

Where did all the tables go?

Background

Having trialled pilot sites over the last 18 months, Whitbread Group is soon to open a new nationwide restaurant chain in former pub/restaurant sites.

Brief

Our brief was to produce an integrated campaign to recruit as many as 40 managers for this new restaurant concept. All of the creative work would direct candidates to a special microsite, with applications made online.

Crucially, the name and branding of this new chain was (and is) yet to be unveiled. So, we had to produce a 'blind' campaign featuring creative that would intrigue the target audience rather than relying on an established brand presence.

To increase the mystery around the campaign, Whitbread didn't even want its name or branding used in any aspect of the marketing.

The Concept

The new restaurant concept itself is based around the idea of having very different table sizes and eating areas within each site. Ultimately, tables will be a key feature of the new brand's marketing, so this was one concrete fact we could allude to.

So, we decided to make tables the stars of the campaign. Our idea envisaged tables coming to life to make their own way to these new Whitbread Restaurants. With no corporate branding in the marketing, we knew such an intriguing idea would arouse lots of interest in our target audience. We also saw the potential to extend the idea across lots of different creative executions in very different media.

Press (a)

Adverts appeared in trade publications, Restaurant Magazine and Caterer and Hotelkeeper, plus the consumer titles Olive and Observer Food Monthly to broaden the reach. The highlight of the press campaign was a special wraparound in Restaurant Magazine (a1)

Campaign Video and Microsite (b)

The hub of the campaign. All marketing activities directed the target audience to the site designed by WDAD and built by our interactive partners Beyond Interactive. The introduction was a specially commissioned 3D animation.

Online (c)

Online advertising included a heavy investment in Search Engine Marketing to complement banners and listings on myrestaurantjob.co.uk and caterer.com, plus numerous general sites plus Facebook.

Exhibition and Outdoor (d)

We also targeted the Restaurant Show 2007 event held at Earl's Court. All visitors received a Show goodie-bag, which included an A4 campaign flyer. A campaign Advan drive around Earl's Court for the three day duration of the Show. Inside the cab was a Bluetooth transmitter sending details of the campaign microsite to mobile phones within a 150 mile radius.

Results

The campaign is ongoing, however the results have been excellent. In the first month the site received 6,500 visits and over 400 online applications were made. Applications continue to flood in.



(a)

Case study: Whitbread Recruitment Campaign for Restaurant Managers

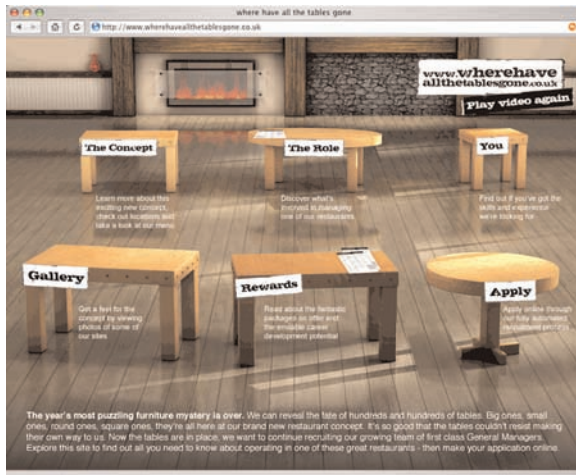
(a1)



(b)



(d)



(c)

