



The Purple Bear

RIS Facebook campaign results

Campaign Plan



- Create 6 'like and share' competitions on Facebook, each aiming to promote a different, specific aspect of the business.
- Set a £50 boost on each post, and use people's interests and behaviours to ensure the post will target people interested in what we wanted to promote.
- The tenants would continue to post as usual, we would act as a 'top-up service'.

Competition 1



The Purple Bear added 3 new photos.

26 June · 🌐

IT'S COMBEARTITION TIME! Feeling lucky and fancy winning unlimited pulled pork for 4, worth £48?

If you do, then you are in for a treat, as all you have to do is like our Facebook page and share this post to be in with a chance of winning this epic prize.

If you are the lucky winners, we will start off by bringing you a brioche bun filled with juicy pulled pork, with fries and coleslaw. After you've finished that, we will bring you all the pulled pork you can eat, until you're begging for mercy. Sound good? Check it out here: <http://thepurplebear.co.uk/swine-n-dine/>

So get liking and sharing, the competition will close this Thursday at midnight and we will be announcing the winner on Friday. Good luck bears!



31,588 people reached

[View Results](#)

210

71 Comments 234 Shares

31,588 People Reached

577 Reactions, comments & shares

239 Like 207 On post 32 On shares

5 Love 3 On post 2 On shares

2 Haha 0 On post 2 On shares

79 Comments 74 On Post 5 On Shares

252 Shares 234 On Post 18 On Shares

1,195 Post Clicks

308 Photo views 39 Link clicks 848 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post 4 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

Subject of promotion: smokehouse
Prize: 4x unlimited pulled pork deal
Boost amount: £50
Targeting: pulled pork, Barbecue, BBQ, smoking (cooking), meat, smokehouse, all things BBQ, Ribs (food).

Paid reach: 12,324
Organic reach: 19,264
Total reach: 31588

Competition 2



Subject of promotion: cocktails
 Prize: £50 to spend on signature cocktails
 Boost: £50
 Targeting: cocktail, mixology, cocktail party, nightlife, alcoholic drink, tales of the cocktail, happy hour, bartending school, tipsy bartender & bartending/mixology.

Paid reach: 14,311
 Organic reach: 14,713
 Total reach: 29024

The Purple Bear added 4 new photos.
 30 June · 🌐

Another bear-y good prize up for grabs! Who wants to win a £50 voucher to spend on our signature cocktails?
 Just like our Facebook page and share this post to be in with the chance of getting your paws on £50 worth of delicious cocktails from the list below. Or check it out on our website here: <http://thepurplebear.co.uk/drinks/>
 So get liking and sharing, tell all your friends, cos the competition will be closing at midnight on Thursday and we will announce the winner on Friday. Good luck!

29,024 People Reached

436 Reactions, comments & shares

170 Like	135 On post	35 On shares
4 Love	2 On post	2 On shares
64 Comments	54 On Post	10 On Shares
198 Shares	183 On Post	15 On Shares

1,258 Post Clicks

754 Photo views	30 Link clicks	474 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

29,024 people reached View Results

137 52 Comments 183 Shares

Like Comment Share

Competition 3



Subject of promotion: beers
Prize: £50 to spend on beer
Boost: £50
Targeting: beer, craft beer lovers, brewing, ale, India Pale Ale, craft beer or craft beer and brewing

Paid reach: 11,973
Organic reach: 13,498
Total reach: 25471

The Purple Bear added 3 new photos.
7 July · 🌐

Un-BEAR-lievable! Who wants to win a £50 voucher to spend on beer with us?
If you do, then just like our page and share this post and you could be the lucky winner of £50 to spend on our selection of casks, kegs, cans and bottles.
The competition will be closing on Thursday at midnight and we will announce the winner on Friday, so get liking and sharing for your chance to win. Good luck!

25,471 People Reached

399 Reactions, comments & shares

179 Like	146 On post	33 On shares
1 Love	1 On post	0 On shares
37 Comments	34 On Post	3 On Shares
182 Shares	173 On Post	9 On Shares

799 Post Clicks

263 Photo views	1 Link clicks	535 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

25,471 people reached [View Results](#)

147 Reactions 34 Comments 173 Shares





Like Comment Share

Competition 4



The Purple Bear added 4 new photos. 14 July · 🌐

Another competition! I bet you can BEAR-ly wait to hear what the prize is... It's £50 to spend with us!
To celebrate 4 months since the Purple Bear opened and all our hard work of transforming the place was complete, we want to offer one lucky person the chance to win £50 to spend with us on anything they like. Check out the options here: <http://thepurplebear.co.uk/>
Now, you may have noticed that we enjoy the odd pun... So for this competition, all you have to do is like our page, share this post and comment with your best bear-related joke or pun.
We're giving you until Thursday at midnight to impress, then we will choose and announce our favourite on Friday.
Good luck and may the funniest bear win!



15,215 people reached [View Results](#)

57 Reactions 44 Comments 31 Shares

Like Comment Share

15,215 People Reached		
156 Reactions, comments & shares		
61 Like	55 On post	6 On shares
2 Love	2 On post	0 On shares
1 Wow	0 On post	1 On shares
58 Comments	45 On Post	13 On Shares
34 Shares	31 On Post	3 On Shares
837 Post Clicks		
394 Photo views	39 Link clicks	404 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	3 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

Subject of promotion: new management
Prize: £50 to spend
Boost: £50
Targeting: pulled pork, cocktail, ale, ribs (food), cocktail party, smoking (cooking), smokehouse, craft beer, IPA, gin & tonic, craft beer & brewing, pale ale, cheeseburger, gin and bartending/mixology

Paid reach: 11,077
Organic reach: 4,138
Total reach: 15215

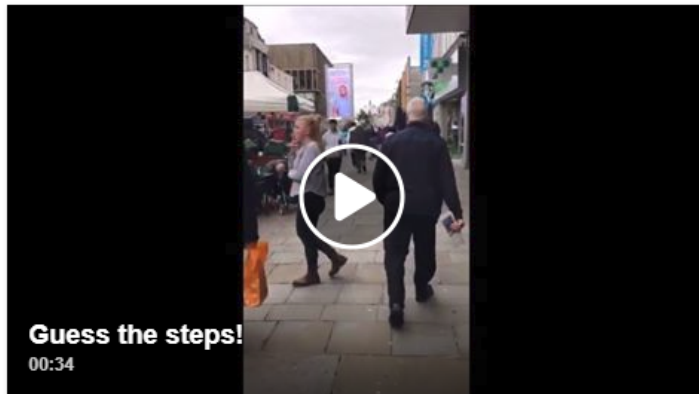
Competition 5



The Purple Bear

28 July · 🌐

It's competition time! We want to find out who's smarter than the average bear, and there's £50 up for grabs!
The Purple bear is the first bar out of Haymarket Metro Station, so for this competition we want to know how many steps it takes Dave the cellar lad to walk between the metro and the Purple Bear.
So make sure you've liked the page and shared this post, and then the closest guess will be the winner of £50 to spend on anything they like, have a look at the choice here: <http://thepurplebear.co.uk/>
CLUES: our Dave wears a size 10 shoe and his walking style has been described as 'shuffly'.
Good luck!
Now for the serious bit: if we get multiple correct guesses then we will draw a winner out of a hat.
Music credit goes to the creators of 'Yakety Sax' - better known as 'the Benny Hill theme tune'.



23,845 people reached

View Results

48

103 Comments 39 Shares

Like Comment Share

Performance for your post

23,845 People Reached

9,507 Video Views

209 Reactions, comments & shares

49 Like	47 On post	2 On shares
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1 Haha	1 On post	0 On shares
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119 Comments	108 On Post	11 On Shares
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40 Shares	39 On Post	1 On Shares
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806 Post Clicks

95 Clicks to Play	15 Link clicks	696 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post 1 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

Subject of promotion: location
Prize: £50 to spend
Boost: £50
Targeting: cocktail, beer, ribs (food), cocktail party, pulled pork, breakfast, smokehouse, gin & tonic, craft beer and craft beer & brewing.

Paid reach: 16,514
Organic reach: 7,331
Total reach: 23845

Competition 6



The Purple Bear added 2 new photos. Published by Retail Impact Solutions [?] · 19 September at 17:00 · €

It's competition time!
Our new menu has 'Feasts Fit For A Bear'
Why not bring your mates down to paw into a feast of Ribs, Chicken Wings, Pulled Pork, Smoked Sausage and Turkey. Enjoy all your favourite smokehouse meats in one extraordinarily setting.... See more

46,362 People Reached

743 Reactions, comments & shares

300 Like	246 On post	54 On shares
8 Love	7 On post	1 On shares
3 Wow	3 On post	0 On shares
146 Comments	128 On Post	18 On Shares
286 Shares	267 On Post	19 On Shares

1,950 Post Clicks

513 Photo views	88 Link clicks	1,349 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Advert activity is reported in the time zone of your advert account.

46,362 people reached [View Results](#)

256 Reactions 101 Comments 267 Shares

Subject of promotion: new menu
Prize: £50 to spend on food
Boost: £50
Targeting: Smokehouse, Pulled pork, Cocktail, Barbecue chicken, Food & Wine, Barbecue sauce, Ribs (food), BBQ's, Beef, Drinking, Restaurants, Meat, Brisket, Food and drink

Paid reach: 24,747
Organic reach: 21,615

Overall statistics



- The total reach for the 6 competitions we have run so far is 171,505 and the average reach is 28,584
- An engaged user is someone who has liked, commented on or shared a post. The total number of engaged users is 5358 and the average number of engaged users is 893
- When we began this project, the number of page likes was 2,419. It is now 3,519, an increase of 1100.