

NEWPORT BEACH RESTAURANT MONTH

FIRST-EVER NEWPORT BEACH DINE PASS DRIVES
THOUSANDS OF FOODIES TO LOCAL RESTAURANTS TO
KEEP INDUSTRY AFLOAT



BACKGROUND



As virtually all businesses, industries and public life were and continue to be affected during COVID-19, the California restaurant and tourism industry was among the first to evaporate.

During the spring and summer, mandates on restaurant operation were changing frequently and in-room dining was ordered to shut down service twice. Several restaurants quickly pivoted to curbside pick-up, delivery or take-out only to stay afloat, other restaurateurs experienced losses over profits and shuttered all together.

Tourism in the City of Newport Beach is one of top three economic drivers and its 450+ dining establishments are critical to a thriving tourism industry. Newport Beach & Company is the destination's marketing agency and umbrella organization for five community-based marketing business units including Dine Newport Beach, which is the partnership between the Newport Beach Restaurant Association (NBRA) and Newport Beach & Company.

Overseeing the year-round programming for Dine Newport Beach, the Newport Beach & Company team quickly planned and executed an engaging and successful month-long culinary program: Newport Beach Restaurant Month Eat. Drink. Win (NBRM) to help save restaurants in the community.

CONSIDERATIONS

From take-away meal kits and grocery boxes to owners doing home deliveries and building expansive outdoor dining rooms, the priorities were on safety, guests, their staff and staying open. With that in mind, the NBRA still requested a program to bring diners to restaurants.

Resounding feedback from restaurateurs echoed that a “normal” restaurant week-style program, while much desired to attract customers, was simply not in the cards. The restaurants simply did not have the bandwidth nor financial means to create new prix fixe menus that are standard to restaurant week events.

Plus, a one- or two-week campaign was deemed too short under these circumstances and the team was advised that there needed to be no participation fee to join.



OBJECTIVES

Newport Beach Restaurant Month: Eat. Drink. Win. was soon conceptualized with the dates of Sept. 1-30, 2020. The objectives for the campaign included partner participation and consumer engagement at Newport Beach restaurants.

Partner Participation: Find a flexible plan for partners to take part in NBRM

- **Methodology:** Each restaurateur had three choices to participate in the complimentary program:

**CONTRIBUTE A GIFT
CARD AT ANY PRICE**

FOR THE DAILY RESTAURANT
GIFT CARD DRAWING

**OPT ONLY TO PARTICIPATE
ASA “CHECK-IN” LOCATION**

TO ENCOURAGE DINERS TO
STOP IN

**PROVIDE
AN OFFER**

FOR GUESTS TO “UNLOCK”
USING THE PASS

- **Goal:** 50 partner sign-ups

Consumer Engagement: Increase foot traffic and increase revenue at participating restaurants by partnering with Bandwango to create a digital NBRM consumer dining directory to measure success at the end of the program.

- **Methodology:** Entice patrons to check-in at restaurants using the Dine Pass to redeem exclusive offers and a chance to win daily giveaways and four ultimate grand prize getaways.
- **Goal:** 1,000 Dine Pass Sign-Ups -- goal was determined through previous case studies done by Bandwango in comparable cities.

PROGRAM START DATE



PROGRAM END DATE



TOTAL BUDGET



TACTICS



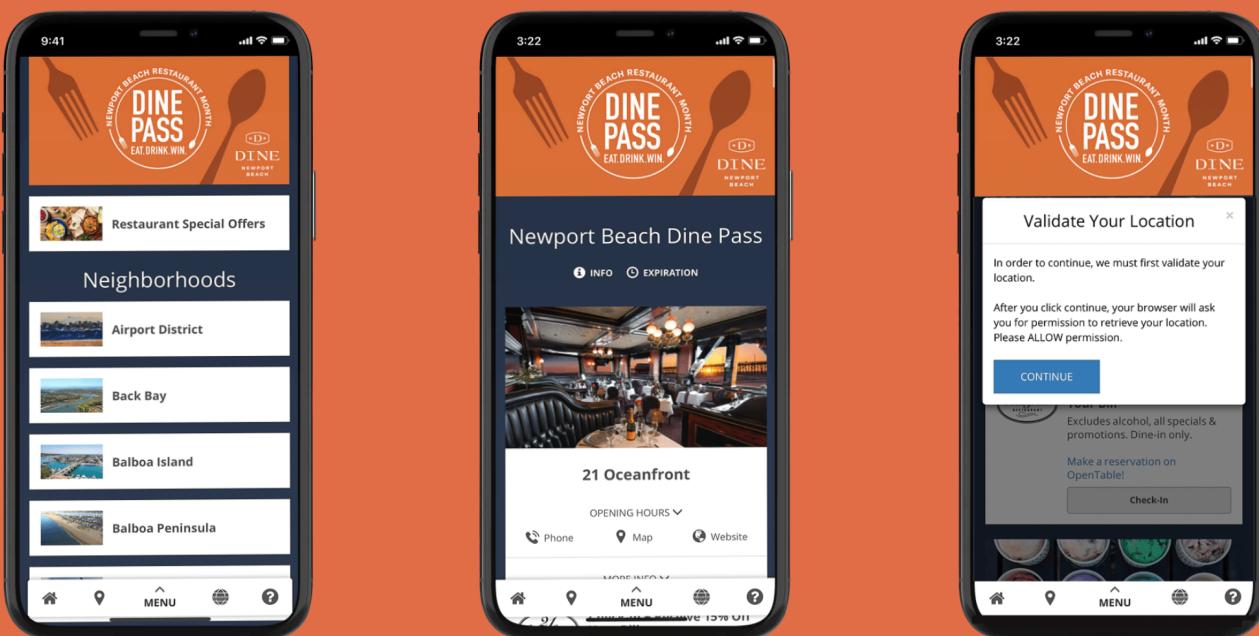
The team integrated a quick and efficient multi-media marketing campaign including:

- **Partner Communication:** The team conducted outreach to partners for offers, and participation. The goal was to sign-up at least 50 partners.
- **Dine Pass:** Develop an interactive mobile Dine Pass that integrates local dining directories, exclusive offers and daily foodie giveaways and four grand prizes
- **Media Relations:** Outreach to all relevant local and regional media regarding NBRM
 - **Print/Online:** Circulate calendar listings, pitch stories regarding inaugural NBRM, Dine Pass, new menu items, curated foodie topics, new happenings, local impact, media event and more
 - **Drive & Dine Media Event:** Create a private, socially-distanced drive-in media event with touchless tastings from select participating restaurants, interviews with chefs and produced behind-the-scenes videos from restaurants.
- **Social Media:** Promote NBRM and offers to generate awareness and drive clicks to sign-up for the Dine Pass
- **Web & E-Newsletters:** Create a landing page for NBRM and weekly newsletters

DINE PASS

Newport Beach & Company partnered with Bandwango to design an innovative and incentive-based Dine Pass that drove thousands of Golden State diners to local restaurants. From the consumer's perspective, here's how the Dine Pass worked:

- Diners signed up and instantly received their exclusive Dine Pass via text and email.
- Diners were encouraged to save their Dine Pass on their phone's home screen for easy one-tap access or continued to use online to remove any barrier of entry.
- A list of participating restaurants and their offers were listed by neighborhood.
- Diners were instructed to arrive at their dining destination and simply press the check-in button and show their Dine Pass to redeem the offer.
- Each check-in automatically entered diners to win prizes including daily restaurant gift cards and weekly grand prize getaways worth over \$3,000 each.
- Guests were always reminded of safety and comfort, the Dine Pass worked for all the ways guests preferred to dine: outdoors, grab-and-go or for take-out.



Using Bandwango's geo-fencing technology, diners could not check-in without actually being at the restaurant. That means that each check-in shows reliable and real consumer spending that was earned directly from the campaign. Newport Beach & Company was able to present precise, valuable insights and results for stakeholders.

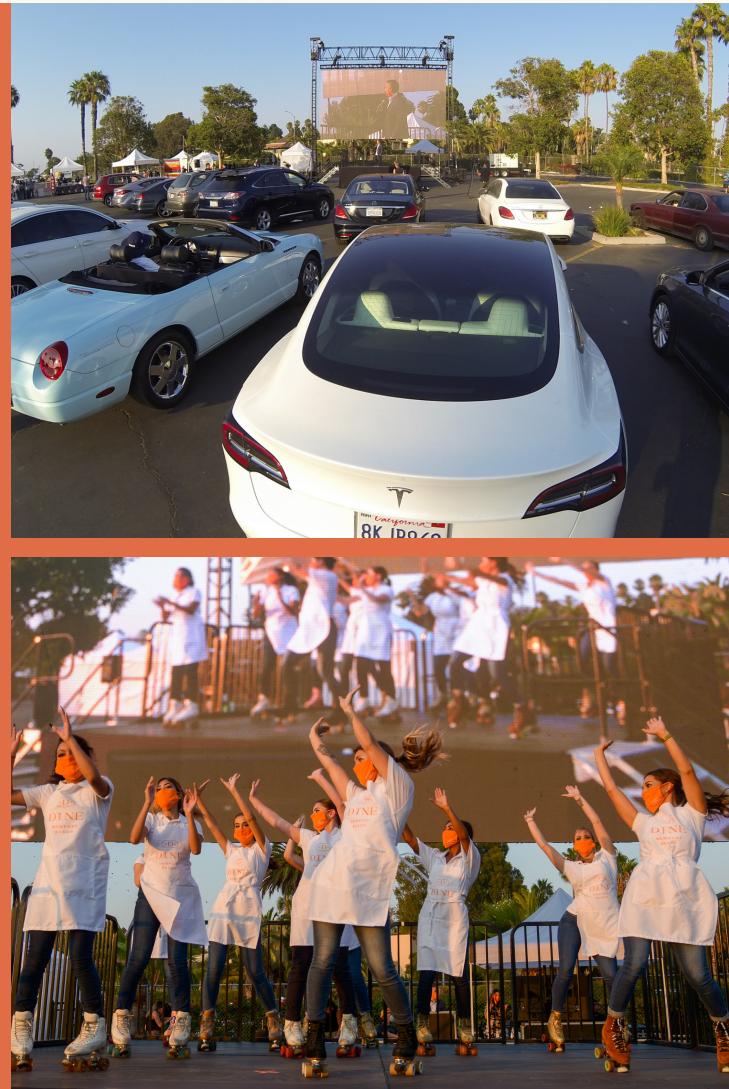
The Newport Beach & Company team signed up 70 restaurant partners and rallied the entire hospitality community. The weekly grand prize giveaways provided a spotlight for all hospitality businesses beyond dining: hotels and resorts, shopping, recreational partners such as boating, standup paddle boarding and biking operators.

DRIVE & DINE MEDIA EVENT

To generate buzz in the community, the Newport Beach & Company team planned to host a virtual media event. However, the team thought outside-the-box and planned a safe and memorable in-person event instead: The Drive in and Dine Newport Beach Restaurant Month media event.

Held on Aug. 27 at the Newport Dunes Waterfront Resort & Marina, 90 media, civic and hospitality leaders and foodies were greeted by a red carpet rolled out for their cars. At the drive-in check-in location, guests were given a sealed culinary gift box with their own Dine Newport Beach-branded placemat, silverware, napkins, beverages and collateral to ensure a no touch and safe dining experience. Parking attendants lined the cars in front of a stage and screen and were instructed to tune-in using their radios. As guests stayed in their cars, an entertaining program was in store: series of speakers, live Q&A with chefs, while roller-skating servers (in PPE) delivered a three-course tasting from six local restaurants to attendees. For each participating restaurant, the team created six expertly filmed mini "Chef's Table" inspired videos to share the heartfelt back stories of each restaurant and were then aired during their corresponding tasting times. The evening ended with skaters putting on a surprise flash mob dance to top off the experience. The entire night was touchless at every point of the evening as safety was the number one priority.

The out-of-the box creative and fun event was deemed a resounding success by attendees, restauranteurs and community and earned over 150+ tags on Instagram that evening.



WEB & E-NEWSLETTERS

A landing page for the program was created for more information and to act as a one-stop for visitors to sign up for the Dine Pass. E-newsletters were routinely sent out to consumer databases to sign up in advance and all month long. A robust digital display campaign was also enacted which resulted in 6,311,037 impressions and 75,830 clicks.

Securing a Partnership with OpenTable

OpenTable signed on and the team secured e-blasts, web page takeovers, social posts and other exposure opportunities. This partnership allowed Newport Beach & Company to reach OpenTable diners and educate them on the initiative.

Campaign Toolkit and Assets for Restaurants

The team developed and distributed a participating restaurant toolkit, a turnkey of assets designed to promote Restaurant Month and the Dine Pass. Included in the kit was ready-made social media posts and stories templates, printable employee one-sheet for staff education and a printable sign for POS area with a QR code to sign up for the pass. The team also printed 50 campaign banners and were delivered to restaurants in prominent locations to hang on their exteriors for additional exposure.

Newport Beach Restaurant Month

Newport Beach Restaurant Month is here through September 30th for reservations and takeout! Unlock exclusive offers, like daily foodie giveaways, with our Dine Pass today.

[Learn more](#)



NEWPORT BEACH
EAT. DRINK. WIN.
RESTAURANT MONTH

**SEPT
2020**

**NEWPORT BEACH RESTAURANT MONTH STARTS
SEPTEMBER 1! EAT. DRINK. WIN.**

1 MONTH OF DELICIOUS GIVEAWAYS

4 GRAND PRIZE HOTEL GETAWAYS

SIGN UP FOR YOUR DIGITAL PASS NOW



EVALUATION

Before the campaign even began, consumers clearly had an appetite for Newport Beach Restaurant Month, there were over **2,454 sign-ups** within the **first week** of promotion. Working with Bandwango on a sign-up goal number using comparable destination restaurant weeks, the team's goal was **1,000 Dine Pass sign-ups**. Newport Beach & Company is pleased to announce, when the campaign wrapped on September 30, 2020, there were nearly **4,500 sign-ups**.

The purpose of our first-ever Newport Beach Restaurant Month was to drive consumers to our restaurants to help our small businesses **recover** from the economic devastation of the pandemic, this program enabled us to **track** and **present** precise data to our stakeholders which shows value and real dollars that were directly generated from our marketing efforts during the time when they needed it the most. Our organization and partners are still **celebrating** the **success** of this campaign.



CAMPAIGN BY NUMBERS

GOAL PERCENTAGE FOR CONSUMER SIGN-UPS

450%+ OF GOAL

EARNED MEDIA IMPRESSIONS **43,908.715**

TOTAL SOCIAL IMPRESSIONS **262,286**

DIGITAL DISPLAY AD IMPRESSIONS **6,311,037**

DIGITAL DISPLAY AD CLICKS **75,850**

AVERAGE TIME ON SITE **03:43**

LANDING PAGE SESSIONS **50,558**

SIGN-UPS **4,433**

CHECK-INS **1,176**

MARKETING OPT-INS **2,311**

A RATE OF 54.8%

PARTNER SIGN-UPS **70**

PRIZES DISTRIBUTED **4 GRAND PRIZES
30 DAILY GIVEAWAYS**





SOCIAL MEDIA

The digital campaign hinged on the execution of a successful social media blitz. The team developed and distributed a variety of new content for social media including **10 expertly made videos** and **30 new images** for the 30 restaurants that gave gift cards. In addition, all hospitality businesses that contributed hotel stays, shopping and recreational excursions were included in posts to tease the upcoming weekly grand prize giveaway. Last, the six "Chef's Table" inspired restaurant videos from the media event were rolled out during restaurant month as well.

@DINENEWPORTEBEACH CAMPAIGN BY NUMBERS:

TOTAL IMPRESSIONS **262,286**
59% INCREASE YOY

TOTAL REACH **146,333**
39% INCREASE YOY

FOLLOWER INCREASE **1,334**
IN THE MONTH OF SEPTEMBER

MEDIA HIGHLIGHTS

The Newport Beach & Company team actively engaged media to promote Restaurant Month in advance and secured coverage all month long. Between the media event and pitching, outreach earned **56 placements** and more than **43,908,715 impressions**.



Eat, drink, win — Newport Beach's first Restaurant Month kicks off in September

The campaign was organized by Dine Newport Beach and the Newport Beach Restaurant Assn. It was designed to be a means of increasing revenue and foot traffic at local restaurants that have been impacted b...

 Daily Pilot / Sep 1



How One CVB Took a Retro Approach to Safely Showcase its Dining Scene

Newport Beach & Company serves up good food, entertainment, and safety during socially distanced media event promoting the city's first-ever restaurant month campaign.

PCMA / Curt Wagner / Sep 14



Newport Beach Restaurant Month continues through Sept. 30

The event highlights specials at 65 restaurants, from juice bars and ice cream shops to fine dining rooms, and includes outdoor dining and even takeout.

 Orange County Register / gq1share / Sep 3



Mayor's Message: Help Our Local Community Locally

By Will O'Neill, Newport Beach Mayor Shop local, support local, stay local. These aren't just slogans, they are community. They are a way for us to avoid the economic collapse other areas of our state are seeing. The...

 Newport Beach News / Guest Contributor / Aug 28



DINE
NEWPORT
BEACH

THANK YOU