



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 📍 London, 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



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 audience 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. These included the likes of Propel Hospitality, London Unattached, and Ealing Today.

One of these publications has a total of

38,313

Unique visitors each month.