



CAMPAIGN OBJECTIVES

SUPPORT STORE TRAFFIC

- Restaurant sales
- Turnkey community marketing strategy

An international Asian Restaurant Chain needed a way to increase store traffic and build localized community relationships. A turnkey program was ideal to achieve a plug and play community marketing strategy in markets with struggling stores.

CAMPAIGN STRATEGY

LOCAL COMMUNITY ENGAGEMENT

- Hyperlocal targeting
- Fundraiser events

The restaurant partnered with LeagueSide to activate sponsorships with local youth sports organizations within 5 miles of the restaurant store locations. LeagueSide coordinated fundraiser at the store locations where 20% of sales were donated back to the league. Using digital fundraiser promotions to reach the local community created a win-win for the league and restaurant locations! **After seeing strong ROI, this restaurant expanded the leagues they were supporting by 900%**

CAMPAIGN FEEDBACK

FOR THE WIN

“ Me and my team haven't run a busy night at our restaurant location in a long time. We rocked it the night of the league fundraiser. All league families enjoyed being at the restaurant and I am excited to see them as customers again in the future

-Restaurant Store Manager



CAMPAIGN TOOLKIT

THE PLAYS



LEAGUE FUNDRAISERS



EMAILS



ON-SITE SAMPLING EVENTS



SOCIAL MEDIA

THIS TOOLKIT LED THE RESTAURANT TO

147%

ROI

+37%

BRAND FAVORABILITY