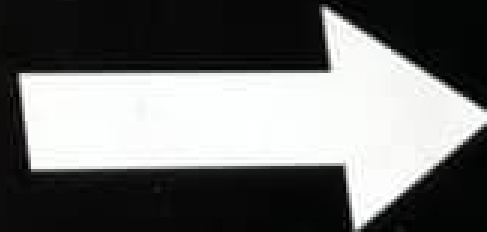


# The Purple Bear, Newcastle

Facebook Marketing Campaign Results

THE  
PURPLE BEAR





# Introduction

The Purple Bear is a basement bar located right in the city centre of Newcastle, just off Northumberland Street. It currently trades as a craft beer, cocktail and barbecue smoke house and when we were engaged to work with the excellent operators they were struggling to get customers to leave Northumberland Street and travel down the stairs into their new establishment.

The site had previous history as a low quality drinking bar with a very poor reputation. Although the new operators had completely renovated the premises and the change in offer was unrecognisable, communicating the change in operation was proving to be challenging.

At the commencement of our time working with the premises they had been open and operating for 4 months and were struggling to create the level of business required to make the business sustainable in the long term.

# Campaign Plan



- Create 6 Facebook competitions each aiming to promote a different specific aspect of The Purple Bear
- Set a £50 Facebook Boost on each post and use peoples interests and behaviours to ensure the post will target people interested in what we wish to promote
- The Operators at site would continue to post their usual content and RIS would act as a top up service

# Competition 1: Smokehouse




**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  | 207     | 32        |
| Like | On post | On shares |

|      |         |           |
|------|---------|-----------|
| 5    | 3       | 2         |
| Love | On post | On shares |

|      |         |           |
|------|---------|-----------|
| 2    | 0       | 2         |
| Haha | On post | On shares |

|          |         |           |
|----------|---------|-----------|
| 79       | 74      | 5         |
| Comments | On Post | On Shares |

|        |         |           |
|--------|---------|-----------|
| 252    | 234     | 18        |
| Shares | On Post | On Shares |

1,195 Post Clicks

|             |             |                |
|-------------|-------------|----------------|
| 308         | 39          | 848            |
| Photo views | Link clicks | Other Clicks # |

NEGATIVE FEEDBACK

|           |                |
|-----------|----------------|
| 4         | 4              |
| Hide Post | Hide All Posts |

|                |             |
|----------------|-------------|
| 0              | 0           |
| Report as Spam | Unlike Page |

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

- **Smokehouse Promotion**

Prize: 4 x unlimited pulled pork deal

Facebook boost amount: £50

- **Targeting**

Facebook interest groups: pulled pork, barbecue, BBQ, smoking(cooking), meat, smokehouse, all things BBQ, ribs (food)

- **Results**

Paid reach: 12,324 post views

Organic reach: 19,264 post views

**Total Reach: 31,588 post views**



# Competition 2: Cocktails




**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.

- **Cocktail Promotion**

Prize: £50 to spend on signature cocktails

Facebook boost amount: £50

- **Targeting**

Facebook interest groups: cocktails, mixology, cocktail party, nightlife, alcoholic drink, tales of the cocktail, happy hour

- **Results**

Paid reach: 14,311 post views

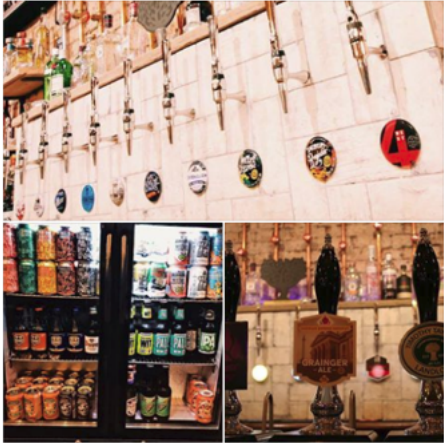
Organic reach: 14,713 post views

**Total Reach: 29,024 post views**

# Competition 3: Craft Beers

**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

147

34 Comments 173 Shares

Like Comment Share

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

NEGATIVE FEEDBACK

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

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

- **Craft Beers Promotion**

Prize: £50 to spend on craft beers

Facebook boost amount: £50

- **Targeting**

Facebook interest groups: beer, craft beer lovers, brewing, india pale ale, craft beer & brewing

- **Results**

Paid reach: 11,973 post views





Organic reach: 13,498 post views

**Total Reach: 25,471 post views**

# Competition 4: New Management

**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

44 Comments 31 Shares

Like Comment Share

15,215 People Reached

156 Reactions, comments & shares

|                |               |                 |
|----------------|---------------|-----------------|
| 61<br>Like     | 55<br>On post | 6<br>On shares  |
| 2<br>Love      | 2<br>On post  | 0<br>On shares  |
| 1<br>Wow       | 0<br>On post  | 1<br>On shares  |
| 58<br>Comments | 45<br>On Post | 13<br>On Shares |
| 34<br>Shares   | 31<br>On Post | 3<br>On Shares  |

837 Post Clicks

|                    |                   |                       |
|--------------------|-------------------|-----------------------|
| 394<br>Photo views | 39<br>Link clicks | 404<br>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.

- **Under New Management promotion**

Prize: £50 to spend

Facebook boost amount: £50

- **Targeting**

Facebook interest groups: pulled pork, cocktail, ale, ribs (food), smoking (cooking), craft beer gin & tonic, cheeseburger, mixology

- **Results**

Paid reach: 11,077 post views

Organic reach: 4,138 post views

**Total Reach: 15,215 post views**

# Competition 5: Location

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 'shuffy'.  
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'.

Guess the steps!  
00:34

23,845 people reached [View Results](#)

48 Reactions 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        |
| 1 🤔 Haha                         | 1 On post      | 0 On shares        |
| 119 Comments                     | 108 On Post    | 11 On Shares       |
| 40 Shares                        | 39 On Post     | 1 On Shares        |
| 806 Post Clicks                  |                |                    |
| 95 Clicks to Play 🎵              | 15 Link clicks | 696 Other Clicks 🎯 |

**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.

- **Location promotion**

Prize: £50 to spend

Facebook boost amount: £50

- **Targeting**

Facebook interest groups: pulled pork, cocktail, ale, ribs (food), smoking (cooking), craft beer gin & tonic, cheeseburger, craft beer & brewing

- **Results**

Paid reach: 16,514 post views

Organic reach: 7,331 post views


**Total Reach: 23,845 post views**



# Competition 6: New Menu

**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 |
|-----------------|----------------|--------------------|

**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](#)

101 Comments 267 Shares

- **New menu promotion**

Prize: £50 to spend on food

Facebook boost amount: £50

- **Targeting**

Facebook interest groups: smokehouse, pulled pork, cocktail, bbq chicken, bbq sauce, ribs(food), bbqs, beef, drinking, restaurants, food & drink

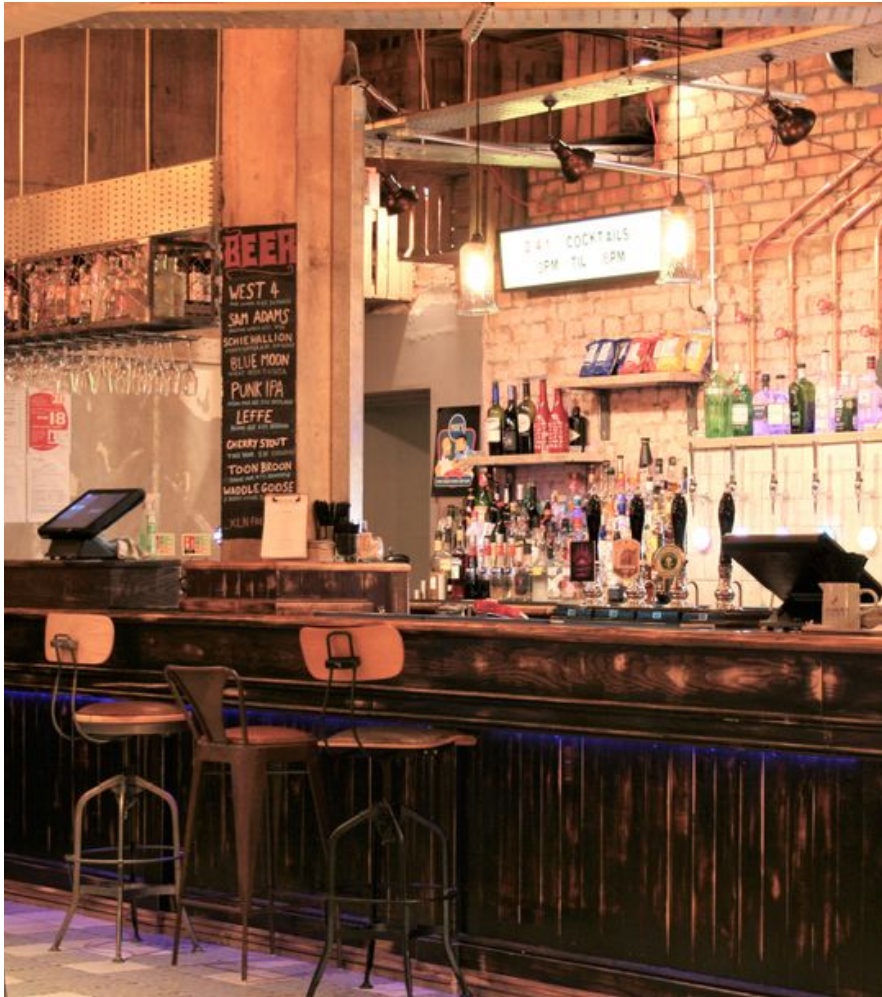
- **Results**

Paid reach: 24,747

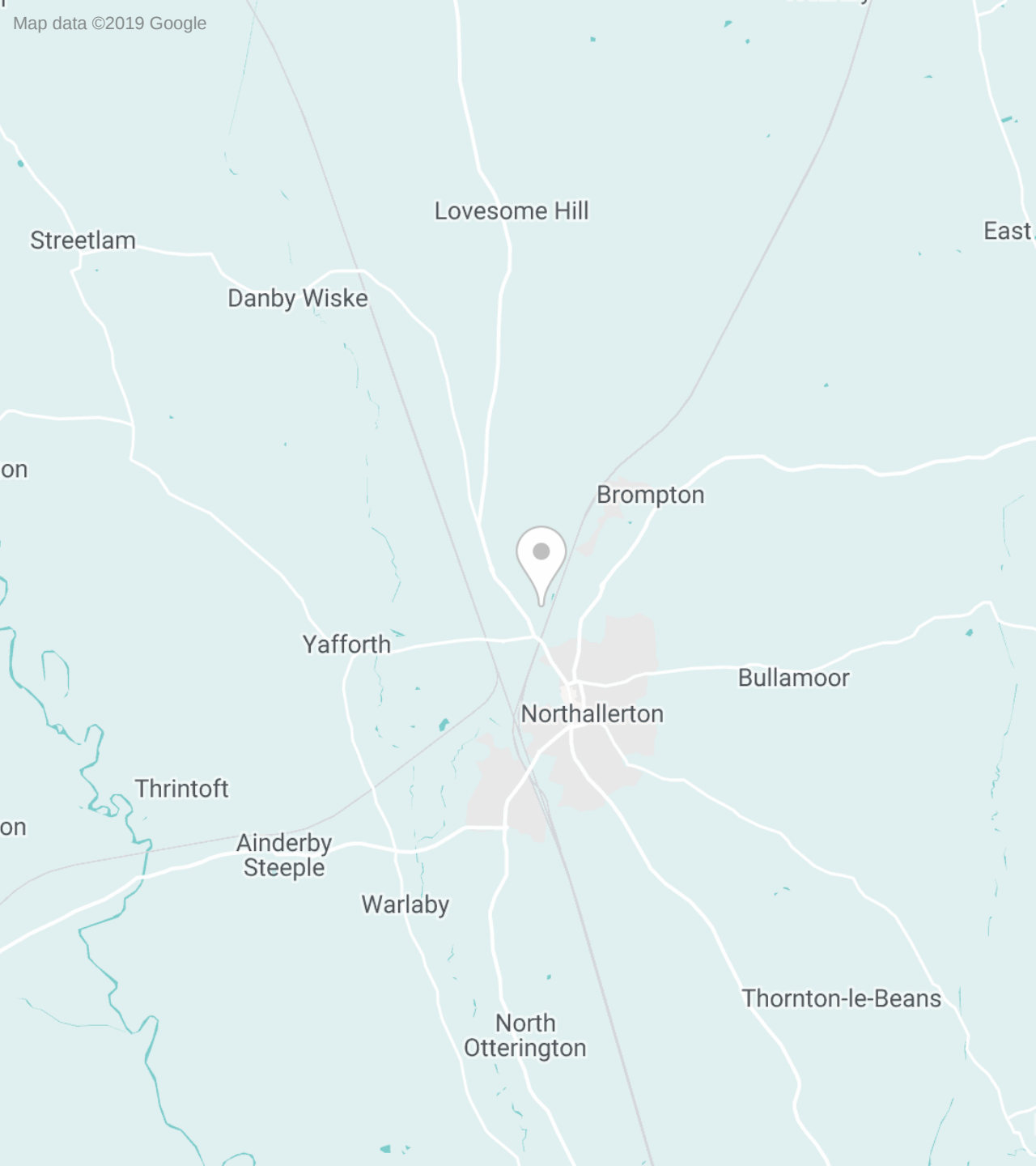
Organic reach: 21,615 post views

**Total Reach: 46,362 post views**

# Results



- Total Facebook reach for the 6 competitions was 171,505 and the average competition reach was 28,584. The Purple Bear Facebook page added an additional 1,100 page likes over the period.
- Customer numbers and trade steadily increased over the period we spent working at The Purple Bear. There was an overall increase in trade with the business trading at sustainable and profitable levels at the end of the project.
- The operators have since successfully opened a second trading unit in Newcastle.



# Contact Us

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