



appendices

Economic Development Committee



Economic Development Committee
6 September 2018

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8.1 Eat Ride n Enjoy Business Initiative and Marketing Campaign – Evaluation



Introduction

The Eat Ride 'n' Enjoy initiative was launched in late February 2018 with the dual purpose of assisting our local businesses to capitalise on the incoming flow of people expected through the Town with the opening of Optus Stadium, and to market the Town of Victoria Park as a destination for eating and drinking before and after events at Optus Stadium.

The Town invested in a project encouraging local hospitality businesses to offer deals and discounts to Optus Stadium event patrons. The campaign involved creating a brand concept and marketing plan to sell the Town of Victoria Park as the place to stop and eat, while catching public transport on the way to or from a stadium event.

Businesses were engaged through an expression of interest process to be involved, and to help finalise the brand. Participating businesses were given customer service training and 'business packs' containing several marketing assets to deliver advertising and messages through their own channels.

A comprehensive marketing campaign was rolled out from February through to the end of July 2018. Following the completion of the campaign, Town staff surveyed and interviewed the participating local businesses to gather feedback and assess the success of the campaign against some performance measures agreed upon by the project team.



Marketing overview

The Town engaged a brand agency (Creative ADM) to deliver a brand concept, logo, style-guide and promotional video to market the campaign.

A comprehensive marketing strategy was developed in-house by the Communications and Engagement team.

The campaign officially launched on 26 February 2018 via social media and a media release sent to mainstream state and local news outlets.

Brand development:

The desire for the brand was for it to be vibrant, memorable, fun and able to be used on a variety of applications.

The name captures the purpose of the campaign, which was to encourage people to eat in the Town, ride public transport and enjoy their Optus Stadium event.

Branding guidelines were developed and followed throughout the campaign.

19 BRAND COLOURS

The Eat, Ride 'n' Enjoy colour palette is split into primary and secondary colour groups. These colours combine to create the logo and are to be used throughout other branding collateral. The primary colours should be used the most while the secondary colour palette compliments these.

The colour palette also differentiates the three sections of the brand; Eat - Orange, Ride - Blue and Enjoy - Pink.

Opposite are the breakdown brand colours for use in applications. A used if



PRIMARY



C 0 R 244
M 65 G 122
Y 65 B 92
K 0 # f37e5c



C 85 R 60
M 75 G 71
Y 40 B 102
K 20 # 3b4666



C 10 R 217
M 80 G 88
Y 0 B 160
K 0 # d958a0

SECONDARY



C 38 R 157
M 5 G 205
Y 18 B 207
K 0 # 9ccdcf



C 0 R 255
M 25 G 194
Y 100 B 14
K 0 # fec10d



C 0 R 248
M 45 G 159
Y 60 B 109
K 0 # f89f6d



C 0 R 0
M 0 G 0
Y 0 B 0
K 100 # 000000

SUMMARY OF MARKETING ACTIONS

ITEM	DESCRIPTION	NOTES
Brochure	Fold out map with all business offers and contact information.	First print – 2000 copies to local businesses and Town buildings
Window decals	A1 to display in local business and Town of Victoria Park buildings	Ordered and distributed to businesses via business packs



Stickers	Stickers in two different designs printed to give to businesses to use on coffee cups etc.	Ordered and distributed to businesses via business packs
Posters	A1 poster to display around Town buildings and cafes etc.	A1 on display in admin foyer
Facebook	Video and photo content	<p>27 Feb – video launch (4,247 views) 2 March – 3.8k reach 3 March – 3.4k reach 20 March – 6.5k reach 24 March – 10.9k (boosted) 6 April – 3.1k reach 13 April – 816 reach 21 June – 1737 reach</p> <p>Video embedded into Facebook cover photo</p> <p>Shorter 'football themed' video boosted</p>
Instagram	Video and photo content	Cut down snippets of the promotional videos used to promote the event in the lead-up to events and games
Twitter	Regular tweets ahead of games and events	Ongoing
Media release	Media release – angle of discount/cheap eats for patrons distributed to major news outlets final week of Feb before major events kick off in March	Sent 27 February 2018 to media outlets. Stories generated in the West Australian 'Fresh' section, Weekend West, Southern Gazette and shared to the West Australian Facebook page .
The West	Print advert to run in the West special Optus Stadium magazine distributed on 24 Jan 2018	Complete, appeared in feature.
Life in the Park newsletter	Feature article in Autumn edition (March distribution)	Centrefold feature printed and distributed to 19,500 households from 19 March

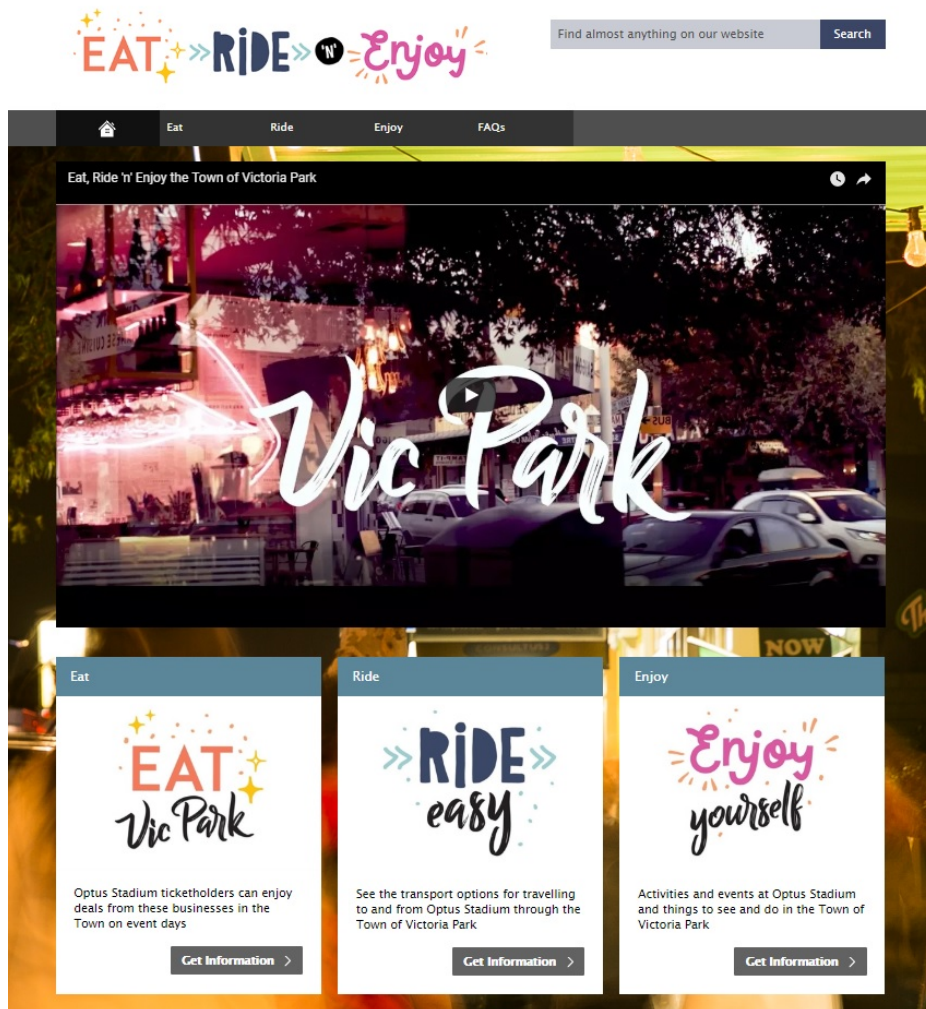
Dedicated website	Dedicated website url (subsite to current website) built to host more information about the deals on offer, and the businesses involved	Built in house and live from early February eatrideenjoy.com.au Web stats (29 April – 16 July) <ul style="list-style-type: none"> • Web traffic shows most people finding the site from Google (38%), people directly typing the address into their browser (33.5%) with 16% coming from the Town's website • Most people are visiting the homepage and the 'Eat' section • 49% are accessing from a mobile device, 42% from a desktop and 9% from a tablet. • Busiest day for web – 2 June with 178 pageviews (this was the same day as the in-stadium advertising rolled out for the first time)
Event listing/What's On sites	Partnership with Urban List Perth	Urbanlist article live on 7 March, shared to their Facebook page.
e-newsletters	ToVP e-newsletter feature articles	Completed for January, February, March, April, May and June
TV sliders	For all plasma screens within Town buildings	Full length video playing on loop in admin foyer
USBs	Branded USBs for this project to give to businesses	Printed and distributed to local businesses with video content, digital images, 'how-to' social media guides, contact lists for Town staff
Adshel	Bus stop advertising at along Albany Hwy	Ran between 14 May – 8 July along Albany Hwy, Canning Hwy and Great Eastern Hwy
Radio – Southern Cross Austereo	Advertising across either 94.5 or 92.9FM (or both) Value add options include the street teams handing out discount booklets at the Stadium are an option.	92.9 FM three week campaign ran from 26 February 2018
Kedar edge banners	Banners printed and placed at high-traffic locations around the Town of Victoria Park (three banners printed and installed)	Four banners on constant rotation since February 2018



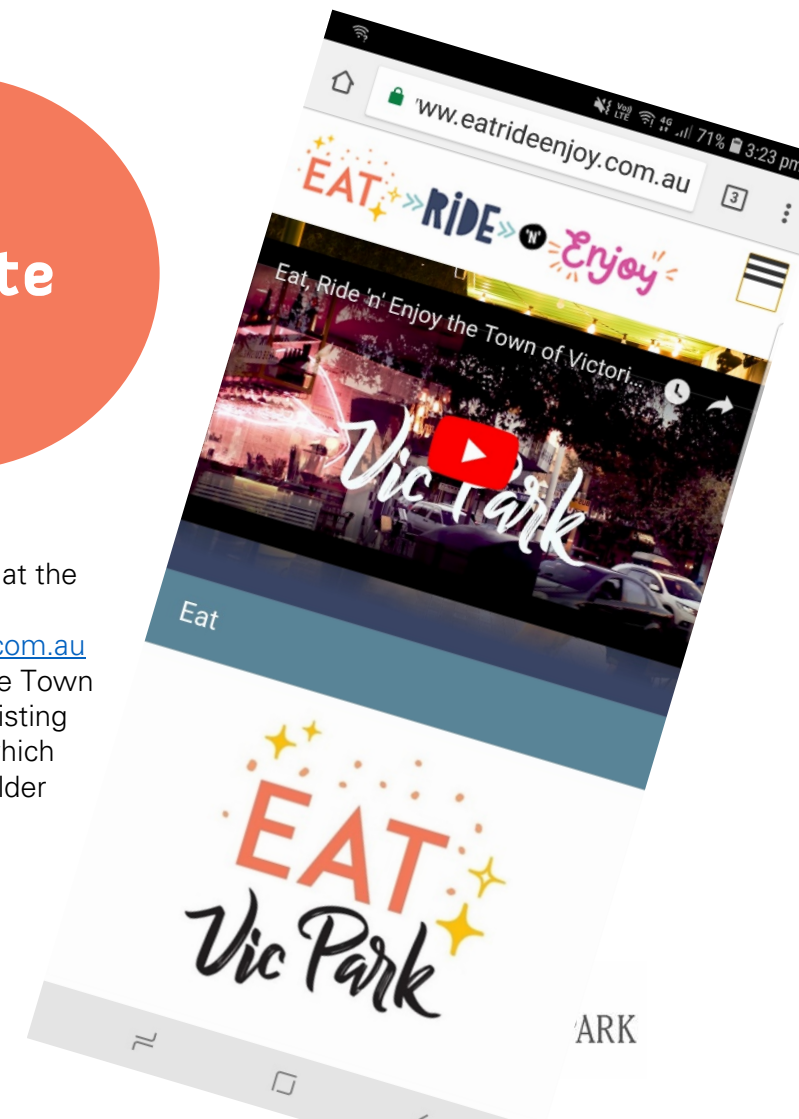
	<ul style="list-style-type: none"> - Craig St & Great Eastern Hwy - McCallum Park and Causeway intersection - Mint St & Shepperton rd - Orrong Rd & Galaxy Way intersection 	
Walking billboards	Hired for 10 March, 25 March and 7 April at Optus Stadium	Completed to good feedback, staff handed out flyers to patrons
Vic Park chalk wall	Painting of info on the chalk wall outside Kabuki sushi on Albany Hwy. Pending completion and removal of Arts Season.	Installed week beginning 28 May (unavailable earlier)
Local businesses	<p>Provide participating businesses with a 'promo pack' of online and printed collateral to promote with strong encouragement to use social media to promote the initiative.</p> <ul style="list-style-type: none"> - Window decals - Customer service cards (for when people ask non-relevant questions) - USBs 	Completed – all businesses were offered a pack with window decals, stickers, brochures and USBs with digital content.
West Coast Eagles	Game day advertising in Optus Stadium – animated billboard and big screen TVCs (15 second slots)	Booked for games on 2 June, 21 June, 8 July. We traffic showed spikes in traffic to the website on all of those days.

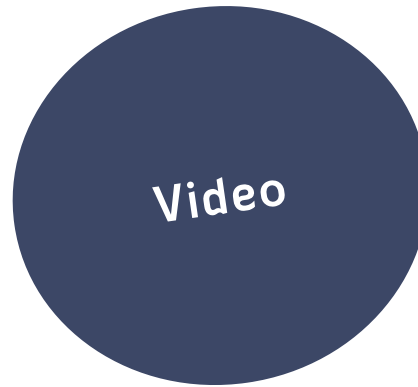


Samples of marketing activities

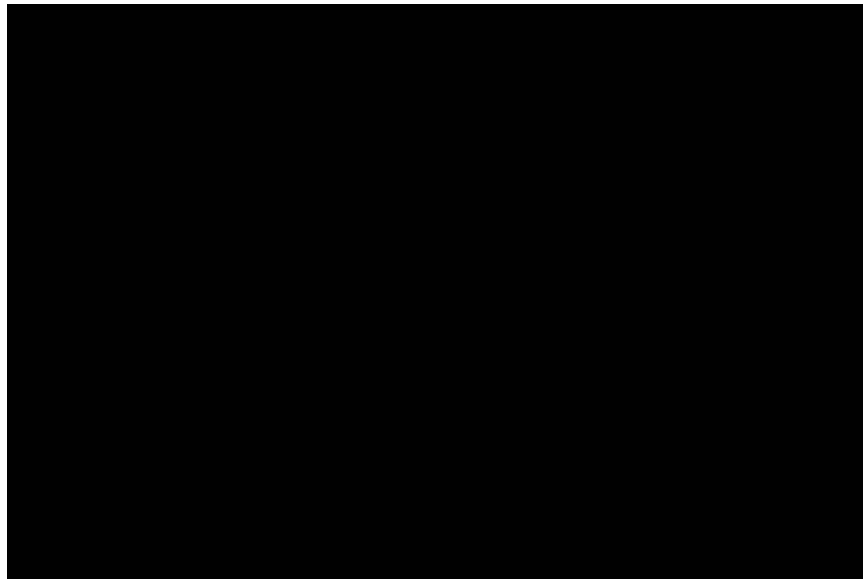


A dedicated, fully responsive website at the URL www.eatrideenjoy.com.au was set up using the Town of Victoria Park's existing website software which offers a sub-site builder tool.

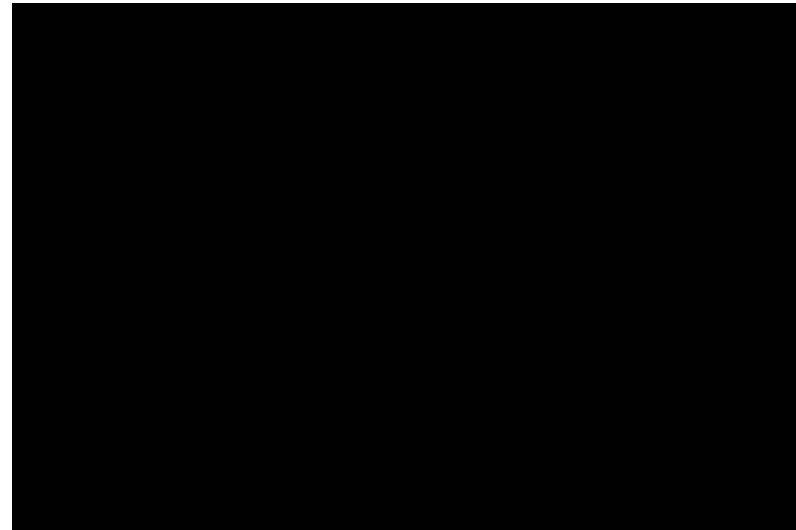




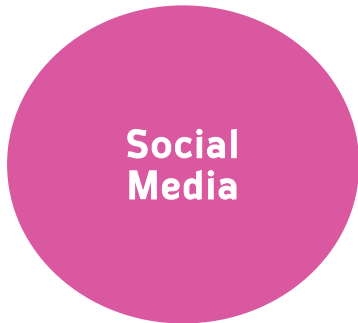
Eat, Ride 'n' Enjoy – main promotional video



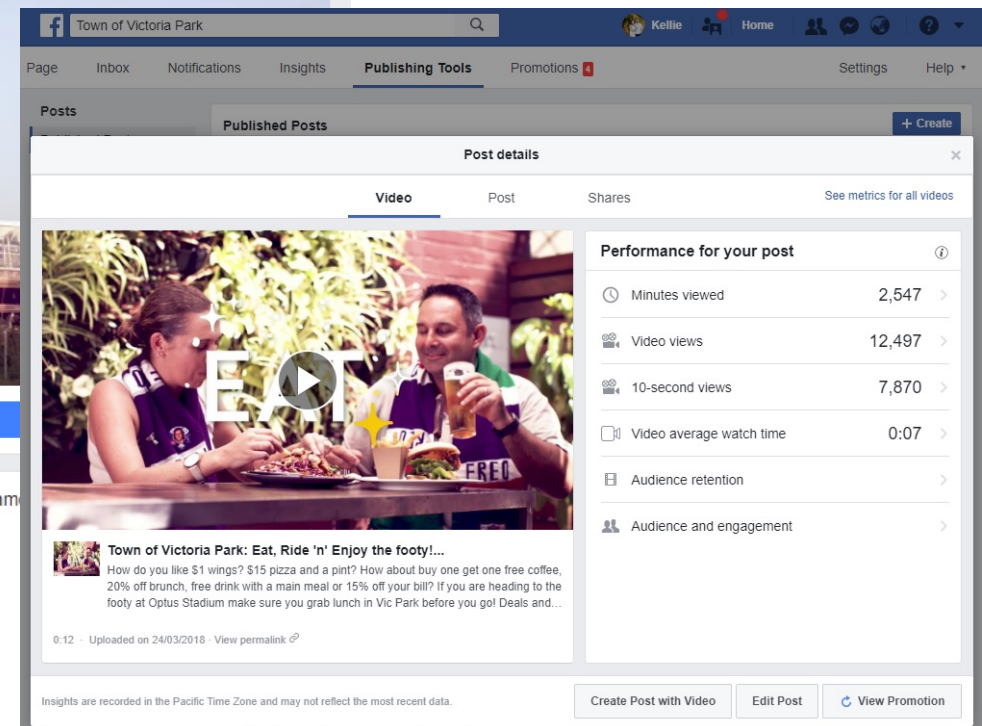
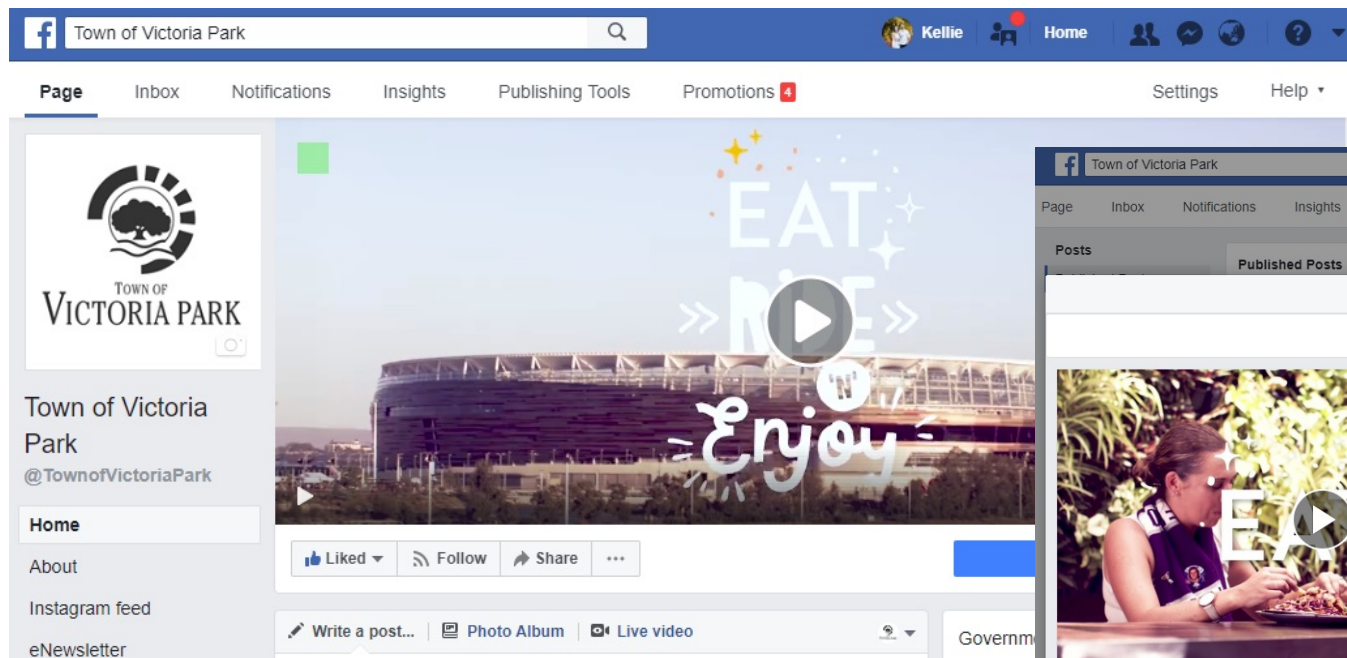
Eat, Ride 'n' Enjoy – the football!



Videos were promoted on the Eat, Ride 'n' Enjoy website, on social media, and played continuously on TV screens at the Town's administration building. The football specific video was boosted on Facebook.



The Town promoted the campaign on its social media channels including Facebook, Instagram, Twitter, Youtube and LinkedIn. These are some examples of the types of posts the Town published. Facebook and Instagram advertising was utilised.



EAT >> RIDE >> 'N' Enjoy

Eat Ride 'n' Enjoy – Evaluation Report

Megapub The Camera is a stone's throw from Optus Stadium. Picture:


Winning bites on way to stadium

Eat, Ride 'n' Enjoy
Until July 31, Optus Stadium ticket holders are being lured to the Town of Victoria Park on event days by businesses offering meal deals and discounts. Some of these include:

- 314 Albany Highway, Victoria Park \$15 pizza and pint on selected beers
- 279 Albany Highway, Victoria Park \$1 wings
- 808 Albany Highway, East Vic Park 10 per cent off total bill
- 17 Lathlain Place, Lathlain 10 per cent off main meals
- 27/256 Albany Highway, Victoria Park 15 per cent off total bill

Victoria Park has staked its claim as the go-to precinct for food before and after footy, writes JESSIE PAPAIN

From pizza to ramen, falafel, spicy wings and churros, sampling the cuisine of Victoria Park is like taking a trip around the world. The Albany Highway strip is the longest stretch of restaurants and cafes in Perth, with more than 120 establishments dishing up eats from all corners of the globe. As mayor Trevor Vaughan puts it: "The only thing we don't have is a Greek restaurant. "Otherwise, the Town has everything. From Thai restaurants to pubs, small bars and every eatery you can imagine. It's a multicultural offering and it's perfect for families." With the first AFL match kicking off at Optus Stadium this weekend, the Town has launched its Eat, Ride 'n' Enjoy campaign to encourage footy fans to make the precinct their go-to for food before and after their



townofvicpark
townofvicpark Who caught this great write-up the Fresh section of today's @thewestaustralian? If you're heading to the footy Sunday dont forget to #eatrideenjoy in Vic Park!
renee_027 Great job @townofvicpark
hayleymarpan @josephpanetta86

82 likes
MARCH 22



townofvicpark
townofvicpark Feeling peckish @optusstadium? Hold out till the end of the game and jump on bus 656 or 657 to be taken straight to the Vic Park strip for deals and discounts at over 40 restaurants, bars and cafes
#eatrideenjoy #lifeinthepark

65 likes
APRIL 14

Town of Victoria Park
@townofvicpark

Visit eatrideenjoy.com.au to see a list of participating venues! #eatrideenjoy #lifeinthepark #victoriapark

The West Australian @westaustralian
Dozens of venues are offering discounted food and drinks to Optus Stadium ticketholders bit.ly/2pkALeF

6:24 PM - 17 Mar 2018

2 Retweets 2 Likes

Add another Tweet

Town of Victoria Park
@townofvicpark

And stop in Vic Park for some cheap meal deals on the way!! eatrideenjoy.com.au #eatrideenjoy

Optus Stadium @OptusStadium
Heading to the @WestCoastEagles v @GoldCoastSUNS match this Saturday?
Remember to plan your journey and get to the Stadium early...

11:34 AM - 12 Apr 2018

2 Retweets 5 Likes

Add another Tweet

EAT >> RIDE >> 'N' Enjoy

Eat Ride 'n' Enjoy – Evaluation Report



Post Details Reported stats may be delayed from what appears on posts

Town of Victoria Park
6 April · 🌐

Yay for two home games this weekend! And yay for cheap eats in Vic Park! We have over 40 businesses signed up to our Eat, Ride 'n' Enjoy campaign. Don't forget - free parking at Curtin this weekend (catch bus 657 through the Town to Optus Stadium)
www.eatrideenjoy.com.au

HEADING TO OPTUS STADIUM FOR AN EVENT?

Performance for your post

3,113 People Reached

15 Likes, Comments & Shares

12 Likes	11 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

95 Post Clicks

10 Photo views	14 Link clicks	71 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

3,113 people reached Boost Post

Barbara Cook, Nick Duncan and 9 others 1 Comment 2 Shares

Like Comment Share



Eat, Ride 'n' Enjoy the footy!

31 views

👍 0 🗨️ 0 ➦ SHARE ⌵ ...



TownofVictoriaPark
Published on Mar 28, 2018

ANALYTICS EDIT VIDEO

The Town of Victoria Park is running a campaign with our local businesses to offer deals and discounts to Optus Stadium event ticketholders at over 40 restaurants, bars and cafes.

[SHOW MORE](#)

0 Comments ≡ SORT BY



Add a public comment...

A media release was distributed to state-wide media and generated coverage in the Weekend West general news section, as well as securing a special feature in the Fresh section of the West Australian, as well as being shared across the West's social media accounts and website. Local newspaper the Southern Gazette also covered the campaign.



Lara Wolinski delivers coffee to Alison Simpson-Price, Shaye Brown and Carla Best. Picture: Ian Munro

Vic Park targets stadium stopover

Kent Acott

Catching the bus to the footy has got a whole lot tastier.

About 30 Victoria Park restaurants, bars and cafes are offering cheaper or discounted food and drinks to Optus Stadium ticket-holders.

The specials include free desserts, buy one, get one free coffee and 10 to 15 per cent off meals.

The idea behind the Eat, Ride 'n' Enjoy campaign is to encourage stadium patrons to take the bus from Victoria Park.

Curtin University is opening its carpark after hours and at weekends so stadium commuters can park free and ride the special event bus (number 657) along Albany Highway. It leaves every few minutes.

"We want people to park for free at Curtin University, catch the bus up Albany Highway, stop off in the Town for something to eat and drink, then go on and enjoy their event," mayor Trevor Vaughan said.

"We've been working with businesses to consider how they

can seize the opportunity."

The Sparrow's Nest cafe will offer 20 per cent off brunch.

Owner Lara Wolinski said she hoped the campaign would attract more people to the area.

"It makes sense for footy fans to make a day of their trip to the stadium," she said.

"They can come here for a nice meal, bring the family and make it a more rounded experience."

Participating venues at eatrideenjoy.com.au

FRESH Thursday: Best footy feeds

Good times ready to blast off

Aaron Corlett

WITH the Town of Victoria Park encouraging people to eat and drink in the area during Optus Stadium game days, a new microbrewery has opened in the area.

The Blasta Brewing Company opened on Goodwood Parade in Burwood on Thursday's time for Ed Sheeran's concerts at the stadium.

Featuring a bar, restaurant, coffee bar and alfresco area, the microbrewery is set to draw sports and music fans. Venue manager Andrew Shugg said they had an exceptional response from locals.

"There's been nothing like this in the area before and the locals are very excited and we want to deliver something great back to them," he said. "Game days will be large but that's great for us because we are close to the train station and Crown."

The council launched its Eat Ride 'n' Enjoy campaign last week that encourages stadium eventgoers to take advantage of special deals, discounts and public transport routes on event days.

Mayor Trevor Vaughan said the council had been working with partners and businesses to consider how they could seize the opportunity when thousands of fans would be travelling to and from the stadium through the Town on event days.

"We currently have

around 30 restaurants, bars and cafes with cheap and cheerful options on offer to make your whole stadium experience easier and more enjoyable," he said.

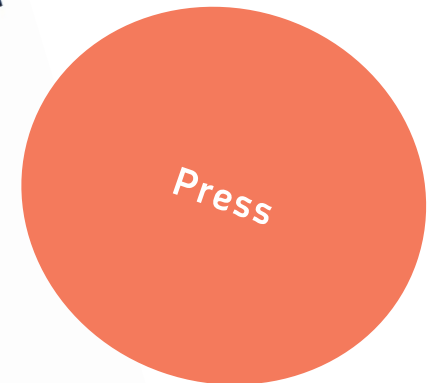
The Town is encouraging people to park free at Curtin University and use the special event bus 657 up Albany Highway.



Blasta's beer garden.



Sophie Johnstone is one of the wait staff at the microbrewery. Picture: Martin Kennewley



The West Australian

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LIFESTYLE > FOOD

Winning bites on way to stadium

Jessie Papain | The West Australian
Thursday, 22 March 2018 6:09PM



Victoria Park Mayor Trevor Vaughan at the Broken Hill pub with owner Nick Duncan and staff. Picture: Sharon Smith

From pizza to ramen, falafel, spicy wings and churros, sampling the cuisine of Victoria Park is like taking a trip around the world.

The Albany Highway strip is the longest stretch of restaurants and cafes in Perth, with more than 120 establishments dishing up eats from all corners of the globe.

As mayor Trevor Vaughan puts it: “The only thing we don’t have is a Greek restaurant.

“Otherwise, the Town has everything. From Thai restaurants to pubs, small bars and every you can imagine. It’s a multicultural offering and it’s perfect for families.”

The West Australian
19 March · 🌐

A host of Victoria Park venues are offering discounts including free desserts and coffees to Optus Stadium ticketholders. Will it be enough to encourage you to make a pitstop on the way there?
MORE: <http://bit.ly/2pkALeF>

Participating venues can be found at eatrideenjoy.com.au

Comment Share

is, Bronwyn Bergl and 54 others Most relevant ▾

16 comments

The West Australian
@westaustralian

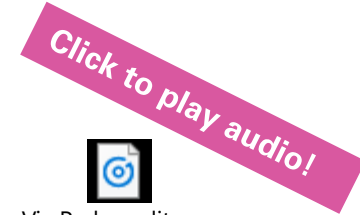
Dozens of venues are offering discounted food and drinks to Optus Stadium ticketholders

Restaurants entice stadium crowds with cheap eats
About 30 Victoria Park restaurants, bars and cafes are offering cheaper or discounted food and drinks to Optus Stadium ticket holders.
thewest.com.au

12:13 PM - 17 Mar 2018
7 Retweets 24 Likes

Advertising

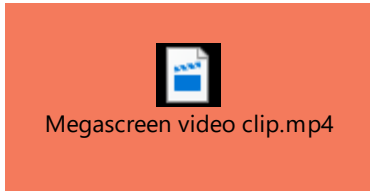
The Town paid for advertising via many channels including radio (three week campaign with Southern Cross Austereo), outdoor advertising with APN Outdoor using the back of Transperth buses, Adshel bus shelter advertising along major arterial roads leading to Optus Stadium, and paid partnerships with online lifestyle site The Urban List



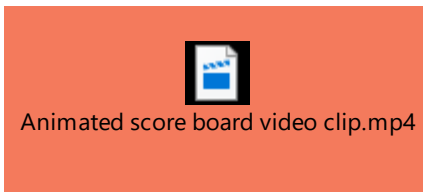
EAT >> RIDE >> 'N' Enjoy



The Town purchased advertising at West Coast Eagles home games at Optus Stadium to capture patrons attending the games. This included playing the Eat, Ride 'n' Enjoy promotional video on the mega screen, as well as a 30 second advert on rotation on the animated score board.



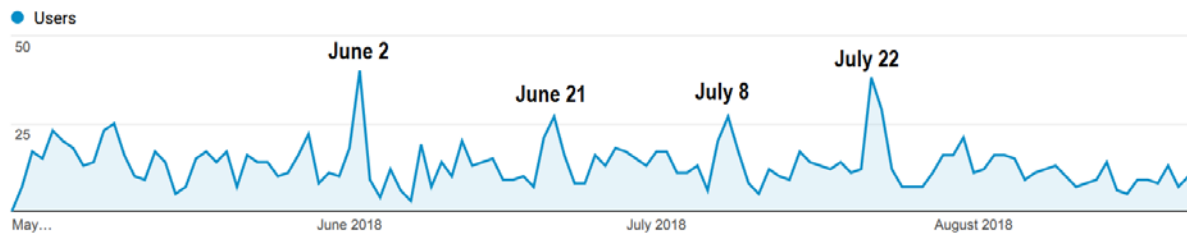
Click to play videos!



Apr 29, 2018 - Aug 23, 2018

All Users
100.00% Users

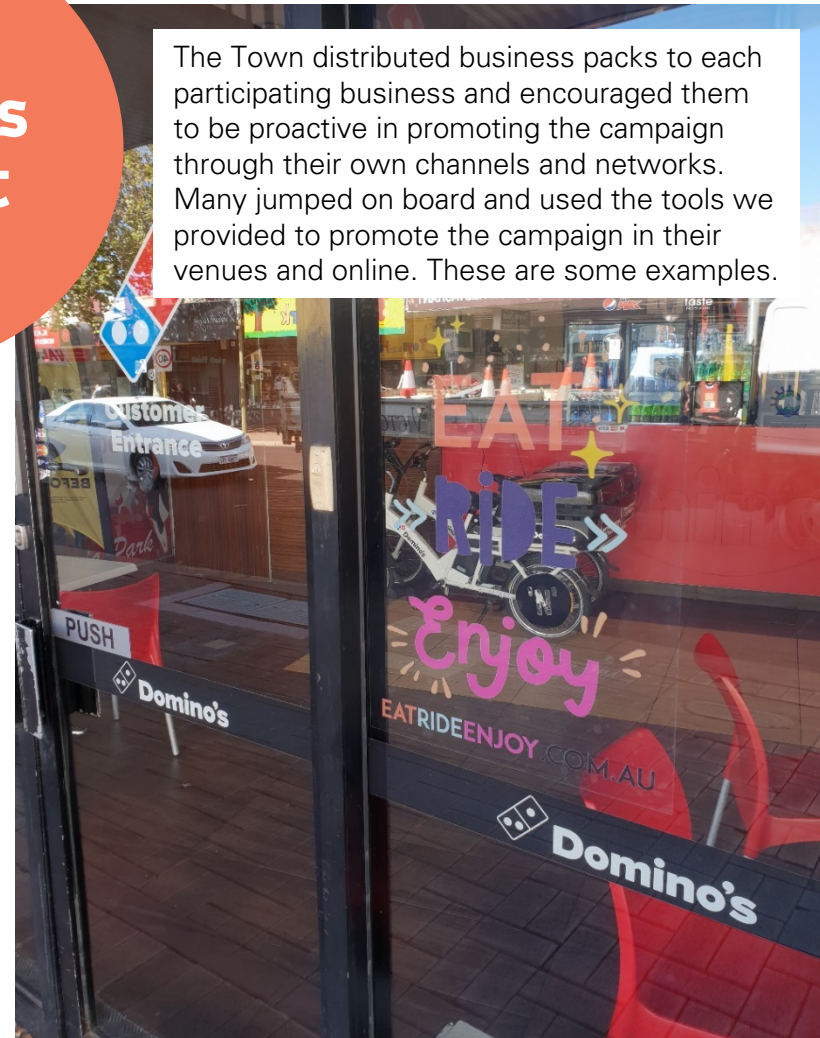
Overview



Website traffic showed a definite spike on the days that the in-stadium advertising ran.

Business support

The Town distributed business packs to each participating business and encouraged them to be proactive in promoting the campaign through their own channels and networks. Many jumped on board and used the tools we provided to promote the campaign in their venues and online. These are some examples.





EAT >> RIDE >> 'N' Enjoy


Eat Ride 'n' Enjoy – Evaluation Report



EAT >> RIDE >> 'N' Enjoy

Eat Ride 'n' Enjoy – Evaluation Report

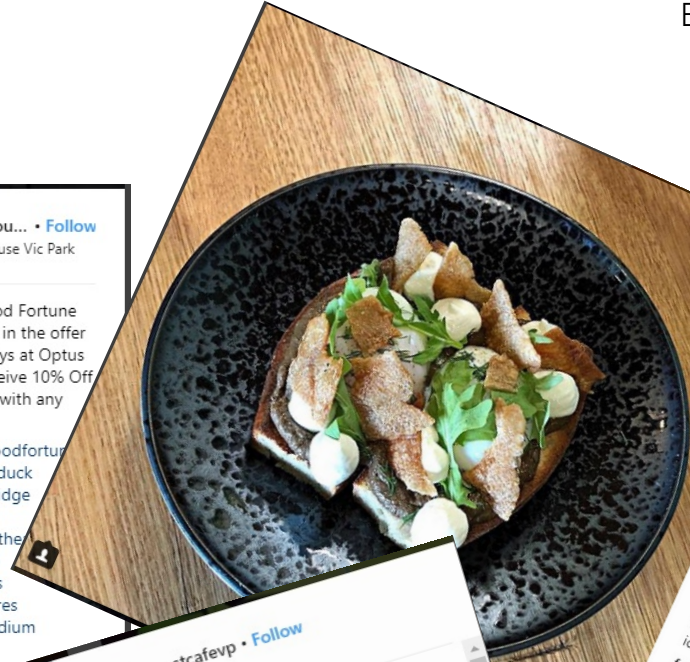
10% Off Total Bill!
when you present your Optus Stadium ticket on Event Days!



EAT >> RIDE >> 'N' Enjoy

goodfortuneroastduckhouse Good Fortune Roast Duck House is participating in the offer to eat, ride and enjoy on event days at Optus Stadium! Show your tickets to receive 10% Off your total Bill! Not in conjunction with any other offers.

goodfortuneroastduckhouse #goodfortuneroastduckhouse #goodfortuneroastduck #roastduck #duckhouse #northbridge #vicpark #eastvicpark #williamst #albanyhighway #perthfood #perthperthnoms #perthisok #perthlife #perthspecials #perthfoodspecials #perthfoodie #perthfoodadventures #perthweekend #perth #optusstadium #eatrideenjoy dapper_apps Nice!!



EAT >> RIDE >> 'N' Enjoy

HEADING TO OPTUS STADIUM FOR AN EVENT? DEALS AND DISCOUNTS FOR TICKETHOLDERS AT OVER 40 BARS, RESTAURANTS AND CAFES HERE IN VIC PARK.

EATRIDEENJOY.COM.AU



nestcafevp • Follow
Nest

nestcafevp ✨ Eat Ride n Enjoy ✨
Eat at @nestcafevp on event days and receive 10% off the total bill 🍷
www.eatrideenjoy.com.au @townofvicpark
#eatrideenjoy #lifeinthepark #vicparkcheapeats

#nestcafevp #perth #perthisok #icwest #enjoyperth #breakfastinperth #perthlife #pertheats #igperth #perthdrinks #perthhappenings #perthyums #sceneinperth #perthsbest #urbanlistperth #perthfoodie #vicpark #vicparklife #victoriapark #dinnerinperth #zomatoaus #ozeatingwa #freshfruittea #optusstadium

52 likes
JUNE 20
Add a comment...

hamptonandmaley • Follow
Hampton & Maley

hamptonandmaley Heading to the footy this weekend? Pop in for a bite to eat on the way and take advantage of Vic Park's awesome Eat, Ride 'n' Enjoy campaign! #eatrideenjoy

hamptonandmaley #vicparklocal #vicparklife #lifeinthepark #perthbrunch #perthbreakfast #perthcafes #perthlife #breakfastinperth #urbanlistperth #breadsheetperth #perthfood #vicparksnjnsn @paulamsinclair emski01 See ya tomorrow morning 🍷 @sophielisely - I'll be there for sure! magnusnewman @magnusnewman ideal foodieguide_lily @hamptonandmaley good do we find out more about this campaign?

163 likes
APRIL 6
Add a comment...

EAT RIDE 'N' Enjoy

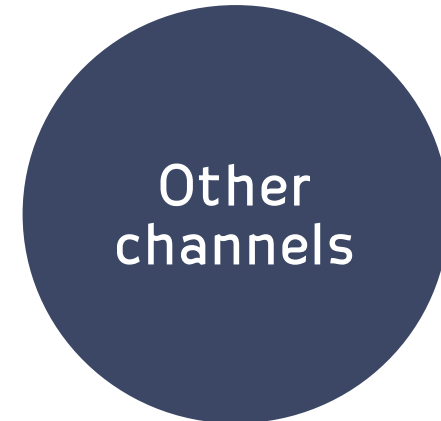
Eat Ride 'n' Enjoy – Evaluation Report



Walking billboards
Travelled through the city to Optus Stadium, handing out brochures



Kedar banners
At high-traffic locations



Chalk wall Mural painted on Albany Hwy in Vic Park



Budget

Cost	Output
\$26,177	Campaign brand development Applications style guide Promotional videos Customer service training for businesses
\$49,866	Printing of marketing collateral printing Advertising Outdoor (Bus, Adshels, Signage, Billboards etc) Digital articles and social media Optus Stadium event advertising w/ West Coast Eagles
\$76,043	TOTAL



Evaluation

The below performance indicators were developed to allow the project team to survey businesses with questions designed to measure the outcomes in the project plan.

Outcome 1: To create promotional opportunities for Albany Highway businesses.

Throughout the lifetime of the campaign 46 businesses signed up to be involved. A large portion of these joined after the campaign had launched. Most of the offers or deals promoted by the businesses were a discount of 10% – 15% off the total bill, or 'buy one get one free' type of situations. One business promoted regular changing deals. All businesses who responded to the expression of interest sent out in late 2017 were invited to attend a briefing session, customer service training, and the formal launch of the campaign. A custom-built website listed all of the businesses separately with their logo, contact details, short description and their campaign offer. All of the marketing materials produced by the Town featured the Eat, Ride 'n' Enjoy brand and website address – aiming to drive all traffic to the mobile-friendly website. Businesses were encouraged to promote the campaign using tools provided by the Town. Approximately 17% of businesses engaged in promoting the campaign on Instagram at least once, approx. 26% engaged via Facebook at least once. Less than five businesses promoted the campaign regularly throughout its duration.

The Town's social media promotion of the campaign reached a total audience of over 35,000 people, however this does not include data for the content that was shared, or generated by other parties e.g. The West Australian so true social media reach is likely to be double or even triple this figure. The article shared by The Urban List Perth reached 69,368 people, with 3,233 people clicking on the link to read the article in full.

The campaign included bus advertising throughout the Perth metropolitan area, concentrated on the south-east metro corridor. Anecdotal feedback from both businesses and customers was that this was a highly-visual means of promoting the campaign, with the advertising seen and recalled in Manning, Belmont, Como and Gosnells.



Radio advertising through Southern Cross Austereo's HIT 92.9FM reached an audience of 544,000* people (*GFK Radio Ratings [ERAM]. Survey #2 2018. All People 18 – 39. The Hit Brand (hit92.9, Buddha Hits Digital, Easy Hits Digital & OldSkool Digital).

Three West Coast Eagles home games at Optus Stadium featured in-game advertising on the big screen and animated scoreboard for the campaign. [Attendance figures](#) at these games was a combined 157,702 people.

The key message of our marketing campaign was pitching the Town as the place to go before and after events at Optus Stadium, but the broader goal was to reinforce the Town's status as one of Perth's top food destinations. It could be assumed that the marketing campaign reached a combined audience of more than 500,000 unique people, and anecdotal feedback received shows that the message was spread beyond the district, to a wider Perth audience.

Outcome 2: Increased visitation to Albany Highway businesses

It has been incredibly hard to capture accurate data to prove whether or not businesses as a whole enjoyed increased patronage due to the Eat, Ride 'n' Enjoy campaign.

The Town's staff encouraged businesses to complete a feedback survey, sending it via email, and also visiting all the participating businesses in person, with a flyer containing the survey link. Despite these efforts, only six of the 46 businesses completed the survey.

Some anecdotal evidence obtained by Town staff when they visited business owners indicated that there had been people clearly heading to Optus Stadium for an event (wearing football attire etc.) walking around the Town and visiting local businesses in recent months, and that their businesses were generally busy on event days. Some businesses however, did not notice an increase in patronage.

Outcome 3: Businesses feeling supported by the council.



The Town sent an initial expression of interest to its food and beverage businesses in October 2017. Interested businesses were invited along to an info session on 7 December at the Town's administration where brand concepts were presented, and general questions and information about the campaign covered.

The campaign was formally launched on 27 February 2018, with a special screening of the Eat, Ride 'n' Enjoy video which has been produced as part of the marketing campaign. Participating businesses were invited to attend a free customer service training workshop prior to the screening, and then invited to stay for the launch. At the time of the launch, there were 26 businesses signed up to participate. Following the launch, and for the duration of the marketing campaign, a further 20 businesses signed up to participate.

Lessons learned

Mixed transport messaging

Towards the end of the campaign it was brought to the attention of the project team that some of the special event buses being run by Transperth were not allowing passengers to hop-off at the stops along Albany Hwy on their way to events.

This was change to the service by Transperth undermined, the campaign which focused heavily on promoting that patrons had the ability to 'hop-on, hop-off' on your way to and from the Stadium. Transperth were made aware of and informed of this messaging prior to the campaign launching and since.

Feedback from some businesses also pointed out that the limited stops on the Transperth special event bus routes meant that many venues were not in close walking distance for some patrons.

Website analytics

Unfortunately the www.eatrideenjoy.com.au website analytics were configured incorrectly when the website was set up. A mistake which wasn't discovered until two months into the campaign. This meant that the project team were unable to view website traffic data for the entire length of the campaign, and only have data from 29 April onwards.



Lack of clear measures

At the start of the campaign, there were no specific performance measures put into place with participating businesses. Ideally, participating businesses would have signed an agreement to keep track of number of offers redeemed and customer numbers on event days, to allow the Town to accurately measure the success of the campaign.

Differing levels of involvement

The nature of the campaign meant that businesses could choose at which level they chose to participate. At one end of the scale, businesses could simply email their logo and offer to be included on the website as part of the campaign. Those businesses who chose to be more involved participated in the workshops and came to the training session, as well as proactively using the marketing tools provided to market the campaign and their offer regularly – a good example of this is Decanter, in Victoria Park.

Some business offers were not unique to the campaign, but something that was offered regularly to all patrons at their venue (as Town staff discovered once the campaign had launched). A suggestion for the future would be for businesses participating to all sign up to offering the same deal e.g. 20% off the total bill, to ensure that all offers were attractive to customers and helped to build hype and interest among customers.

Next steps

The Eat, Ride n Enjoy campaign will continue, as long as the participating businesses want it to. Of the few businesses that did give feedback, all of them agreed that they would like to see the campaign continue.

The Town of Victoria Park commits to continue to run and administer the www.eatrideenjoy.com.au website, and provide periodical promotion of the brand and messaging through its available channels, but the responsibility would be placed on the businesses to continue to run the campaign, and promote it via their own channels using the methods and tools we have provided.



Businesses can opt-out of the campaign at any time.