

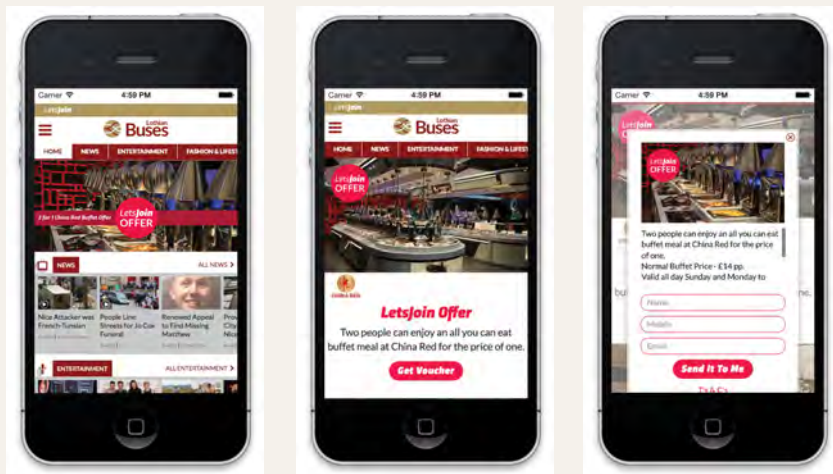


Background

China Red is a modern buffet restaurant that serves oriental cuisine produced by highly-experienced chefs. They have two restaurants in Edinburgh, each with a capacity of 150 diners and are famed for their two-tier air conditioned food belt.

Objectives

China Red wanted to increase their lunchtimes turnout at their new restaurant in Edinburgh and chose LetsJoin to introduce the special menu to a new audience. They wanted to attract new customers and stimulate interest in their business.



The amount of interest that this offer created was both surprising and exciting. Thanks to LetsJoin we now have a much larger consumer base and we will definitely be using LetsJoin in future campaigns.



RESULTS

01

Personalised Impression Delivered to Accomplish Target

02

1800 *Native Article Views*

03

800 *Vouchers*

04

44% *Article to Voucher Sign-up*

Solution

China Red selected a LetsJoin Voucher and we provided experienced in-house copy writers to generate a bespoke Native Article in order to show-off China Red's new restaurant and unique dining experience. The article also presented an exclusive two for one offer for users who registered for a voucher. Each user who signed-up was give a personalized message with an individualised voucher ID so that China Red could track how many new customers came to their restaurant. During the four week campaign, LetsJoin supplied real-time user reports, article support and data analysis in order to optimize the campaign reach.

Summary

This campaign not only exhibited the importance of LetJoin's user network, but also showed our ability to understand those users in order to promote events and drive customers towards our client.