



Category: Best Use of Digital

Company: WPR and Hungry Horse, Greene King

Entry title: Hungry for Summer

Brief and objectives:

Hungry Horse, part of the Greene King portfolio, is a value brand, known for its generous portions and tongue-in-cheek personality.

In spring 2017, the Hungry Horse marketing team came to us for help in driving business throughout the summer period – a key trading period for Hungry Horse, but one of intense competition too. We were asked to devise a digital campaign that would both encourage repeat visits to Hungry Horse and attract new audiences to the brand. Data capture was also a major KPI.

Specifically, the targets were to:

- Reach over 400,000 people
- Deliver a 3% click through rate (brand average is 1.8%)
- Capture 25,000 email addresses
- Generate at least £100,000 in sales

Rationale behind campaign, including research and planning:

The Hungry Horse consumer is value driven and responds well to incentives to visit. Leisure dining trips are heavily influenced by deals and offers, with the target consumer going out of their way to seek out promotions and discounts.

Previous tests on owned social channels also showed that the audience is also very responsive to gamification, with the brand seeing strong results when this had been incorporated into digital strategies.

Strategy and tactics, including creativity and innovation:

All this in mind, in response to the brief, we designed a highly interactive online digital scratch card competition, with guests entering a unique receipt code (or code from social) for

the chance to win a variety of prizes, from discounts on food bills, to days out and big cash prizes.

Implementation of tactics:

As above, the campaign was broken down into guest acquisition, guest retention and conversion.

Guest Acquisition

Reaching new guests was key for the business, so, to find highly relevant people to target, we combined the brand's existing CRM data with Facebook's custom audience data, creating look-a-like audiences of existing Hungry Horse consumers.

This group (excluding current database subscribers) was served a link driving ad on Facebook, taking them to an online microsite. Here, they were encouraged to use our digital scratch card to reveal a unique code, which gave them the chance to win £1,000.

Every entrant also received a voucher offering discounts at their local Hungry Horse.

We also ensured that every user had to submit their data to either play or claim a prize.

Guest Retention

To target existing guests, we created an in-pub activation scheme, speaking to existing guests across all communications channels – brand social, local social, CRM and website.

Guests were directed to a dedicated online microsite to enter the unique code from their receipt to enter the competition, and also received discount vouchers to incentivise repeat visits.

Converting guests

The final stage of the campaign took place across the last two weeks of the summer-long digital promotion and aimed to convert those who had yet to use their voucher to visit a Hungry Horse pub and redeem their offer.

Using retargeting functionality on Facebook, and the email data from those who had entered, we served guests who had yet to redeem their voucher a reminder post, informing them that their voucher was about to expire.

Measurement and evaluation:

The campaign quickly became the most successful promotion Hungry Horse had ever run, enabling the brand to target new audiences with an interactive promotion, whilst also increasing repeat visits from existing guests.

- Briefed to deliver 25,000 new email addresses, we delivered 50,000 new sign-ups
- Asked to reach 400,000 people, we reached almost 1 million people through highly-targeted social advertising

- Challenged to deliver a CTR of 3% we smashed the target and delivered a 13% CTR
- Thanks to the retargeting activity, voucher redemptions ran at 8.6% (in comparison to a target of 5%)
- In total, we drove over 125,000 entries, 30,000 website visits and 13,000 voucher redemptions

In short, the campaign exceeded all KPIs by more than 100%, and more than tripled the results of a similar digital promotion run in Easter of the same year.

Budget and cost effectiveness:

The total budget for the campaign was £17,550.50

- Fee accounted for £4,655.50
- £3,300 was allocated for paid media spend; £5,000 for cash prizes, £3,400 for app development, and £1,200 for a domain to enable marketing to new guests only

For £17,550, we delivered more than £210,000 in sales, meaning that for every £1 spend on the campaign, we returned £11 in revenue.