



DRIVING PEOPLE TO DINE AT JACK ASTOR'S RESTAURANTS WITH TAGGBOX

For a restaurant to have that extra edge, it requires more than just delicious food to bring customers and retain them as well. Social Media is one great tool which can provide unique diner experience if used well. A recommendation can reach hundreds or even thousands of friends. How is social media utilized in this aspect? Well, the success of big restaurants like Jack Astor depends on trust, trust of quality food as well as the social trust of customers. Using a social media hub can help bring out this trust on a big display, quite literally. This is where Taggbox came into play.

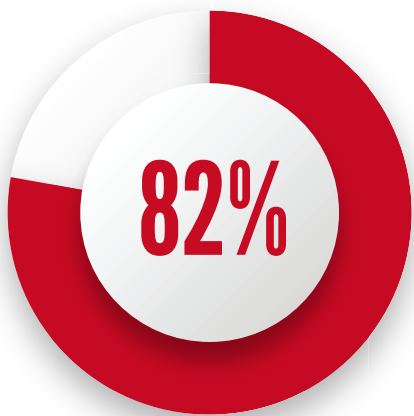


2x

More leads are produced with Social Media Posts

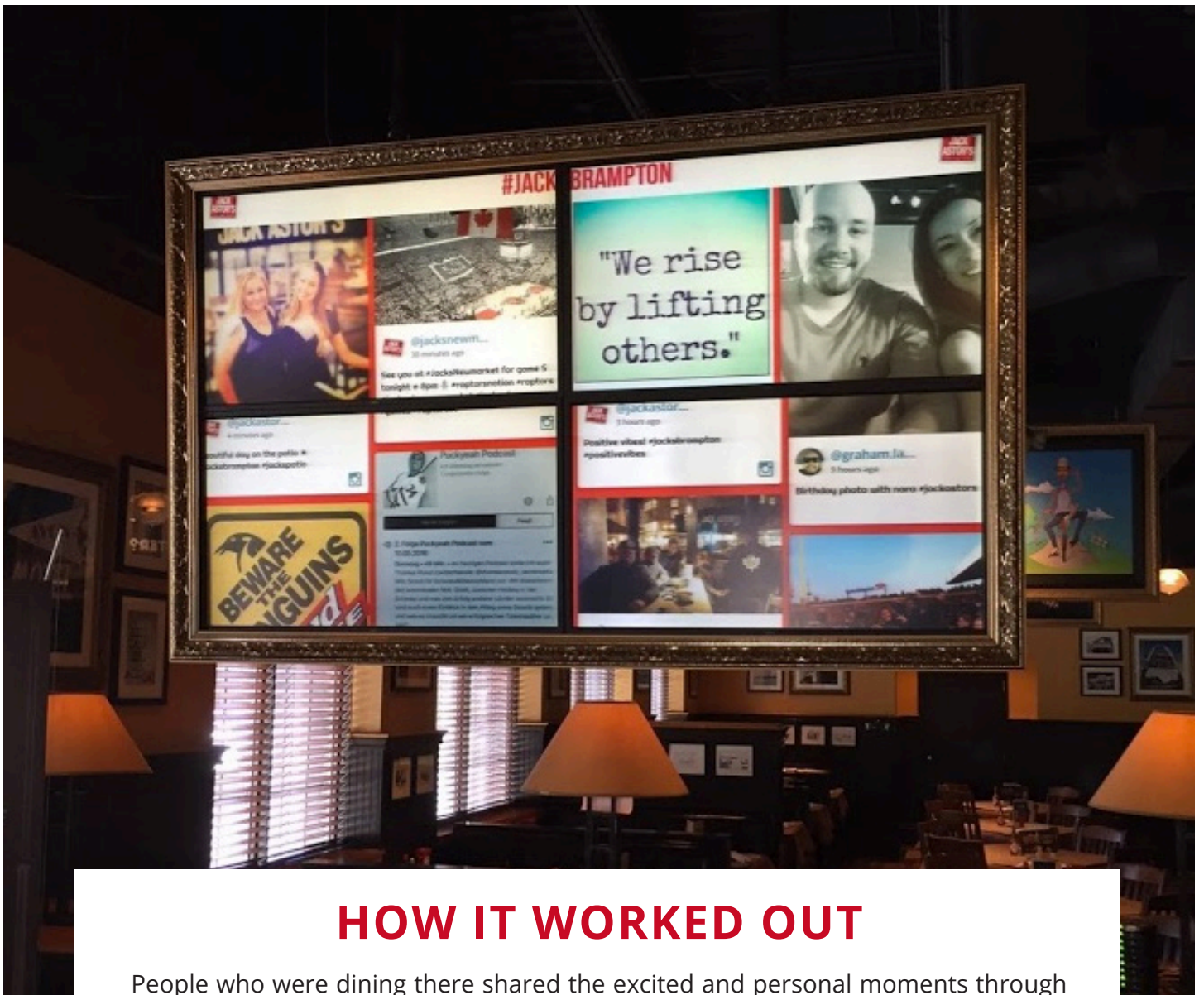
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Engagement rate is seen on Tweets with Hashtags



Social Media Users are more likely to buy/visit a brand they are connected to





HOW IT WORKED OUT

People who were dining there shared the excited and personal moments through pictures with #jackastors on Instagram. Then the Jackastor's team curated selected content with the help of Taggbox's platform on display screens setup in restaurants. The screens displaying UGC content engaged many more customers daily in the restaurant. It excited their walk in customers about the place and encouraged them to share more experiences about Jack Astor's on social media. The result, better engagement, more social recommendations and better ROI. By aggregating, curating, and displaying real-time social content, it provided a unique dining experience for restaurants of Jack Astor.



Screens were deployed at Jack Astor's Restaurants Chain all over Canada



Boost was observed in visits at restaurants