



GMCVB's "Miami Eats" Campaign

Urges Locals to Order Out, Help Out

Organized by:

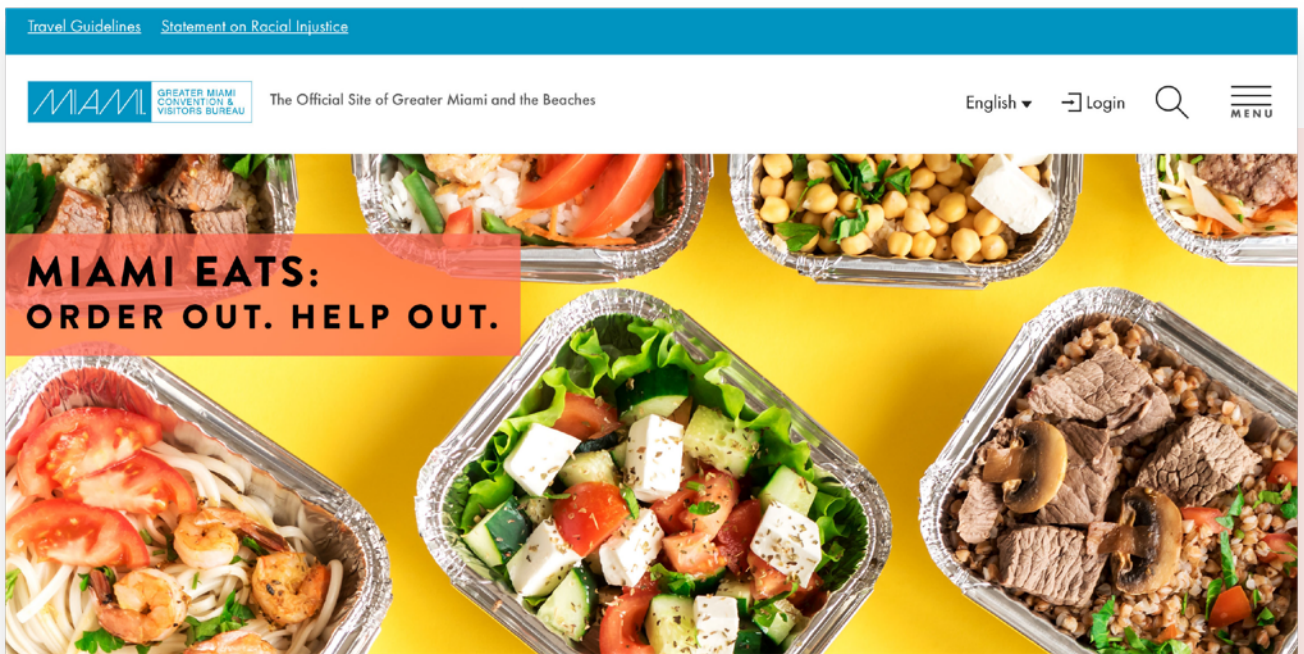


rbb Communications and
the Greater Miami Convention & Visitors Bureau

SITUATION:

Struggling Restaurants in Dire Need of Support

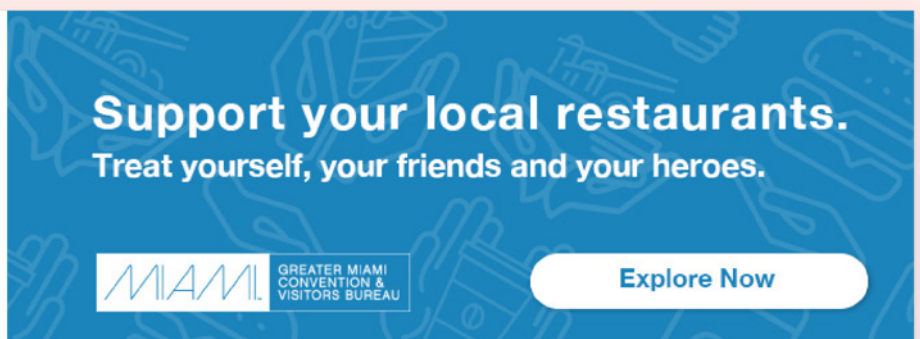
When COVID-19 forced restaurants to close, the Greater Miami and the Beaches (GMCVB) – the official destination sales and marketing organization for Miami Dade County – needed a strategic solution to support and stimulate restaurant business, a critical component and major contributor to the local economy.



CHALLENGE:

Keep the Miami Flavor Alive

Create a business recovery program to engage Miamians to place takeout and delivery orders with local restaurants from March to May 2020, and ultimately, help businesses stay afloat.



GOALS:

Shining a Spotlight on Local Restaurants



Reach over **260** restaurants to drive participation in the Miami Eats online directory of local restaurants offering takeout and delivery



Increase awareness for local restaurants open for business with takeout and delivery options with **50MM+** combined traditional and social media impressions



Achieve **80K** pageviews for dedicated 'Miami Eats' landing page in three months



Encourage social dialogue among residents with **200K** mentions on Instagram using the dedicated #MiamiEats hashtag

IMPLEMENTATION:

Recipe for Success

GMCVB launched “Miami Eats: Order Out. Help Out.,” a phased, three-month campaign centered around a free online directory of local restaurants with takeout and delivery options. GMCVB evolved the program as the needs of restaurants changed to ensure timely, relevant messaging and provided a toolkit to restaurants with assets for amplification and promotion. Dedicated pitching resulted in placements in top publications, while creative content shared across digital channels increased awareness and engagement.

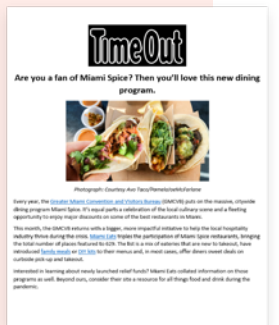
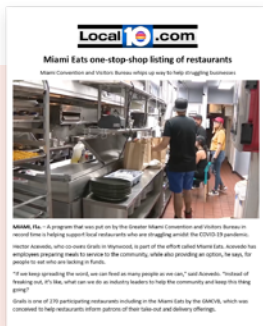
- **PHASE 1:** Launched [“Miami Eats: Order Out. Help Out.”](#) a concept developed in one day and debuted in under 36 hours via PR, paid media (traditional and digital), and organic social.
- **PHASE 2:** Adapted program to encourage ordering directly through restaurants when applicable so restaurants avoided fees of third-party delivery services. The new iteration of the initiative, “Miami Eats: Order Out. Help Out. Dial Restaurants Direct.,” launched with refreshed assets and a [new TV commercial](#).

QUICK DELIVERY = MOUTH-WATERING RESULTS:

GOAL: Increase awareness for local restaurants open for business with takeout and delivery options with 50MM+ combined traditional and social media impressions

RESULTS:

- **263.3MM+** total reach, exceeding goal by more than **426.6%**
- The visibility of the program led to it being named “Favorite Grassroots Relief Effort” by TimeOut Miami Magazine



QUICK DELIVERY = MOUTH-WATERING RESULTS:

GOAL: Achieve 80K pageviews for dedicated landing page in three months

RESULTS:

- **88.9K** page views, exceeding goal by **11%**
- Of the **88.9K**, **77.4K** were unique page views

GOAL: Encourage social dialogue among residents with 200K mentions on Instagram using the dedicated #MiamiEats hashtag

RESULTS:

- **271K** #MiamiEats mentions on Instagram, exceeding goal by nearly **36%**
- Engagement rate of **3.64%** (industry accepted platform average **.17%-1%**)



BUDGET:

PR, social and creative support budget was covered under monthly retainer. Out-of-pocket paid advertising totaled \$98,137, and bonus opportunities valued at a \$181,860 were secured at no cost.

While restaurants do not share their revenue details with the GMCVB, restaurants have shared positive feedback on the Miami Eats program and how it helped them keep their businesses afloat. For example, after getting word of and joining the Miami Eats program, Planta South Beach's General Manager Patrick Lingle, decided to reopen the plant-based restaurant. "We are now going on four weeks since we opened, and it has been amazing and better than what we thought," Mr. Lingle said.

THANK YOU