

13. Best Contractor Marketing Campaign



Great experiences (really) aren't just for guests


Problem: Low market awareness in the hospitality sector
Target: 75% turnover growth in two years

Solution:

- Tinder Valentine's
- Day cards
- Global brochure drop
- Rest: assured event
- Chocolate melt, mould, build box



Our lucky 800 Valentine's definitely gave us a chance:

23 meetings arranged 

 **40%** open rate

7.25%  click through rate


£14m project directly attributed

ROI of **1,590%**

120 of the hottest:

 Choc box

7%  click through rate

 **27%** open rate

Invited to tender a **£25m project** 



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