

Labonetwork Blog : Mag <https://www.labonetwork.co.jp/mailmag/> 11/2020

This is a translation of the blog, which is written in Japanese

[November 2020 issue] Autumn has deepened and it's getting colder. This year is likely to be a winter in which individual health care is more important than usual. This month's serialization by Mr. Hitoshi Sakurai is his 4th. I visited him at Studio Luminous Ginza, where we talked about the details of branding. In this November issue, we will focus on "attracting customers". He spoke from the perspective of what the photo studio should be careful about: "What to watch out for when attracting customers"

Looking back on the content of the previous interviews, in the first August issue, we asked about Luminous in the corona crisis; in the second, we asked about operations; and last time, we asked about branding and marketing. The response from the branding and marketing review was great, so I would like to ask you more in-depth questions this time.

– [Going back to the basics, I imagine that branding and marketing similar. What do you think Mr. Sakurai?](#)

First of all, in my opinion, "brand is what builds," and I think marketing is one way to attract customers. Of course, marketing is one of the factors in building a brand, that the combined skills of photographers, employee education such as attentive customer service, and the business concept will build the brand.

– [From your perspective, having launched the characteristic "Studio Luminous" that is almost unique in Japan, do you have any advice for branding the so-called "city photo studio?"](#)

It's ridiculous to give advice. However, when creating Luminous, I focused on easy-to-understand and clear pricing. In today's society, we believe that the services that have gained the support of our customers are simple and clear pricing services, regardless of the type of business or whether the price is high or low. Therefore, I think that the clarity of pricing will lead to the building of a brand with peace of mind.

– [You mentioned in our second interview that you made the Studio Luminous pricing simple: Your photography package options were limited to 4 programs. Is "clear accounting" an important item for you?](#)

I think it's very important. It would be easier to understand if you compare it to a similar industry, for example, a wedding. You realize that the price increases every time you add an item to the basic service, such as having a choir at the wedding reception, having a dress for the reception, flowers, candles, cakes, etc. In fact, I feel that, with this type of approach, we could significantly lose the trust of our customers. Therefore, I think it is important to have a simple and easy-to-understand all inclusive price setting that will satisfy our customers.

As you said, even in the questionnaire of Shichigosan, "I do not know the total amount required in the end, even if I look at the homepage and leaflets, and when I finish shooting, I am satisfied

with the photo itself, but I think it will cost so much. I sometimes hear people say, "I didn't." If this happens, it's difficult to connect with repeaters. (Reference: October 2018 LNW e-mail magazine "Photo studio and numbers" corner). Certainly, there are a certain number of price-conscious customers.

Therefore, the price strategy may be different for different companies. However, I believe that it is ideal for me to put a clear price on the homepage and provide services at that price, even at the store, which will lead to the trust of customers. And what is the "value of photography" that you can always purchase at that price, quality, trends of the times, shooting methods, and so on. It means that "telling the value of your photographs to customers" will attract customers.

– Then, what kind of method do you think will become the standard in the photo studio industry?

It's not limited to the photo studio industry, but of course the method of attracting customers will become more Internet-centric. It's an era where you can look up anything on your smartphone right away. Therefore, I think that the most important things are "the photos on the homepage are attractive" and "the structure of the homepage and the page transitions are in line with the customer flow line". I think that a homepage that "customers can understand the service along the flow line and buy it after becoming convinced that it is the right price" is indispensable. Also, while social networks such as Facebook and Instagram are very important, I think that they are just like a "jab" that leads to the homepage.

– Even if you have created a homepage in that way, do you take further SEO measures? What about listing ads or display ads?

I have to think about various things. In the future, it will be difficult to survive unless we can communicate our "value and charm" on the Internet. *Hitoshi Sakurai*

Profile. After joining Kitamura Co., Ltd. in 1991, Mr. Sakurai served as the representative director of Lab Network Co., Ltd. and Lab Production Co., Ltd. After retiring from the Kitamura Group, he was in charge of new business development at Motion Co., Ltd., making use of his experience in the photography business. He introduced "Studio Luminous", which allows you to shoot gorgeous and dramatic wedding photos in Korean style, and started shooting "Luminous La Maison" at affiliated guesthouses, launching an unprecedented wedding photo style from within the industry. It is attracting attention. Currently, he is active as an executive producer of M Creative Works Co., Ltd., Studio Luminous Official Homepage, and Luminous Ginza Luminous Odaiba. <https://studio.luminous.art/>

The company offers a new wedding ceremony experience in Japan with a variety of overseas styles that are years ahead of the traditional Japan approach. Its goal is "to deliver wedding photos that are more like real weddings than the actual weddings" to the bride and groom.

It has 3 studios in Japan: Odaiba & Ginza in Tokyo, and Aichi in Nagoya. Studio LUMINOUS Odaiba is one of the biggest studios in Japan with 28 backgrounds and about 100 wedding dresses. There is one single price, which include the photo shoot, dress, any necessary retouching and an album. Ironically, Studio LUMINOUS Ginza is one of the smallest studios in

Japan, with 11 backgrounds, 80 wedding dresses and 20 Japanese Kimono at a single price. Studio LUMINOUS Nagoya is the same as the Ginza location.

There are also 3 affiliated wedding houses: Daikanyama in Tokyo, Yokohama in Kanagawa, and Makuhari in Chiba.