

INDUSTRY

Restaurant and Nightclub

REGION

Houston, TX

CONTRACT RELATIONSHIP

Agency of Record

CHALLENGE

Well-known establishment looking to increase foot traffic both during scheduled events and regular business hours and better engage with patrons.

SOLUTION

Digital Campaign and Sponsorship through On-Premise Activation Events, Branded Marketing Materials, Venue Signage and Social Media.

MCINTYRE'S DOWNTOWN



PICKLEJAR™

CASE STUDY

WHAT WE CREATED

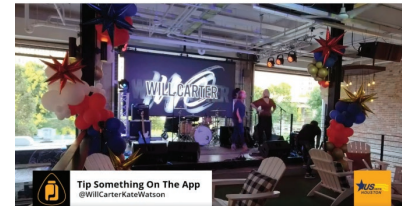
Through an agreed upon partnership, PickleJar turned McIntyre's Downtown into an additional PickLounge, an on-premise entertainment activation program to support emerging local artists and musicians through exclusive partnerships with participating venues. McIntyre's Downtown debuted up-and-coming music talent in collaboration with the PickleJar app, beginning with the official unveiling on August 18, 2021. The venue featured a "tipworthy" Texas artist every Wednesday night in their PickLounge, which included both in-person and livestreaming performances by the artists and provided opportunities for fans to use the PickleJar app to send cashless gratuity tips and "notes" to the artists. Upon booking the talent and coordinating all event logistics, PickleJar activated both the artists and the McIntyre's large network in a hyper local way through radio advertising, campaigns, social media posts and ads, text messages, in-app notifications, event ticketing, livestreaming venue events and branded collateral. Through the constant activation, PickleJar successfully aided in increasing fan flow of money to both McIntyre's and the on-stage artist every week, decreased the cost of marketing and advertising for McIntyre's and brought brand revenue to the venue through PickleJar's ongoing partnership with Milson Coors. In addition, McIntyre's Downtown became part of the PickleJar venue program and implemented PickleJar's TipTopper, which acts as a central hub for patrons to access future McIntyre's Downtown events, featured menus, specials, and more.



PickleJar Live
November 23, 2021 · 🌐
It's time get your ugly sweater out of the closet and round up all of your friends! Join us at McIntyre's Downtown for a FREE charity concert featuring Sam Riggs! PickleJar will be taking donations for SOCF, an organization that raises money to provide medical, financial, and other support to SOF members and their families! See y'all there!
Click here to donate! <https://pickle.live/en/artist/socf>

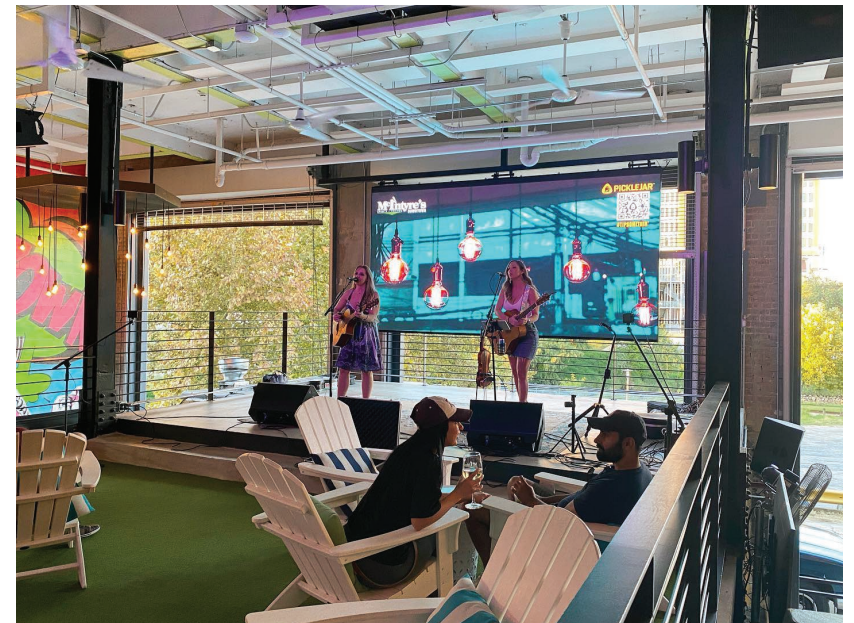


PickleJar Live was live.
October 21, 2021 · 🌐
We are so excited to be here at McIntyre's Downtown with Network In Action and US Vets! Will Carter Official & Kate Watson Music will be performing live and raising money for the U.S. VETS U.S.VETS-Houston!
Download PickleJar Live in the app store and search "Will Carter and Kate Watson" in the "On Stage" page on the app to tip and donate to US Vets!
<https://pickle.co/3K0d9J>



PickleJar Live is at McIntyre's Downtown.
September 22, 2021 · Houston · 🌐
Hey Houston! You couldn't ask for better weather today... SO come join us at @mcintyresdowntown for LIVE music & great drink specials! 🍷 It'll be the best push to get you through the week!
Download PickleJar Live to get a free PickleJar koozie from our awesome ambassadors tonight! 🍷
#houston #mcintyres #houstonsmusicscene #livemusic #artistfirst #downtown





RESULTS

- Increase McIntyre's Downtown fan flows of revenue up to 31%.
- Bar sales increased up to 33% during PickLounge events.
- Data indicates an up to a 30% increase in audience activation during a LIVE event, including tipping the artist. The average tip increased 22%, including donations to non-profit community causes.
- Increased non-profit donations through the PickleJar app during the "Guitars and Cars" event that benefitted United States veterans.
- Fan engagement increased significantly during the events from fans using the PickleJar app for song requests and shout outs.



PICKLEJAR™



PICKLEJAR.COM