

CASE STUDY

Meadow Restaurant

www.meadowrestaurant.co.uk



Meadow is a contemporary Italian fusion restaurant and cocktail bar based in Ealing, London. The restaurant was launching with a capacity for 111 covers, within the beautifully designed venue. Our job was to launch the restaurant within the local area and to raise the profile of what it offers, not just on the food menu, but at the bar too.

 Food & Drink  Ealing, UK

The Challenge

VerriBerri was tasked with managing the launch of the restaurant, through PR and social media influencers. Although the venue had a lot to offer, the restaurant was based outside of central London. The challenge here was to encourage diners to travel outside of the city, and garner as much local interest as possible.



Influencers



Social Media



Public Relations

The Process

Influencer marketing is huge not only within the hospitality industry, but particularly in London. As such, we planned and executed an influencer campaign targeted at London food bloggers who have

large followings and engaged audiences within London. In addition to this, we invited local journalists down to review the restaurant and share the news about the launch.

Key Metrics

Across the launch, we arranged collaborations with 41 influencers across Instagram and TikTok. Each shared a mixture of grid posts, reels and story posts reviewing their experience at Meadow.

In addition to this, we secured press in a range of London and Ealing specific publications.

600K

combined following reach

41

influencer visits