Eat, Drink, Love Ponsonby 2022 Social Performance Report

Prepared for: PBA Board Meeting, June 2022

Overview

For the month of May, the Eat, Drink, Love Ponsonby Festival has been the key focus for the I Love Ponsonby brand on social media, in addition to BAU Activity.

The brief for May was to drive awareness and participation in the Eat, Drink, Love Ponsonby festival by promoting set menus in three different price categories to participating venues.

Campaign activity was live between 26th April- 29th May 2022.

We ran a number of different placements to drive awareness of the festival and we also implemented a video campaign to drive further reach and engagement to round out the activity, filming 11 video reels at various venues to highlight the festival and offerings available.

Key Results To Date

- Content from the Eat, Drink, Love Ponsonby campaign (organic and paid) was seen by 862,250 unique people, generating 2,912,334 impressions across the campaign period (up 15% YoY).

- We generated 139,999 video views on Eat, Drink, Love Ponsonby video content (up 201% YoY).

- We generated 8,445 clicks to the Eat, Drink, Love Ponsonby website through a combination of Facebook and Instagram reach ads and offer ads.

KPI Tracking

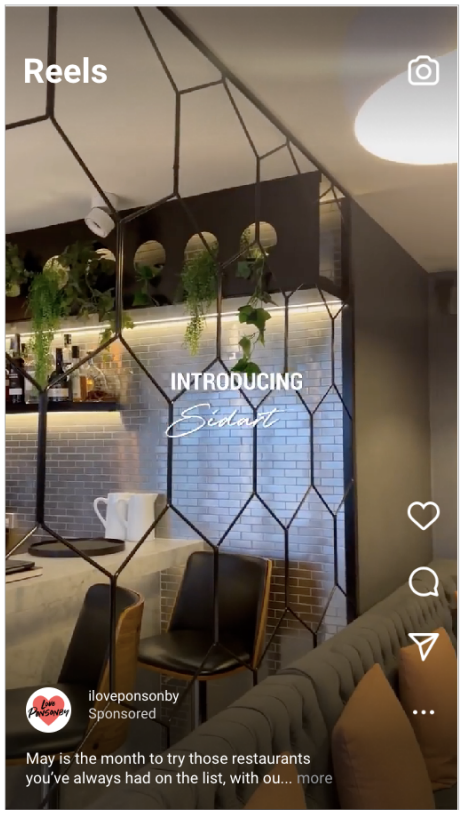
- Our total paid campaign reach was 745,600 unique people, and 2,740,798 impressions. The rest of the reach and impressions came from organic (non-promoted) content.

- Our target paid campaign reach was 660,000 so we have over delivered on this target by 85,600 people (112% to target).

- Our target frequency for the campaign was that we wanted each person in our audience to see EDLP content at least twice throughout the campaign. We achieved a frequency of 3.6 impressions on EDLP content throughout the month for every person in our audience.

Results Summary

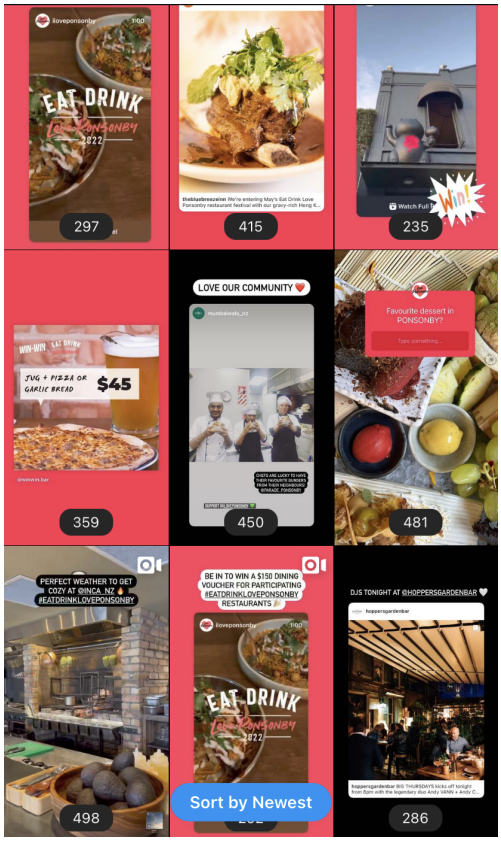
- We created and filmed 11 reels throughout the campaign, generating a combined total of 139,999 video views. This is a 201% increase on last year's EDLP campaign, with fit-for-purpose content that drove a really strong depth of engagement with our audience.
  On average we paid $0.02 per video view which is really competitive- anything under $0.08 per video view is a very strong result.
- We also saw a really high view-through rate, meaning that viewers had an average completion rate of 75% per video. Our strategy with the video content was to cover a selection of different venues in detail, as well as summarise some of the key offerings available as part of the EDLP menus to showcase the full EDLP experience.

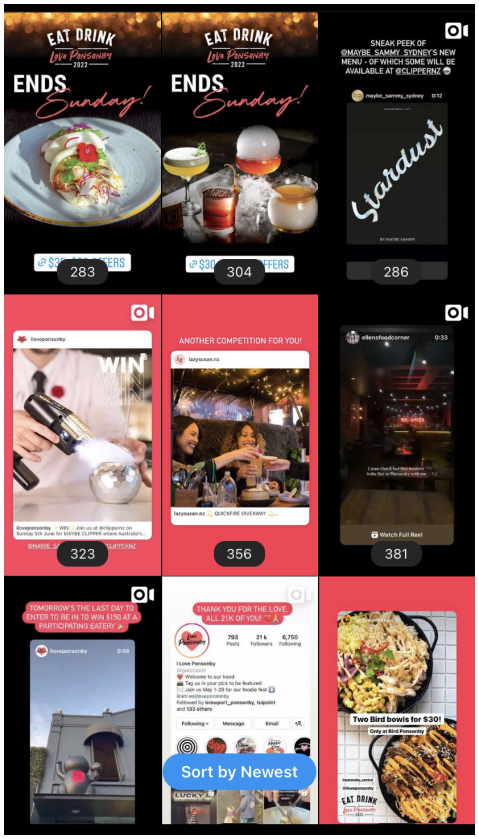


- For every 1,000 people around Central Auckland who saw content around our campaign within their Facebook or Instagram newsfeed, we paid $4.60.

  The benchmark is between $8-$12 for 1,000 impressions from this audience, so this is extremely cost effective. To add further context, a simple rectangle ad on stuff.co.nz costs $30 per 1,000 impressions (with no targeting).

- We shared 78 additional Instagram stories across the EDLP campaign period, generating a reach of 21,972 people and 131,832 impressions.





- For this campaign, whilst our primary objective was to raise awareness of the festival through reach and video content, we also ran a series of Facebook offer ads as these performed really well last year. This time we prioritised reach and video views over click-thru in order to get exposure and build awareness of the festival, but in the second fortnight of the campaign we also added a click-thru objective and drove a total of 8,445 clicks to the EDLP website.

  As we did last year, the idea behind these offers is that we would run details on a

set menu for every venue taking part in the festival- so we created an ad to reflect the offering of every restaurant and bar, encouraging people to visit the website to make a booking. All of the venues had the same exposure and same level of budget allocated. Our cost-per-click was $0.38 which is a slight increase on last year's $0.28 cost-per-click, but still sits well below our benchmark of $0.50- $0.80 per click.

The venues that drove the most click-through were El Sizzling Chorizo, The Hidden Village, Daphne's Taverna, Khu Khu Eatery and Gusto Italiano.

- We also ran a small micro-influencer campaign alongside our paid media activity to help build further awareness with the foodie community as a test-and-learn approach.

  For this micro-influencer campaign we reached out to a number of smaller foodie influencers and offered them a $150 voucher to dine at the venue of their choice (but no paid agreement). Last year, our approach was to invest heavily in well known influencer marketing which generated reach but low levels of engagement with a broader audience. This year, the strategy was to invest at a lower price point with a more targeted foodie audience.

  A number of micro-influencers declined the opportunity as they require payment for their content, but we did partner with:
  - Foodies Table- who visited Gaja
  - Moonpie Eats- who visited Blue Breeze Inn
  - Danielle from Eating Up Auckland- who visited The Hidden Village
  - Joyce from Food Review NZ- who was all set for Mekong Baby but then unfortunately came down with Covid and was unable to attend.

  Interestingly, despite the smaller influencers and the light-touch approach, we generated a lower reach but significantly higher levels of engagement by leveraging this small group of accounts to further spread awareness.

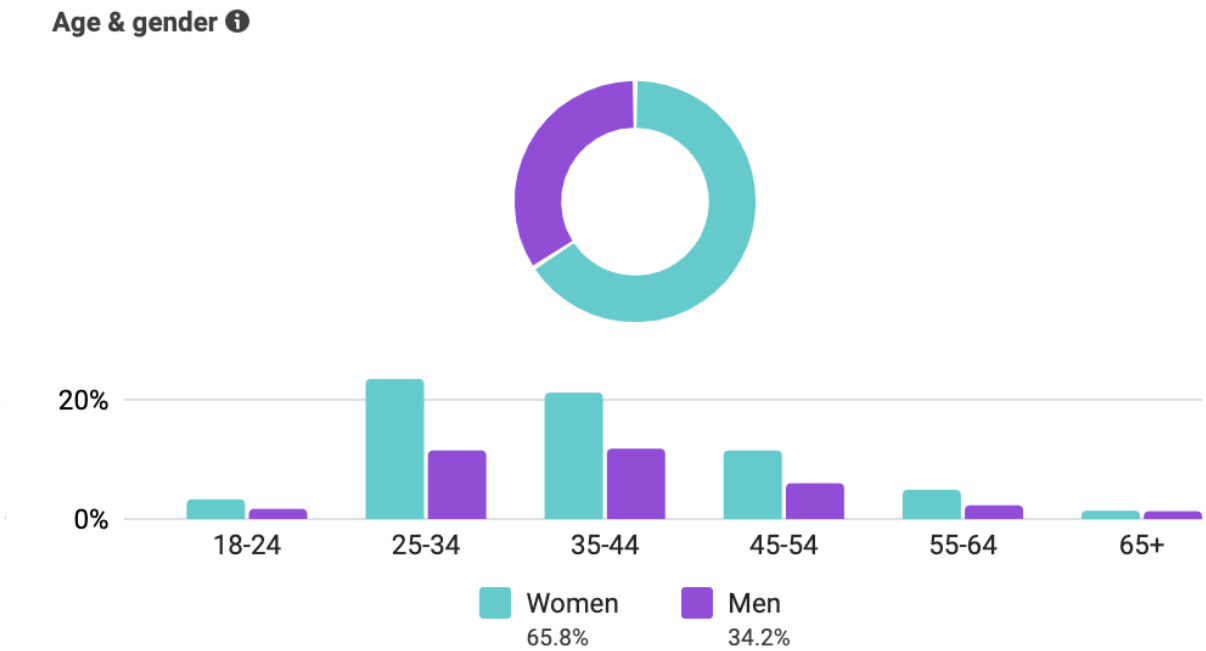
  We reached an additional 8,466 people around Auckland and generated 46 new foodie followers for the I Love Ponsonby Instagram account.

  Compared to last year's full scale influencer campaign, this approach was highly effective at targeting key audiences and drove significantly higher percentage of engagement for a fraction of the investment. We would recommend building a

long-term ongoing relationship with these micro-influencers to run all year round and continuously spotlight and promote Ponsonby dining venues.

Audience Breakdown

- For the EDLP campaign, we found that the campaigns naturally optimised toward female skewed audiences in order to drive the highest reach and engagement volume- particularly with the foodie interest segment- indexing highest in females aged between 25-45- however we still drove a high volume of impressions with a male audience across the campaign.



We identified a number of key demographics for our EDLP activity and focussed on serving our content toward the following audiences:

- Previous ILP content engagers and event attendees (including last year's EDLP audience): this was our largest remarketable audience and the audience we knew would be most likely to engage with content around EDLP.
- Specific foodie/dining interest targeting- audiences in and around Ponsonby with an interest in dining out, restaurants, cafes, wine and food and beverage.

Summary

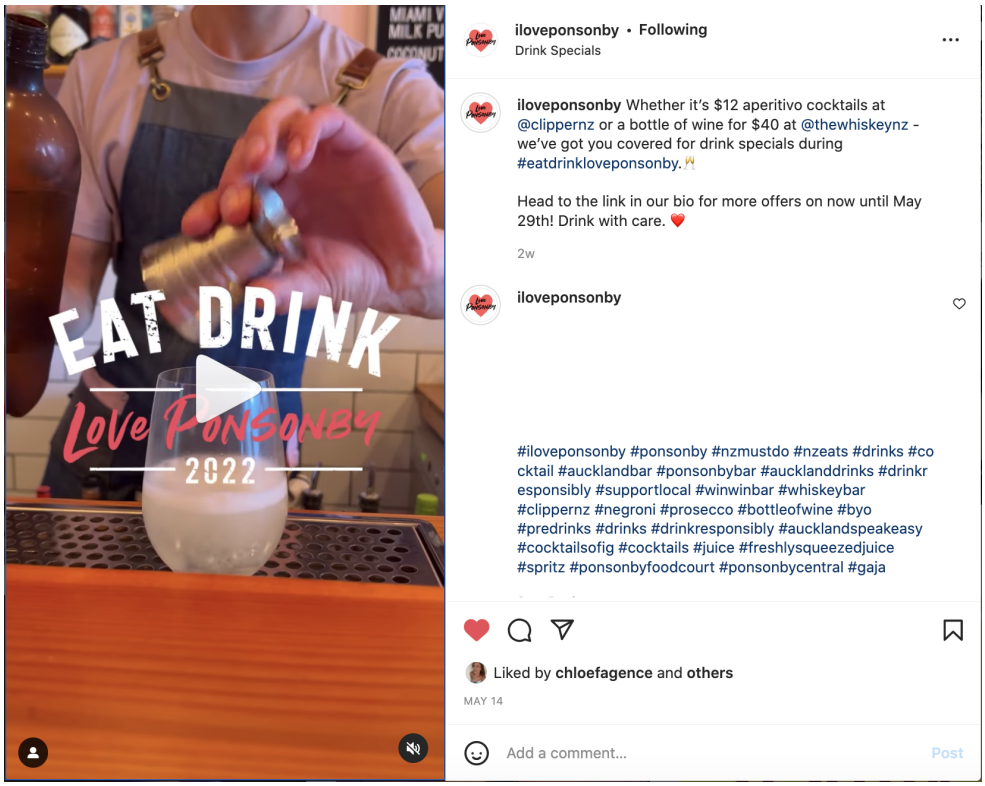
We are really proud of the performance of this campaign and the results it's delivered against our targets, particularly when we compare results to 2021's campaign performance.

Key learnings for us include:

- The production and creation of fit-for-purpose video content for the festival drove strong levels of engagement and allowed us to maximise reach with audiences in an authentic way throughout the campaign period.
- Leveraging micro-influencers is an effective strategy that allows us to build depth of engagement with smaller, more targeted audiences (and drives much better efficiency than working with large influencers who do not have such targeted followings). We recommend considering this as an always-on approach for I Love Ponsonby- particularly with regard to the hospitality offering.
- Facebook offer ads are a strong execution for driving foot-traffic into venues. When there is a discount/offer as part of a campaign this placement is a strong performer.

Appendix A- Creative Samples

Video Creative



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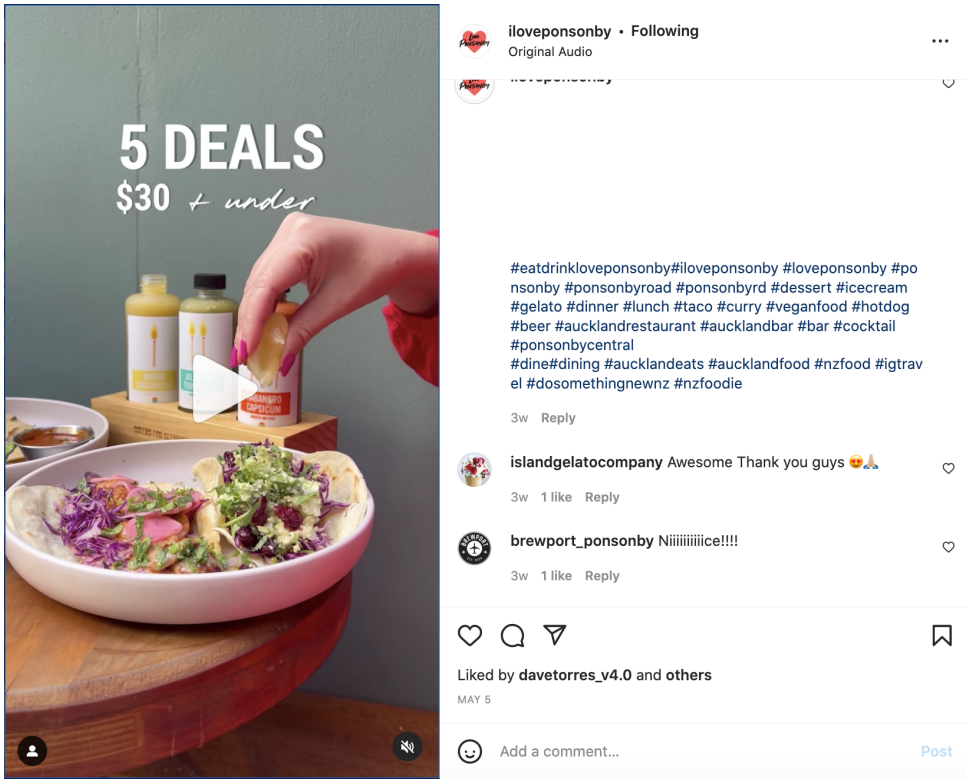

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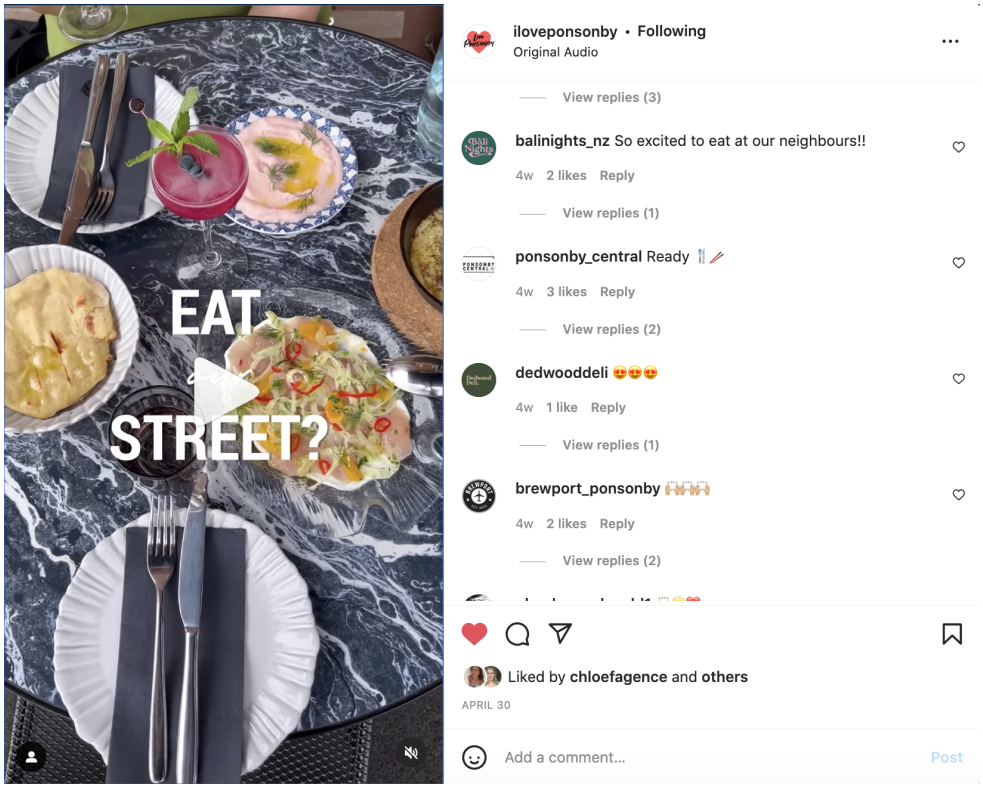


https://www.instagram.com/reel/Cc9KBbxlqTM/?utm_source=ig_web_copy_link

Offer Ads

I Love Ponsonby
Sponsored ·

Filipino kusina – food and flavours inspired by the street foods of the Philippines and South East Asia hidden away at the heart ...see more

EATDRINKLOVEPONSONBY.CO.NZ
Taste of Asia Tasting Platter for $25
SEE MENU

Like Comment Share

I Love Ponsonby
Sponsored ·

Daphnes - Taverna is a modern Greek bar taverna, with a refined approach to Greek Cuisine. Enjoy a six-course ...see more

EATDRINKLOVEPONSONBY.CO.NZ
Daphnes Loves Ponsonby
This May, enjoy the month-long foo...
SEE MENU

Like Comment Share

I Love Ponsonby
Sponsored ·

El Sizzling Chorizo brings you the mouth-watering joy of watching chefs cook Argentinian BBQ right in front of ...see more

EATDRINKLOVEPONSONBY.CO.NZ
The Angus Tomahawk Steak Special
SEE MENU

Like Comment Share

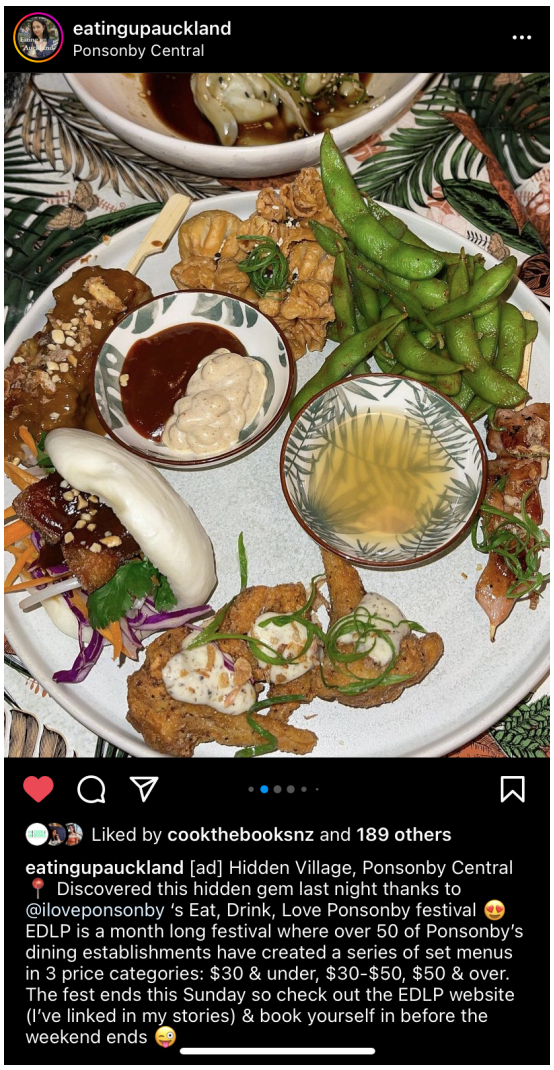
I Love Ponsonby
Sponsored ·

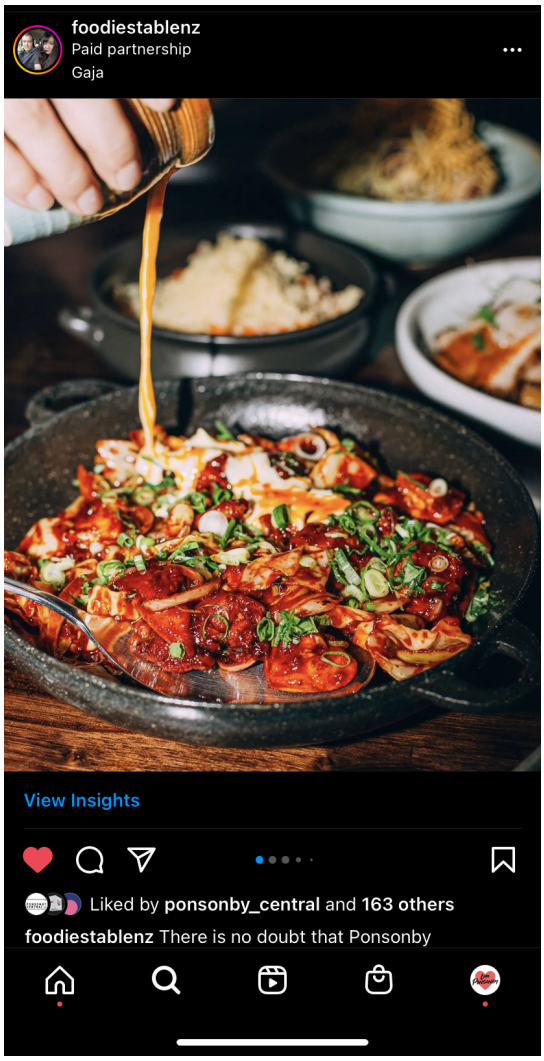
Meet Khu Khu, Ponsonby's light-hearted vegan eatery – though you certainly don't have to be vegan to enjoy their Thai-inspired ...see more

EATDRINKLOVEPONSONBY.CO.NZ
Khu Khu Mild $25 - Eat Drink Love Ponsonby
SEE MENU

Like Comment Share

Micro-Influencers





Love Ponsonby

Social Commentary

Like Reply Hide 1 w

Joe Clifton
Jack Ou that steak looks good
Like Reply Hide Send message 5 d

Jack Ou
Joe Clifton lesssgo
Like Reply Hide Send message 5 d

Reply to Joe Clifton...

Taznah Prins
Tamika Prins dinner on Sunday?!
Like Reply Hide Send message 5 d

Keli Maihi
Michael Maihi a bit of you babe lol
Like Reply Hide Send message 2 d

Blair Truscott
Look at that mate! **Connor Hiley** 😮
Like Reply Hide Send message 2 d

Sreylen Spence
Looks delish! **Tara Jones-Corbett** a place for us to try! 😊
Like Reply Hide 1 w

Michelle Pepper
Khristine Silva Hughes Florian Moreno Wadsworth do ya recommend this for next dinner date?
Like Reply Hide Send message 6 d Edited

Khristine Silva Hughes
Michelle Pepper definitely!! Let's book it!! Xx
Like Reply Hide Send message 6 d

Tina Bedggood
Stacey Perrett this looks good and only $25 platter
Like Reply Hide 2 w

eatwithhendri What a perfect dining experience

6d 1 like Reply

nomegranate these dishes look absolutely delicious! loove korean fusion 😍😍

1w 1 like Reply