COMMANDER
À emporter



RÉSERVER UNE TABLE
Sur place



LE KOTCHI
Notre histoire



CONTACT
Accès & informations

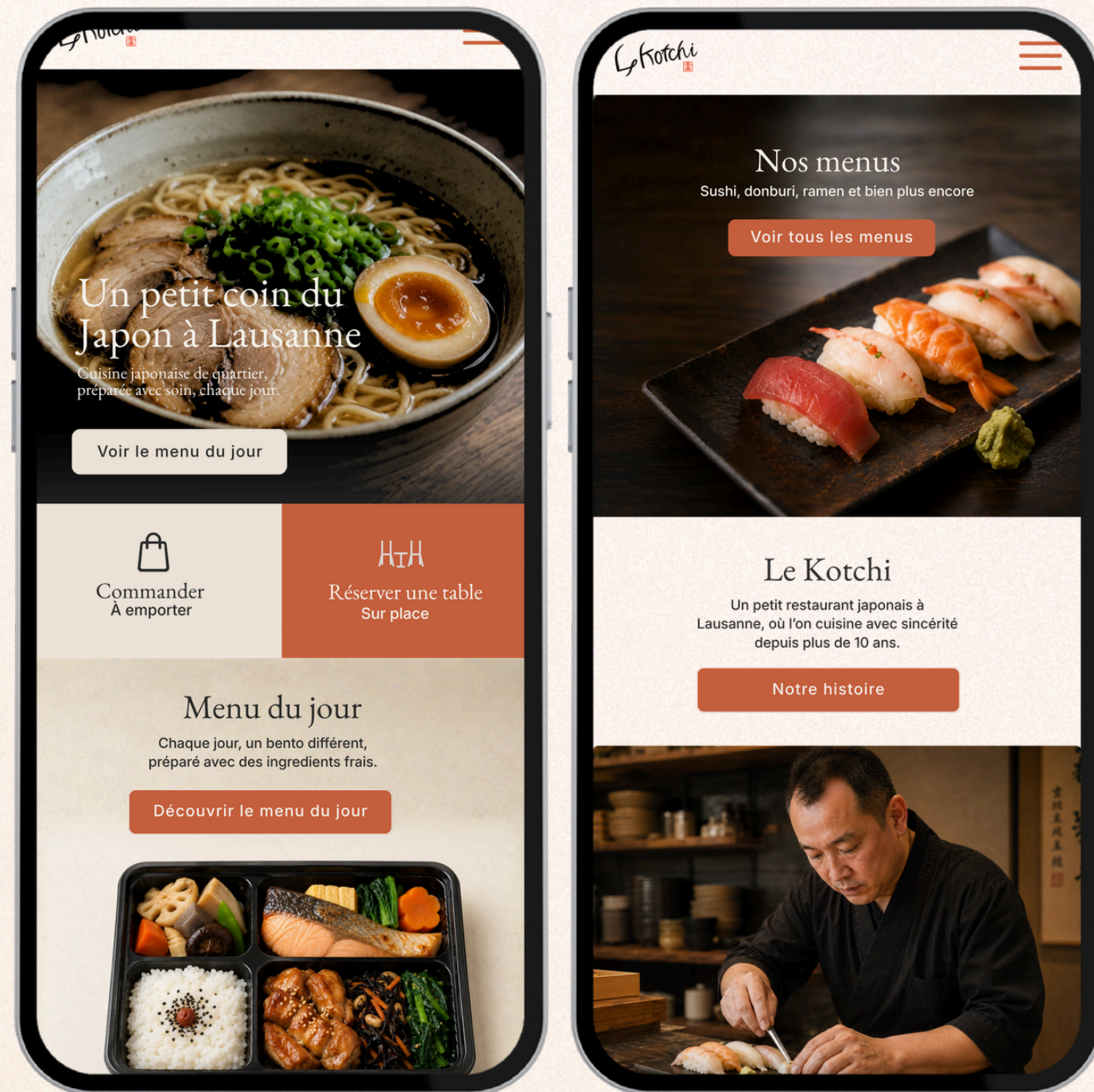


The Responsive Experience

レスポンスデザイン

Designed for easy lunchtime decisions, regardless mobile phone or laptop

MOBILE



DESKTOP



*All visuals are mocks to assist in visualising the final output



The Ordering Experience

注文・予約の流れ

Two simple journeys,
One seamless experience

TAKEAWAY ORDER



Google



Menu



Commander



Choisir une
heure de retrait



Paielement



Prêt dans 15 minutes

TABLE RESERVATION



Google



Réserver une table



Choisir une date et une heure



Vos informations



Confirmation
(email)

Google Business Profile

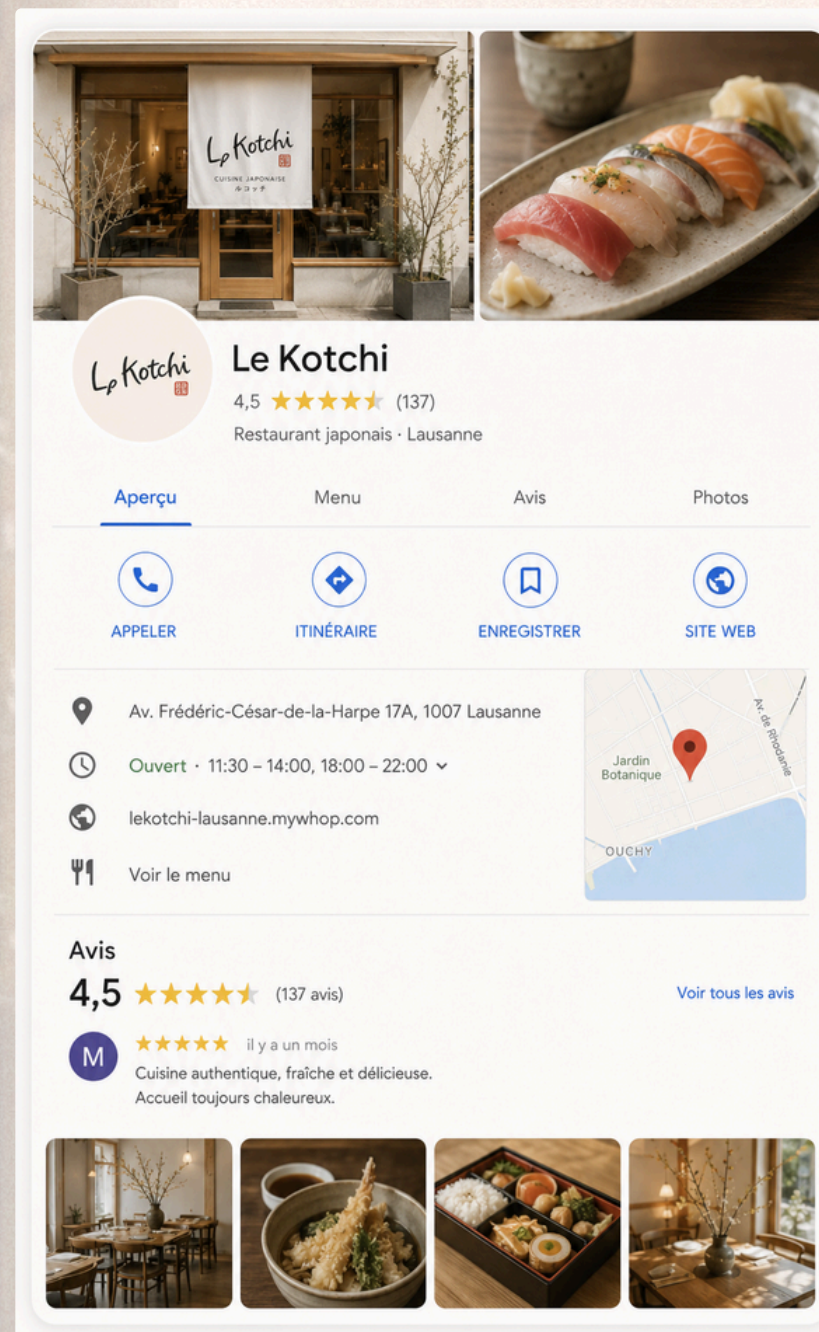
Google ビジネス プロフィール

THE DIGITAL SHOPFRONT

For many customers, Google is the first interaction with Le Kotchi.

Before the website.
Before Instagram.
Before they visit.

Nothing else.



Google Business Profile

Google ビジネス プロフィール

OPPORTUNITIES TO STRENGTHEN CURRENT PROFILE

Small improvements to make Le Kotchi more active, more inviting and trustworthy.



UPDATE OLDER PHOTOGRAPHY

Refresh with brighter, more appetising imagery that reflects the quality of the food



IMPROVE PRODUCT HIGHLIGHTS

Improve menu presentation and highlight signature dishes



INCONSISTENT VISUAL BRANDING

Align all visuals with a clear, cohesive identity that feels warm, sincere and thoughtful



INCREASE UPDATE FREQUENCY

Share seasonal specials and weekly recommendations



LEVERAGE REVIEWS FULLY

Respond consistently and encourage more customer feedback

Google rewards active businesses

To enjoy more visibility and become more discoverable by new customers, it is important to regularly update Le Kotchi's profile with fresh photos, menu information and also responses to reviews.

Social Media

ソーシャルメディア

Every platform has a different role.

Together, they help Le Kotchi remain visible throughout the customer's week, while maintaining a consistent and welcoming brand experience.



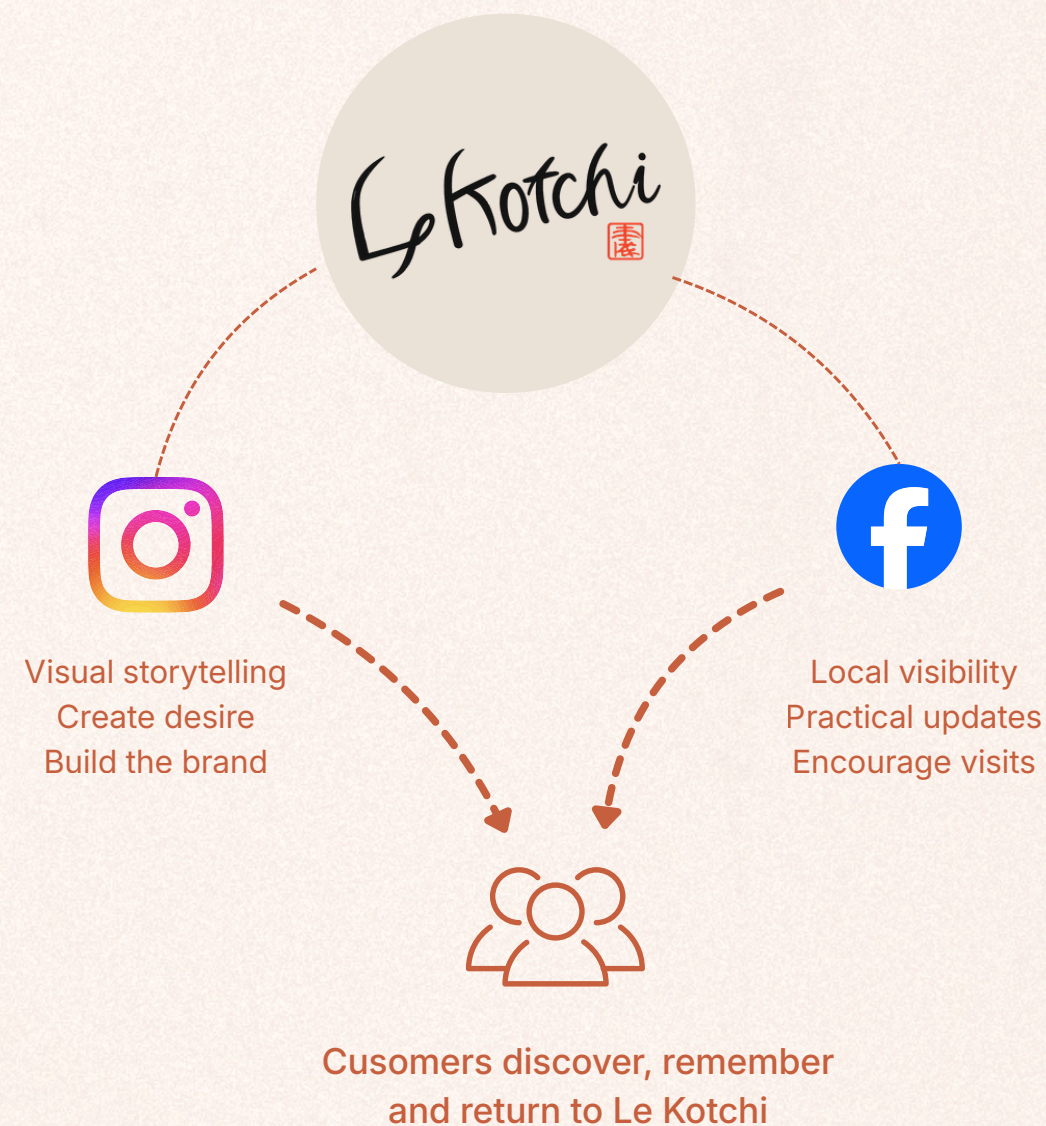
INSPIRE . BUILD THE BRAND

Showcase the food, the craftsmanship behind Le Kotchi and the atmosphere.



INFORM . REACH THE COMMUNITY

Share updates, practical information and announcement to local residents



Content Pillars

コンテンツの柱

Content that inspires, builds trust and drives actions



EVERY POST SHOULD LEAD TO AN ACTION:

- Available today
- Reserve your table
- Order for takeaway



Menu du jour



Today's reason to visit

The daily lunch special, posted every morning before lunch

Primary Objective:
Drive lunchtime visits



Signature dishes



What Le Kotchi is known for

Sushi, ramen, chirashi... all that customers actively seek out.

Primary Objective:
Increase orders



Behind the counter



Meet the person behind every meal

The craftsmanship and care that make Le Kotchi different

Primary Objective:
Build trust



Fresh and Seasonal



Meet the person behind every meal

The craftsmanship and care that make Le Kotchi different

Primary Objective:
Create urgency



The Neighbourhood



A place people want to return to

Sunlit interiors, quiet moments and everyday hospitality

Primary Objective:
Encourage dine in



Customers & Community



People enjoying Le Kotchi

Friends, regulars and community moments shared together

Primary Objective:
Social proof

CONTENT MIX

30% Menu du jour

25% Signature dishes

15% The Neighbourhood

15% Behind the Counter

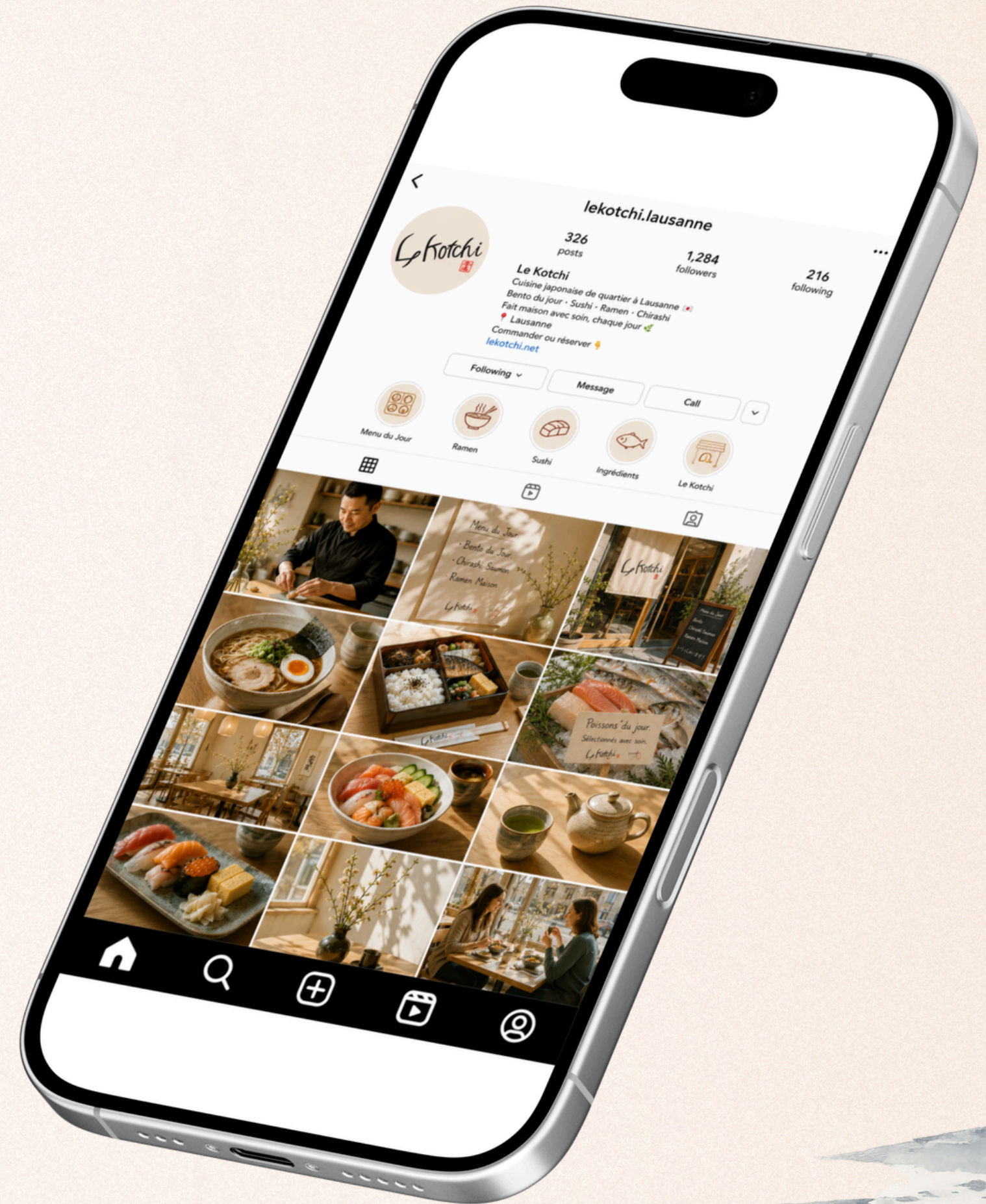
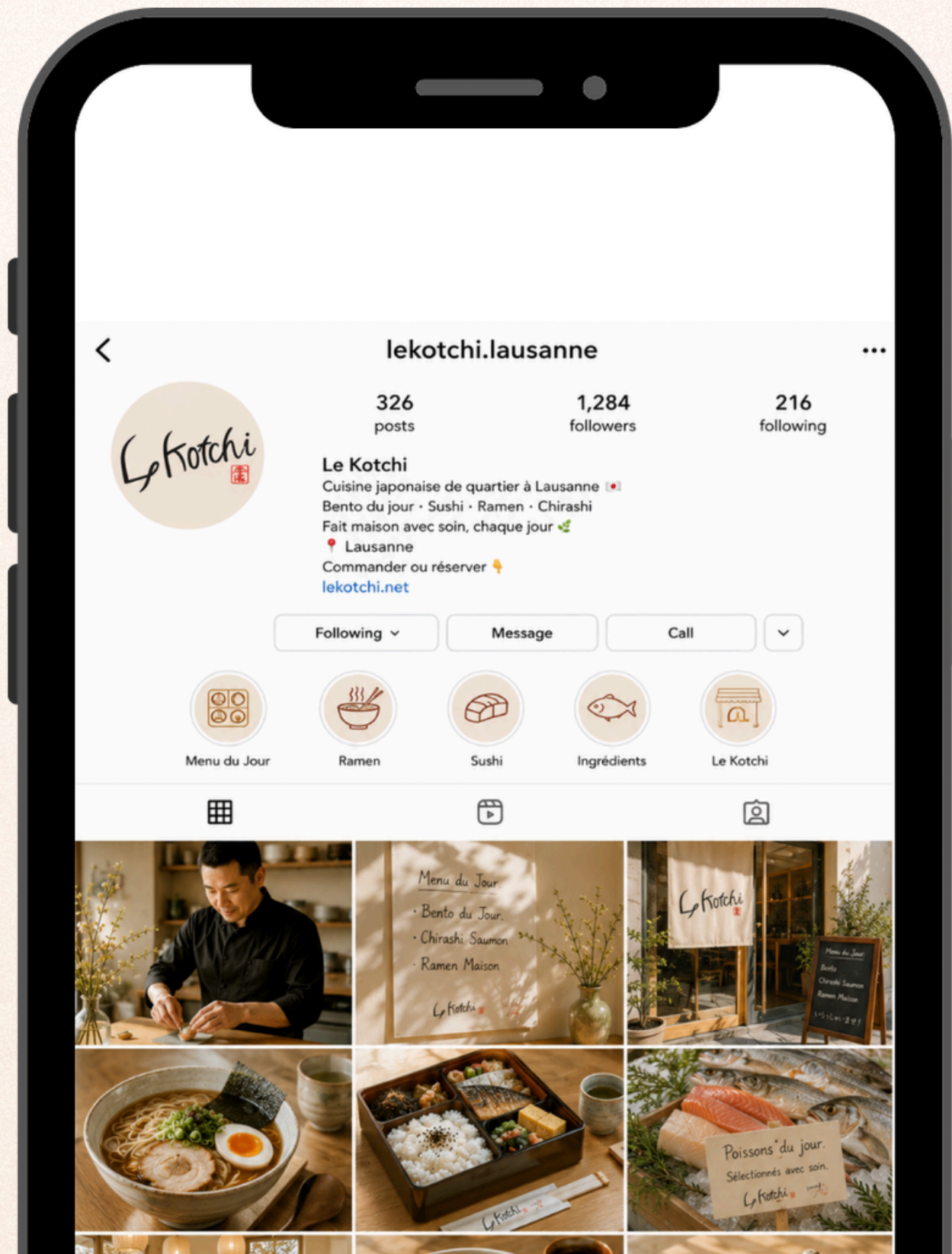
10% Customers & Community

5% Fresh & Seasonal

Instagram

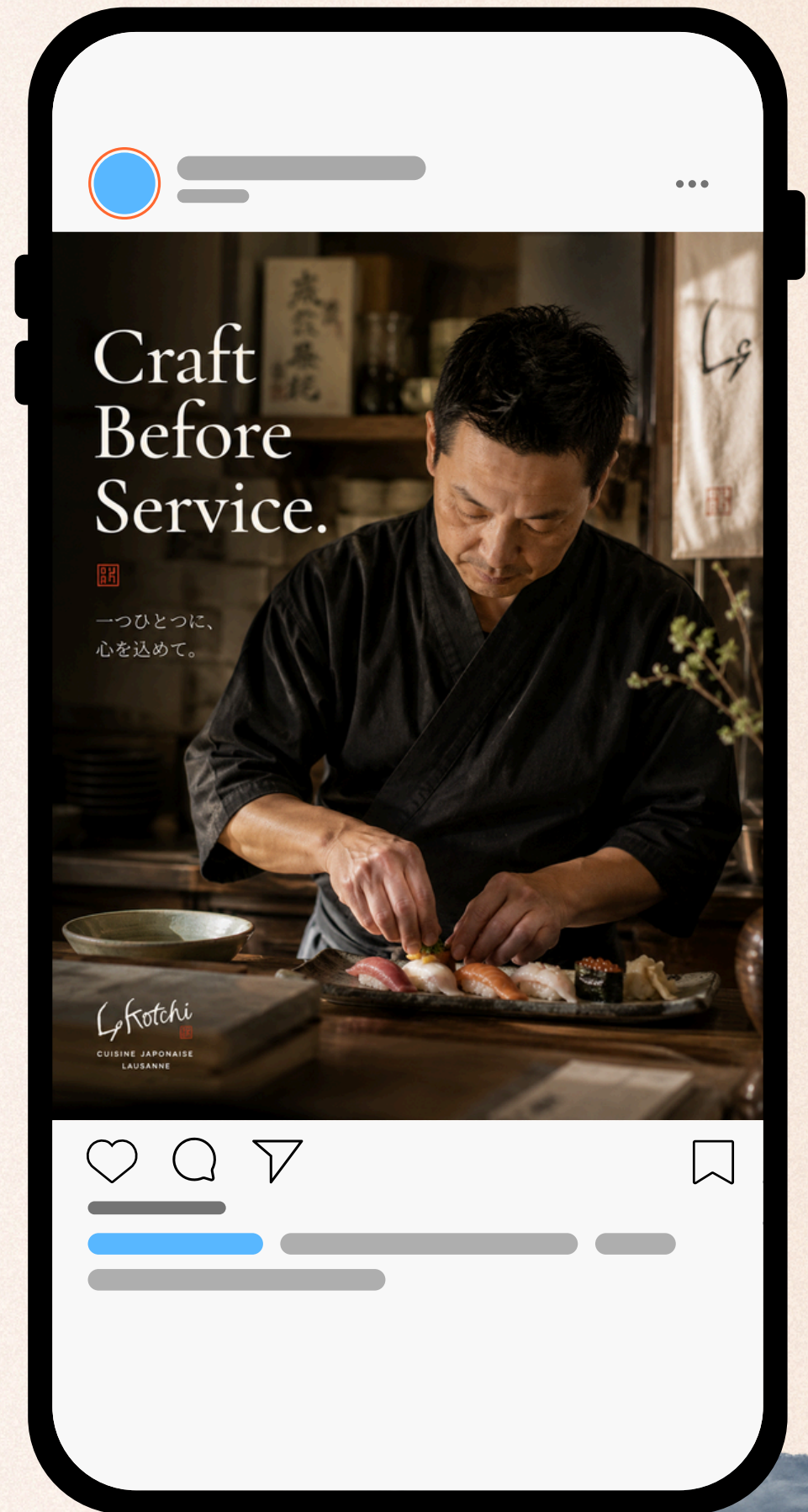
インスタグラム

Le Kotchi



Instagram

インスタグラム



Instagram

インスタグラム



Paid Social

SNS広告

Small budget. Local reach. Real customers.

A modest advertising budget can help Le Kotchi reach thousands of potential customers within Lausanne, introducing the restaurant to people who live, work or study nearby.

WHAT TO PROMOTE WITH ADVERTISING BUDGET



Menu du jour
Reach office workers around lunchtime



Signature dishes
Build awareness of sushi, ramen and seasonal specials



Seasonal campaigns
Summer specials, autumn specials, new menu items etc.



Special occasions
Holiday menus, Japanese/Swiss festivals or limited time offers



A small advertising budget can keep Le Kotchi visible to thousands of potential customers in the local area, helping turn awareness into lunchtime visits and repeat customers

The Power of Local Reach



Actual META Data

Targeting 20-60 y.o, Lausanne +17km

Audience
Who should see your ad?

☒ **Advantage+ audience**
Let our ad technology automatically find your audience and adjust over time to reach more people who are likely to respond to your ad. [Learn more](#)

Audience details

Location: Switzerland: Lausanne (+17 km) Vaud
Optimise locations: On
Minimum age: 20
Age: 20-60
People who match: Interests: Japanese cuisine (food and drink), Sushi (food and drink), Ramen or Asian cuisine
Advantage+ audience: On

Estimated Reach & Replies

Estimated daily results

Impressions
7.6K-14K

Replies
21

Daily Budget Needed: CHF10

Payment summary

Your ad will run continuously.

Budget S\$16.00 SGD

Daily total budget S\$16.00 SGD