



FINGER-LICKING GOOD SUCCESS

Naturally smoke-infused, slow-cooked, BBQ meat to perfection - this is what Cleaver & Co promises to its diners. With the success of their first restaurant in New Lynn, Cleaver & Co decided to open a sister store in NorthWest, Auckland. NorthWest mimics the old, rustic, meat market décor,

furnished with chopping blocks, marble, and peeling paint with exposed brick. Cleaver & Co has crafted special BBQ techniques over the decades, offering a unique social eating experience. Allowing diners to gather, celebrate, and feast upon their grilled selection and burgers, alongside a wide range of salads and desserts - as their motto says, 'Eat better meat, drink better liquor'.

TRAFF1K D1G1TAL WAS ENGAGED FOR A:

Pre-opening campaign to bring awareness and promote events

Post-opening campaign to create hype and awareness around product events

ANALYSIS: NorthWest Shopping Centre recently opened its doors, offering the public premium indoor and outdoor dining. On launch night, there were 9 other restaurants opening their doors, increasing the competition and need for publicity.

STRATEGY: PRE-OPENING:
Before the official opening, Traff1k D1g1tal was involved in the promotion and creation of campaigns to celebrate, via boosted adverts and competitions such as "Win 1 in 5 \$50 Lunch Vouchers for you and 4 friends", as well as constant Facebook posts and videos.

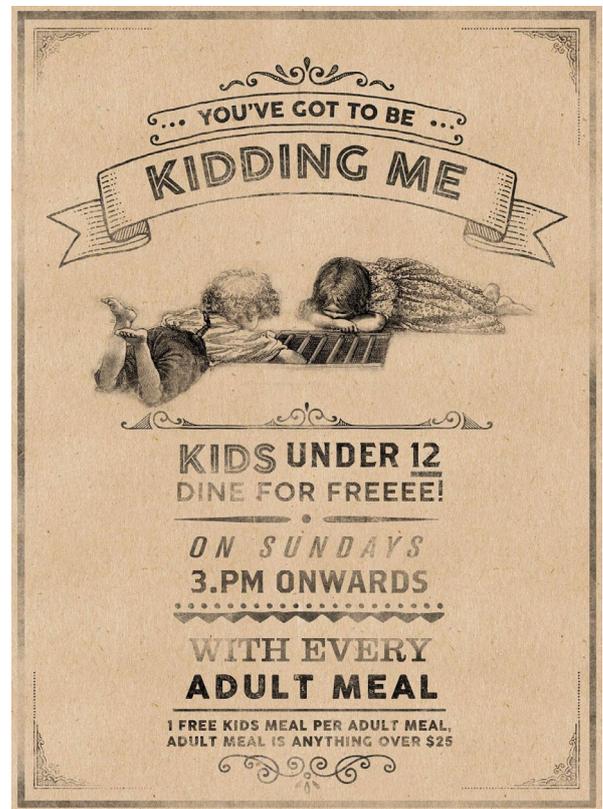
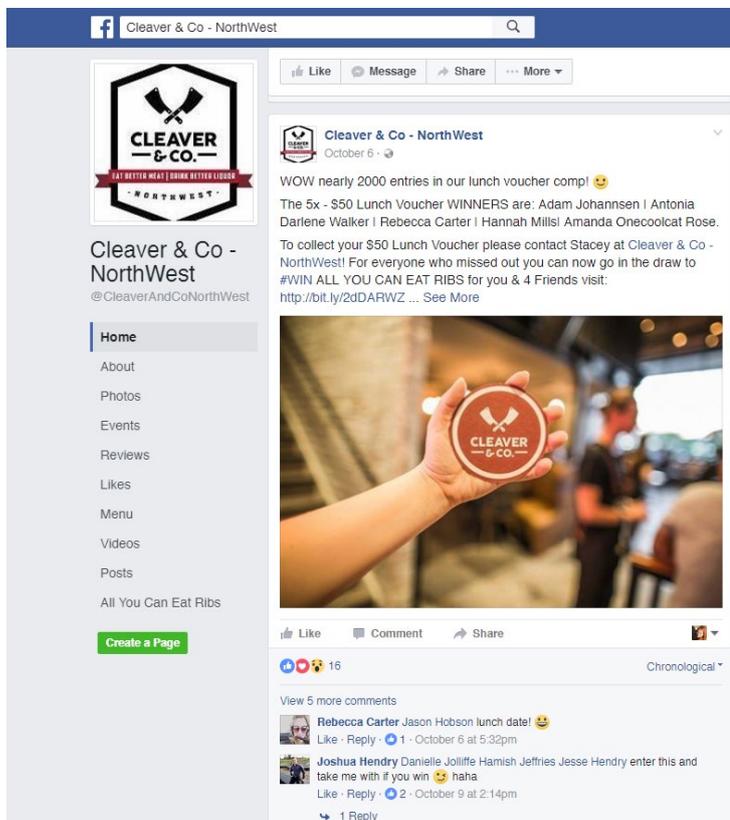
STRATEGY:



POST-OPENING:

Traff1k D1g1tal continued to generate awareness around their promotions and events, such as the “All You Can Eat Ribs” monthly event, “Monday \$1 Chicken Wings”, “Sundays Kids eat free”, and its “Snickers Sundae”.

ADVERTS:



RESULTS:

+1400	191K	2.7K	+2000	DOMINATION
LIKES ON FACEBOOK CLEAVER & CO - NORTHWEST	IMPRESSIONS (AVERAGE)	POST ENGAGEMENTS (AVERAGE)	ENTERED COMPETITION: 1 IN 5 \$50 LUNCH	OUT OF 9 RESTAURANTS ON OPENING NIGHT, CLEAVER & CO DOMINATED THE MARKET SPACE