

INDUSTRY

Restaurant and Nightclub

REGION

Katy, TX

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, Promo Videos, Website Updates and Social Media

MO'S PLACE



PICKLEJAR™

CASE STUDY

WHAT WE CREATED

Through an agreed upon partnership, PickleJar turned Mo's Place into the first PickLounge, an on-premise entertainment activation program to support emerging local artists and musicians through exclusive partnerships with participating venues. Upon booking the artists and coordinating all event logistics, PickleJar activated both the artists and the Mo's Place networks in a hyper local way through radio advertising campaigns, social media posts and ads, emails, text messages, in-app notifications, event ticketing, livestreaming all the venue events (something which had not been done prior to PickleJar stepping in), and branded collateral (step and repeats, on-premises printed signage, on-premise neon signs, limited edition posters, etc.). Through the activation of these network of networks, PickleJar successfully aided in increasing fan flow of money to both Mo's Place and each event artist, decreased the cost of marketing and advertising for Mo's Place, and, through PickleJar's ongoing partnership with Milson Coors, brought brand revenue to the venue. In addition to weekly PickLounge concerts on the small stage, PickleJar also helped to put on three large multi-artist events over the course of 2021. Furthermore, Mo's Place became one of the first venues to implement TipTopper, PickleJar's enhanced QR code technology tailored for casual dining and bars with live music and features a contactless menu upgrade and live music guide to give access to the innovative features of PickleJar without having to download the app.





RESULTS

- Increase Mo's Place fan flows of revenue up to 31%.
- Bar sales increased up to 33% during PickleJar's sponsored PickLounge events. Additionally, co-branded event posters became "keepsakes" of the events.
- The first "Hold My Beer & Watch This" Acoustic Performance over Memorial Day weekend completely sold out, with the venue having to turn people away at the door.
- 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.
- The social campaigns earned approximately 85,752 in total reach and 2,223 in total engagement.
- Fan engagement increased significantly during the events from fans using the PickleJar app for song requests and shout outs.



PICKLEJAR™



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