

CH1 CHESTER

12th – 20th January

FOOD & DRINK WEEK

KPI's:

- 37,754 people saw the Food & Drink Week campaign online
- 1,712 people engaged with the campaign online
- 1,875 people viewed the Food & Drink Week webpage which hosted individual BID Business offers during the two-week campaign
- 79 offers were received from BID Businesses

Why we undertook this campaign:

We undertook this campaign to drive customers into food and drink businesses in January as it is, traditionally, a slow month for our businesses.

Benefits to Businesses:

- Individual Businesses in the BID area were promoted as part of the campaign (which cover Facebook, Twitter and Instagram)
- Customers received a discount on their Food & Drink experience
- Existing January offers put on by the businesses were highlighted.

Cost: Staff time, design time and advertising

Chester Standard Advert x 2	Chester Standard Newspaper	£950.00
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Results:

Twitter	Total Reach	Post Engagements
TOTALS:	12,879	177

Facebook	Total Reach	Post Engagements
TOTALS:	20,009	1,324

Instagram	Total Reach	Post Engagements
TOTALS:	4,866	211

The overall impact of the social media campaign was:

- **Total Reach: 37,754**
- **Total number of engagements: 1,712**

Through social media, posters and newspaper advertising, we generated **1,875 page views** of Food & Drink Week webpage on www.experiencechester.co.uk