



SPICY THAI CHICKEN

Case study on Site-Seeker's supporting efforts to drive awareness, trial and customer loyalty through CoreLife Eatery's sizzling hot new menu item.





Overview

"It's the type of restaurant I've been looking for!"

CoreLife Eatery boasts a healthy menu that is perfect for those who are health conscious, have diet restrictions, or need a quick bite to eat during the day.

The menu's original Thai Chicken & Rice Noodle bowl was coming up short and was the cause of complaints surrounding blandness compared to fellow menu items. It was revamped and replaced by a spicier, hip version: the Spicy Thai Chicken & Rice Noodle bowl.



Challenge

The Spicy Thai Chicken and Rice Noodle bowl was the first change to CoreLife Eatery's menu since it opened its doors three years prior. But it wasn't the loyal fans that the fast casual restaurant wanted to reach through its marketing efforts. Instead, the goal of the Spicy Thai campaign was to excite and encourage visits from a new audience - those who had never tried CoreLife Eatery and were hungry for deep flavors.





Work

The primary goal of the campaign was to generate as much visibility as possible for the tasty new bowl over the course of a three week period. First, an audience was established using tailored keywords and enabled across all of the eatery's Facebook locations. We then published posts promoting 50% off and BOGO offers in-store, as well as product-focused and customer-centric photos. In addition, we produced a video that fully announced the new product, updated the website homepage and social platform banners, and implemented a pop-up site-wide. Finally, an email announcement was distributed to our entire database of fans.

Results

The campaign was a hit! CoreLife Eatery garnered millions of impressions across its platforms. Specifically, the announcement video saw 330,000 views, the email earned an impressive 30% open rate, and the pop-up captured almost 80,000 views. The newly listed menu item on the website also saw 10,000 visits.

Data showed that the campaign reached untapped audience members who were not previously fans of the brand. In addition, and most importantly, the Spicy Thai bowl was the second most popular item sold in-store following the promotional period. It was a big win for both our client and our agency.





Michaela Fox Aaron Gallup WE NEED TO GO

Like · Reply · 7w



Sue Fettes That looks grand

Like · Reply · 7w



Sunny Oum Chantouen Tim

Like · Reply · 7w



Anna Milazzo This is great! Already had this 3 times. It is so good!

Like · Reply · 7w



Jacquelyn Snell Gunn It was good!



Like · Reply · 6w



Amy Alexander Delicious



Like · Reply · 6w



Shannon Mcpartland LOVE it with the carrot chili dressing! 🥰

Like · Reply · 6w



Mandie Marburger i want to try it



Like · Reply · 6w



Jonathan Nickson 👍👍 Loved it, nice kick!



Like · Reply · 6w



Carly Arnold Cassi Ince WE NEEDED THIS YESTERDAY

Like · Reply · 6w

↩ 1 Reply



Brenda Claywell Story-Philips Yum greatest place ever for lunch.

Like · Reply · 6w



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