

EAT DRINK

Love PONSONBY
2024

PONSONBY'S RESTAURANT FESTIVAL

2024 PLANNING SESSION

Love PONSONBY

Welcome

VIV ROSENBERG **PBA**

JANE TORRANCE **JTL PR**

SIMON BAYLISS **Forge Creative**

DISCUSSION & QUESTIONS

EAT DRINK
Love Ponsonby
2024



EAT DRINK
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2024

CONTEXT & FORMAT



CONTEXT

Ponsonby Road is Famous For a Reason!

- Over 100 venues in 1.6 kms
- 44% of total Ponsonby sales annually: \$125 million
- Every daypart! All occasions!
All food options & price ranges
- Multiple award-winning & upcoming chefs
- Old favourites & new taste adventures
- Large format for celebrations or intimate for date night
- Trend setting
- Passionate! Committed to excellence! Consistently Delicious!



FORMAT

- Started in 2019 to celebrate & promote our venues
- Love Ponsonby owned annual event
- Biggest budget in promo calendar
- Key Goal: Drive sales just before mid-winter, school holidays & ARM
- Simple format with no barrier to entry
- Leveraged simple, well understood structure of Price Categories.
- Developed dedicated website & strong promo campaign
- Consistently strong sales results YoY

\$1 Million increase in Sales in May 2023 v April 2023

EAT DRINK
Love PONSONBY
2024

JANE TORRANCE - JTL PR
MEDIA & PR



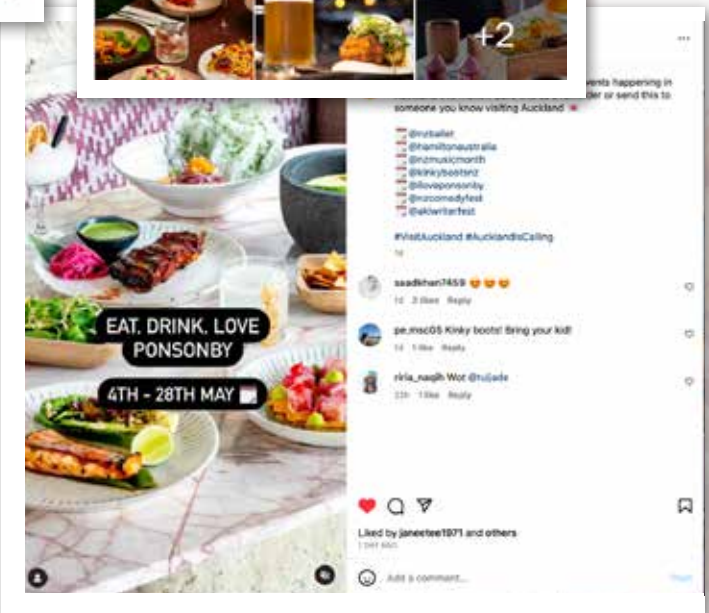
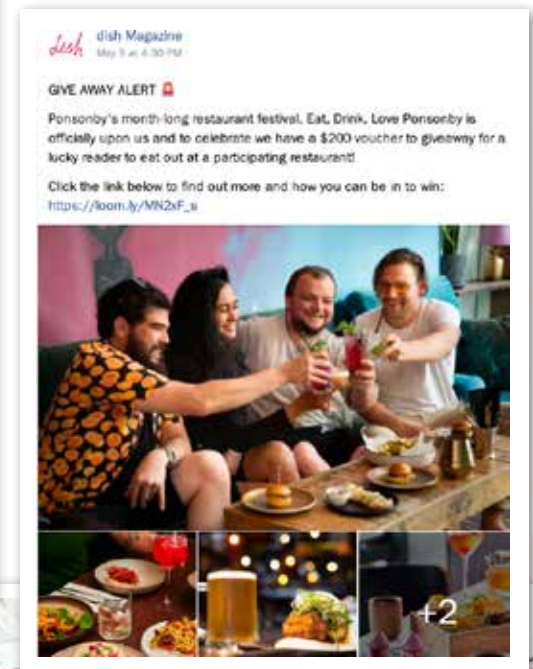
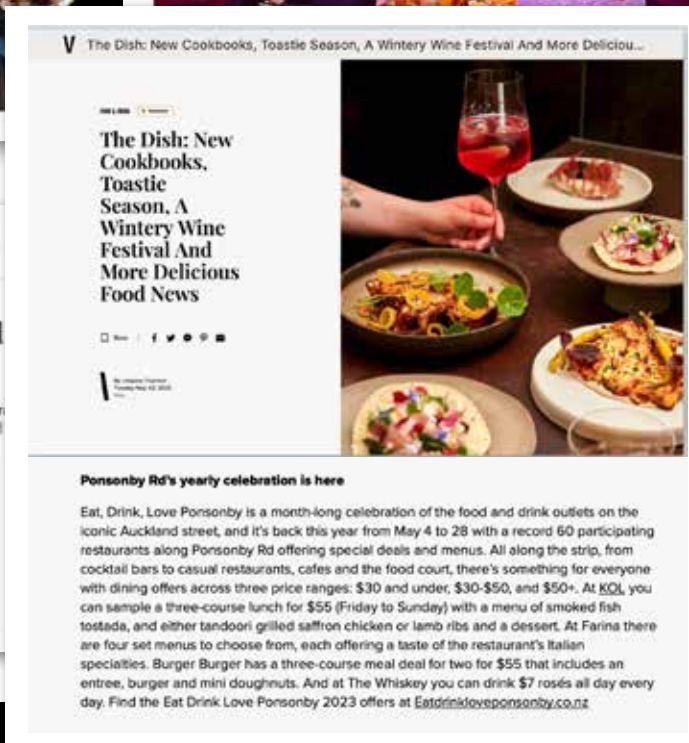
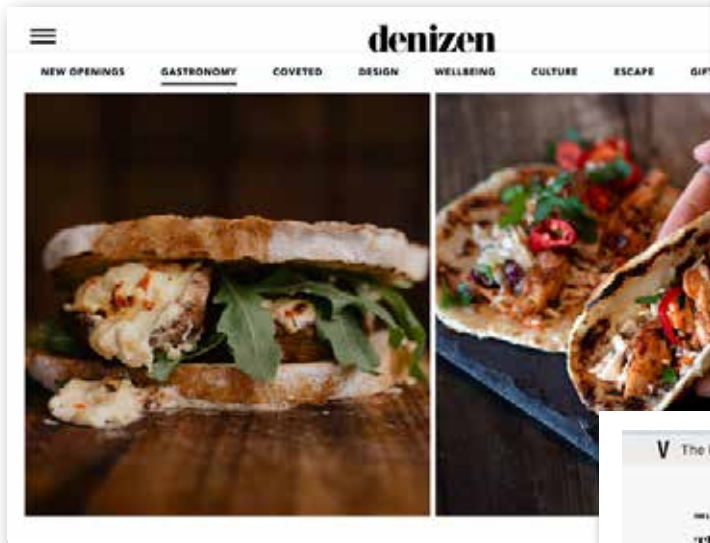
2023

Fourth Year of Event

- Changed from social led to PR led campaign
- Amplified spend with Ponsonby News, The Denizen & Lazy Susan
- Good media interest, support & coverage



2023 COVERAGE



2024

Building on the success of 2023

- Aim for 80 participants (60+ in 2023)
- Date: Wed 1 May – Sun 26 (or Tues 28) May 2024
- We want to make the onboarding process as easy as possible
- Price bands remain the same:
 - \$30 & Under
 - \$30 to \$50
 - \$50 & Over



YOUR GUIDE TO THE WEEKEND AND BEYOND

EAT, DRINK, LOVE PONSONBY

May is so abundant with festivals and events, it almost reminds us of the festive times. So much so that we're a little late to the party with this one: the month-long restaurant festival Eat, Drink, Love Ponsonby kicked off on May 4 and has lots of lovely reasons to get you dining out in their food. There are 60 venues offering specials over the month in either the \$30 and under, \$30 to \$50 or \$50 and over categories, so you could go anywhere from a burger and fries to a Butter Burger to cocktails and canapés at Sider. If there's someone at some venue you are overdue a dinner with, you could use Eat, Drink, Love Ponsonby as the catalyst to get those social connections happening over some top-notch meals.

On now until May 26. Various venues. Visit eatdrinkloveponsonby.co.nz for all the information and menu options.

MOTHER'S DAY SIPPING

Looking to do something a little different with your mum, your step-mum or the mum-like figure in your life tomorrow? Then why not get your creative juices, and the grape juices, flowing with a painting session at Dr Fluid's. They're hosting Paintin', in which guests will get a two-hour guided painting session, a glass of Mumm Champagne and a shared charcuterie board to nibble. If you're feeling generous, you could give your mum your creation at the end too, so she can carry the burden of having to put it on display every time you come over. Just across the hall from Dr Fluid's, Saint Alice is also hosting a Mother's Day event: Brunch and Bubbles. Getting Mum a little tipsy is always a good time and, at Saint Alice, each guest gets two glasses of Pique-Hedecock Cuvée Brut with their brunch, along with a floral bouquet for the mums in the house.

Dr Fluid's, tomorrow, 11am and 2.30pm seatings, \$79 pp. Level 2/204 Quay St, Auckland CBD. Book at drfluids.co.nz
Saint Alice, tomorrow, 11am-1pm, \$80 pp. Level 1/204 Quay St, Auckland CBD. Book at saintalice.co.nz

YES AND...

Now is not the time to be thinking "one day I'll get around to going to that", because the late-night improv show that launched the comedy careers of so many of Auckland's most well-known comedians has announced it's calling it quits at the end of this year. But until then, they're performing their silly little hearts out for your comedic pleasure in Great with Friends next Friday and Saturday. Among the rotating cast jumping into absurd, made-up scenarios are Tom Sarabury, Chris Parker, Ross Matallo, Kura Fomelle, Guy Montgomery, Alice Brackley, James Proulx and lots more. Everything's funnier when nobody knows what's going to happen next. It's a guaranteed good time.

May 19 & 20, 10pm. Q Theatre, 305 Queen St, Auckland CBD. Tickets \$24.50-\$29.50 • booking fee from bookonline.co.nz

WHICH ONE DO YOU PICKLE?

The Great NZ Toastie Takeover is up and running for the sixth year in a row and we're here for it. Yes, it was started by McClure's Pickles, so it's essentially a promotion for their product, but if you like a toastie and have a penchant for a pickle, this could be your chance to taste the most mind-blowing toastie of your life. A selection of eateries have created their best toasties, which will be on the menu throughout May. Last year, chef Rich Johns from Fitzrovia's Queens Falls Store and Craft Beer Garden took out the top toastie with his brislet creation. This year there are even more wild and wonderful creations, including a turbot toastie from Brother's Beer & Julie Joint, a smoked kingfish toastie from Hallow's in Koroare, a crispy fried chicken toastie from Kat Street and so many more that have us salivating all over our keyboards. Along with the panel of judges' winner, there's a People's Choice Award, so if you're one of those sangers and love it, don't forget to submit your vote. Happy toastie month!

On now until June 20 (People's Choice winner announced May 31). Various eateries throughout the country. Visit toastietakeover.com

Sixty venues promote Ponsonby cuisines

Ponsonby's month long restaurant festival, Eat, Drink, Love Ponsonby, is back for another year and is bursting with the flavours of a culinary melting pot of cuisines, from Bangkok to Bali, Mexico to Malaysia, India to Italy – and beyond.

Taking place from 4-28 May along the length of Ponsonby Road, the popular festival is in its fourth year and is once again highlighting specific food and beverage offers for every appetite and budget.



A selection of great menus at set prices can be found across 60 venues on Ponsonby Rd, Auckland for the month of May.

fixed price ranges help take the guess work out of enjoying lunch or dinner, with hero or signature dishes included in the offer.

Ponsonby Business Association General Manager Viv Rosenberg says she is delighted with the number of participating eateries for the 2023 festival.

"While there are 60 special offers this year, Eat Drink Love Ponsonby is about supporting all the area's bars and eateries and encouraging people to revisit their old favourites and to check out something new.

With 60 venues and offers coming to the party for this year's festival, Eat Drink Love Ponsonby 2023 and their offers can be found at eatdrinkloveponsonby.co.nz.



HAPPY DAYS

EAT

Ponsonby's month-long restaurant festival, Eat, Drink, Love Ponsonby, is on now. Taking place until May 28 along the length of Ponsonby Rd, the popular festival is in its fourth year, once again with food and beverage offers for every appetite and budget. With 60 venues and deals coming to the party for this year's festival, more info can be found at eatdrinkloveponsonby.co.nz. Book directly with restaurants and bars.

SUPPORT

May is Cystic Fibrosis Awareness Month. Cystic Fibrosis NZ (CFNZ) is running its Cruel Needs Kind campaign throughout the month to raise critical funds for Kiwi families living with the daily impact of New Zealand's most common life-threatening, inherited condition. You can help support CF Awareness



fundraising, buying a box of Chocky Fish, or shop-to-donate with a piece of limited-edition 2023 Cruel Needs Kind merch. Visit cruelneedskind.org.nz to find out more.

GO
Hawke's Bay has released the programme for its tenth annual

Classic, on during weekends from June 2 to June 25. More than 50 events will be running across the region. Newcomers to 2023 Winter F.A.W.C.I include Hastings venues Craft and Social, which is teaming up with Alpha Domus for a decadent Sunday affair, and Cellar 495, which is bringing acclaimed Auckland chef Ben Bayly to Hawke's Bay for one night only. The programme and tickets can be

PR

Top Picks from Eat Drink Love Ponsonby

 **dish.co.nz** · Caitlin Whiteman · Internet · 26 May 2023, 12:36 pm

Just like that, we are coming to a close on the bustling restaurant festival for the food-obsessed – **Eat Drink Love Ponsonby**. For their fourth year running, a massive 60 establishments jostled to become ou...

[Continue reading](#)

Region/Location Online · Item ID 1858152868 · ASR 8,597 ·

Win a \$200 voucher | Eat Drink Love Ponsonby

vervemagazine.co.nz · Internet · 16 May 2023, 11:57 am

Ponsonby's month long restaurant festival, **Eat, Drink, Love Ponsonby**, is back for another year and is bursting with the flavours of a culinary melting pot of cuisines, from Bangkok to Bali, Mexico to Mala...

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Region/Location Online · Item ID 1849999633 · ASR N/A ·

HAPPY DAYS

 **Herald on Sunday** · Newspaper · 07 May 2023, 12:00 am

HAPPY DAYS EAT fundraising, Classic, on during weekends from **Ponsonby's** month-long restaurant buying a box June 2 to June 25. More than 50 festival, **Eat, Drink, Love Ponsonby**, of Chocky Fish, events will b...

[View PDF](#) [Read full text](#)

Region/Location Auckland · Item ID 1843114874 · ASR 3,738 · Section Supplements ·

Facebook · I Love Ponsonby · Social Network · 17 May 2023, 7:00 pm

It's hard to believe, but @thebluebreezeinn turns 10 years old this May. It's been a decade of them serving up delicious food and unforgettable memories. So to celebrate (and part of **Eat Drink Love Ponsonb...**

[Continue reading](#)

Region/Location N/A · Item ID DS0279412066 · ASR N/A ·

Ponsonby Mothers Day Market

ourAuckland (Auckland Council) · Internet · 13 May 2023, 12:03 am

I Love **Ponsonby** and General Collective have an exciting collaboration for the upcoming Mother's Day **Ponsonby** Market Day. As part of this collaboration, General Collective will be showcasing a selection of ...

[Continue reading](#)

Region/Location Online · Item ID 1847777707 · ASR 1,172 ·

Facebook · I Love Ponsonby · Social Network · 10 May 2023, 7:01 pm

@ponsonbyroadbistro are hosting Friday Lunch as part of **Eat Drink Love Ponsonby** this May On offer is a two course lunch for just \$49 per head, with your choice of: Smoked fish dip with toasted bread, o...

[Continue reading](#)

Region/Location N/A · Item ID DS0278779056 · ASR N/A ·

Facebook · Verve Magazine · Social Network · 17 May 2023, 10:00 pm

It's time to try that I've-been-meaning-to-try restaurant or bar. Ponsonby's month long restaurant festival, **Eat, Drink, Love Ponsonby**, is back for another year and we've got a \$200 voucher to give away to...

[Continue reading](#)

Region/Location N/A · Item ID DS0279368476 · ASR N/A ·

YOUR GUIDE TO THE WEEKEND AND BEYOND

 **Weekend Herald** · Newspaper · 13 May 2023, 12:00 am

... events, it almost reminds us of the before times. So much so that we're a little late to the party with this one: the month-long restaurant festival **Eat, Drink, Love Ponsonby** kicked off on May 4 and ha...

[View PDF](#) [Read full text](#)

Facebook · I Love Ponsonby · Social Network · 12 May 2023, 4:34 pm

@ponsonbyroadbistro are hosting Friday Lunch as part of **Eat Drink Love Ponsonby** this May On offer is a two course lunch for just \$49 per head, with your choice of: Smoked fish dip with toasted bread, o...

[Continue reading](#)

Region/Location N/A · Item ID DS0278983312 · ASR N/A ·

NEW CATEGORIES IN 2024

Introducing

- Breakfast & Brunch
- Events
- International Burger Day
- Tuesday 28 May



REGISTRATIONS & PHOTOGRAPHY

Building on the Success of 2023

- Photography
 - Photographer for hero offer provided
- Registration Fee
 - \$100 +gst (Earlybird up to 30 Nov 2023)
 - \$150 +gst (thereafter)
- Offers Due 1 March
- Photography From 1 February



TIMELINE

Early Bird Registrations Open	18 September 2023
Early Bird Registrations Close	30 November 2023
Long Lead Pitching – JT	January & February 2023
Restaurant Offers – Deadline	1 March 2024
Photography – Babiche Martens	February & March 2024
Website Live	10 April 2024
Social Media and EDM – Announce	10 April 2024
EDLP 2024 Commences	1 May 2024
EDLP 2024 Concludes	26 May (or 28 May) 2024

EAT DRINK
Love PONSONBY
2024

SIMON BAYLISS - FORGE CREATIVE

WEBSITE & MEDIA CAMPAIGN



EVENT PROMOTION

Ponsonby's Restaurant Festival

- We place the campaign in the right place at the right time
- We say: "Let's Eat Our Street!"
- We show: What, Where, When
- We target: Market & Demographics
- Balance of Digital / Online & Outdoor / print media + opportunities
- Drive traffic to Website & Social Media, presenting venues & offers, events



EXAMPLES OF GREAT FOOD PHOTOGRAPHY



OUTDOOR MEDIA



OUTDOOR MEDIA



OUTDOOR MEDIA

EAT DRINK
Love Ponsonby
2021

Eat Our Street
FROM \$25

1-30
MAY
2021

VIEW 50+ VENUES, OFFERS & BOOKING INFO
eatdrinkloveponsonby.co.nz @iloveponsonby

2,540,360 EDLP ad views across
Lumo sites in May 2023



EAT DRINK
Love PONSONBY
2023

PONSONBY'S RESTAURANT FESTIVAL | 4-28 MAY | eatdrinkloveponsonby.co.nz @ @

JCDecaux



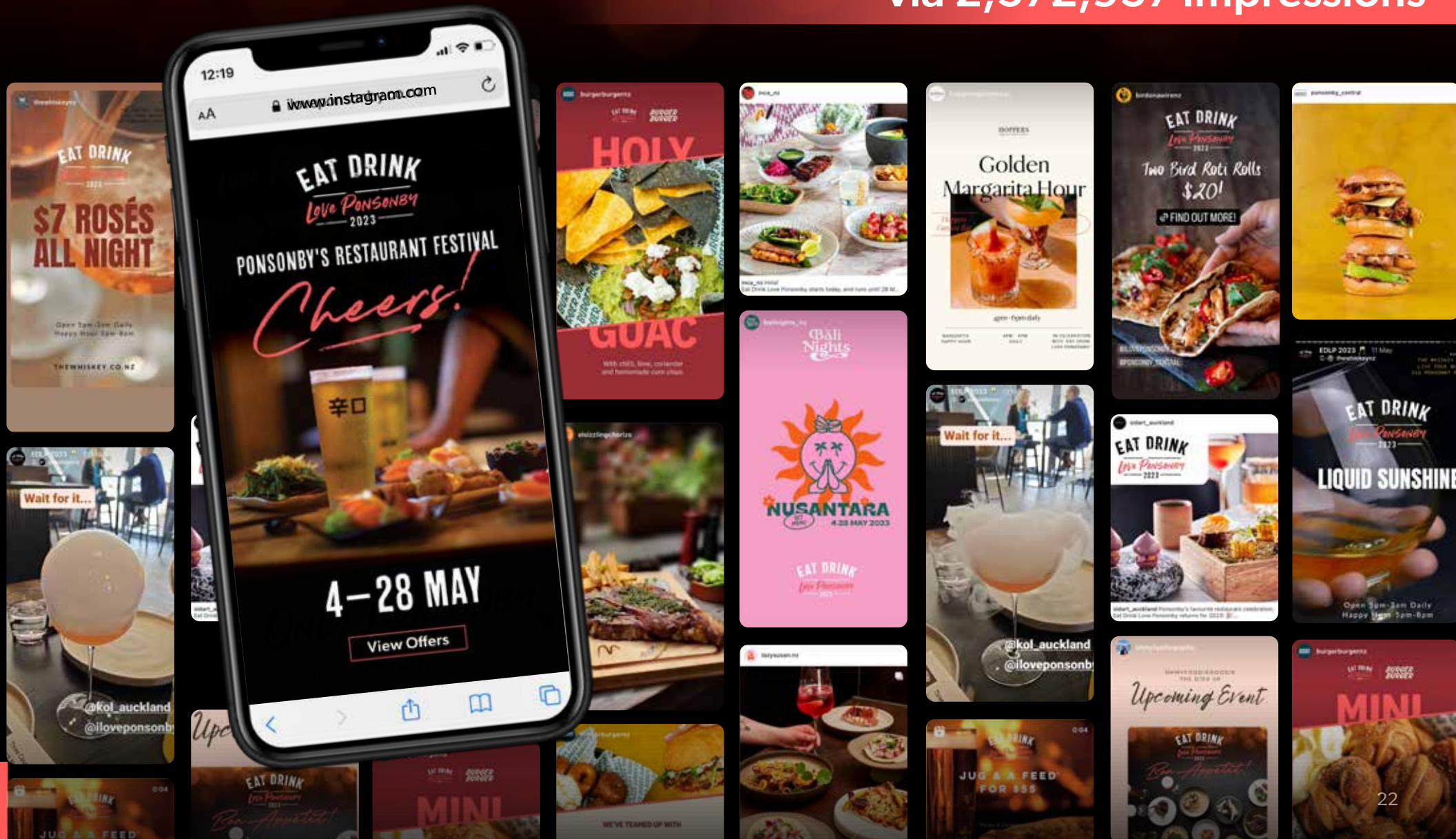
MONTH LONG LOCAL VISIBILITY



Ponsonby News had 49,737
readers in May 2023

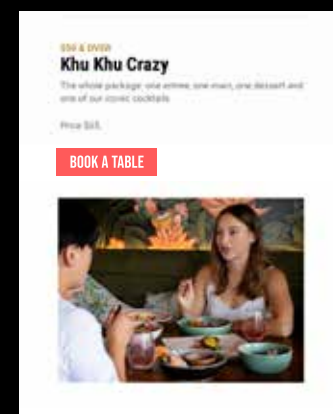
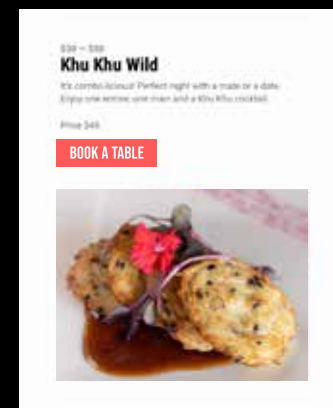
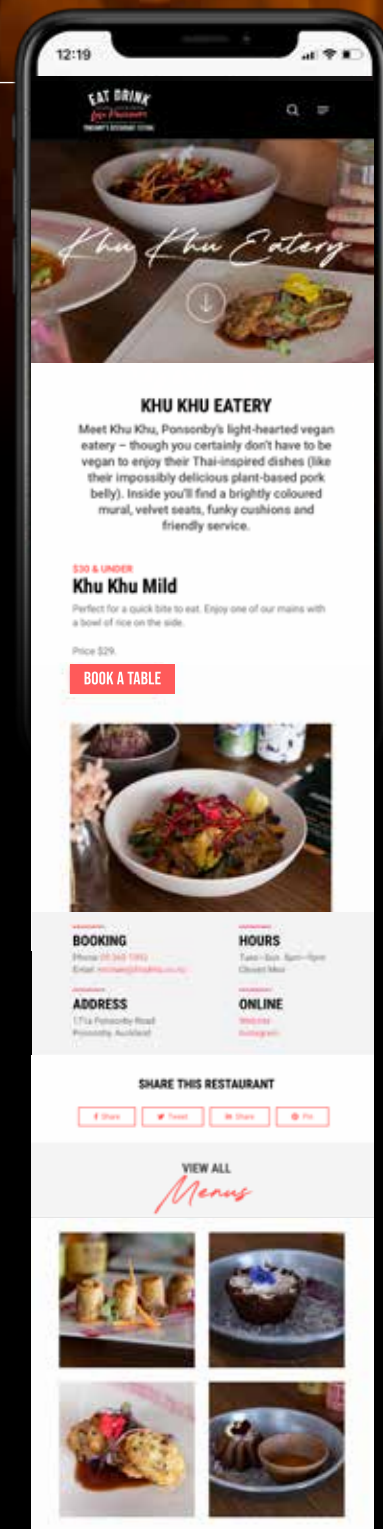
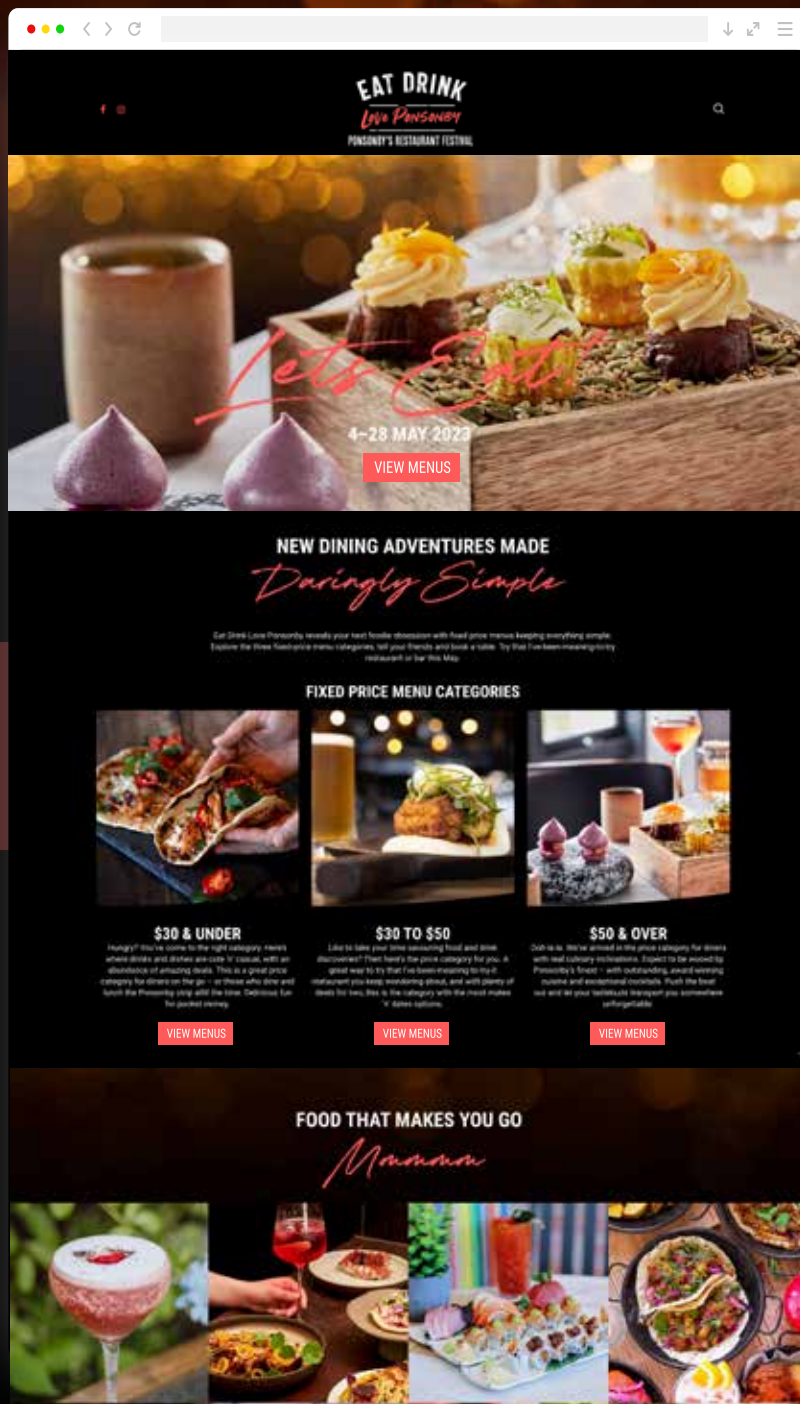
SOCIAL MEDIA

546,337 people reached
via 2,372,937 impressions



WEBSITE

15,900 sessions during May '23

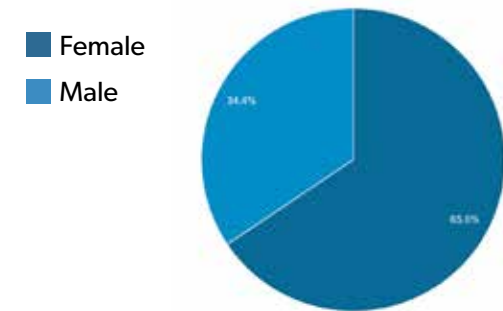


WEBSITE TRAFFIC OVERVIEW

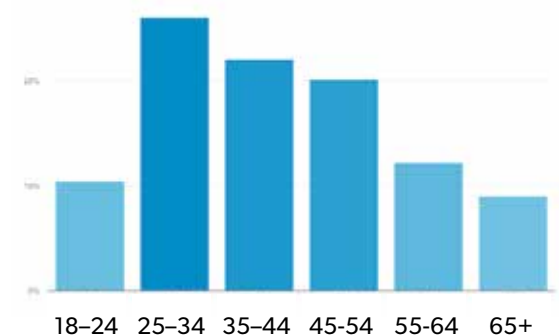
Insights

- 66% Female
- 25 – 64 year olds (bell curve distribution)
- 25 – 34 year olds are largest group
- 84% Mobile: Avg 1 min 30 sec / 3 pages
- 16% Desktop: Avg 4 minutes / 6 pages
- Market: iPhone mobile device majority
- Interests: News, Arts, Entertainment, Food, Fashion, Real Estate, Travel

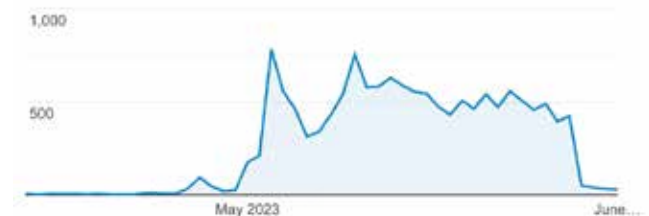
Gender



Age



Users



WEBSITE UPGRADES FOR 2024

Updating Design & Features for User Behaviour

- Faster browsing approach = Less copy, punchy headlines, shorter offers, lickable images
- Mobile focussed interactions and gestures
e.g "Swipe right", Instagram reels scrolling
- Look into creating wishlists without a profile & account login etc
- Barriers to booking without leaving the site / retaining users
- Better Sharing: simpler, faster for groups and bookings
eg. WhatsApp / Messenger on Facebook & Instagram

Browse ➤ Drool ➤ Book & Share

PROMO ITEMS FOR VENUES

Package supplied to venues

- Photos - download or emailed
- Social media template
- Other design templates
- POS - to discuss

Supplied approx 10 April 2024



NOTES FROM PLANNING SESSION

Monday 18 September 2023

- PBA has committed to billboard advertising outside of Ponsonby in 2024 (Newmarket and Parnell)
- PBA will investigate costs for a paper / physical version of the EDLP 2024 restaurant festival line up
- PBA will investigate options for an EDLP Gift Card for 2024
- PBA is encouraging the venues to get their own beverage or other partners for 2024
- PBA will look into the feasibility of a Burger Ponsonby competition in 2025 based on how many people commit and get involved in 2024 and what their feedback is
- PBA will start working on getting a partner / sponsor and driving planning for the Ponsonby Long Lunch in 2025

NOTES FROM PLANNING SESSION

Other suggestions member representatives/for the record:

- One member asked for more family friendly offers or EDLP 2024
 - noted by all
- Include Epoch Times (Chinese Publication) in media outreach
 - noted and confirmed



CONCLUSION

- Questions
- Sign up now
 - we'll send info this week
- Thank you for coming

Viv, Jane, Simon & Shaughan



Thank you!

FURTHER CONTACT

viv@iloveponsonby.co.nz

Love  **PONSONBY**

iloveponsonby.co.nz

