

2941 MEDITERRANEAN STREET FOOD:

Driving Brand Authenticity Through Digital Engagement



Project Overview

Client: 2941 Mediterranean

Website:

www.2941streetfood.com

Objective: To revitalize the 2941 Mediterranean brand through comprehensive digital marketing strategies, thereby boosting brand awareness, customer engagement, and restaurant visitation.



Introduction

2941 Mediterranean embarked on a transformative journey to redefine its brand and strengthen its position within the competitive culinary landscape. Recognizing the need to resonate more deeply with its audience while showcasing its unique proposition of authentic Mediterranean street food, the restaurant sought to overhaul its brand messaging, enhance digital presence, and foster meaningful customer engagement. This case study outlines the strategic approach taken to rejuvenate 2941 Mediterranean's brand identity and the impressive outcomes of these efforts, including significant increases in brand awareness, social engagement, and restaurant traffic, particularly during the lunch daypart.

Strategy and Implementation

Brand Awareness:

Achieved a **65% increase** in brand awareness through rebranding efforts and targeted digital marketing to identified audience groups, successfully distinguishing 2941 Mediterranean in the market.

Social Media Engagement: Social media efforts led to a **43% uplift** in engagement, reflecting a more active and involved community.

Restaurant Traffic: Saw a **30% increase** in overall restaurant visits, with targeted campaigns contributing to a notable lift in lunch daypart traffic.

Email List Growth: The email marketing strategy was exceptionally successful, growing the subscriber base from **0 to over 10,000** within six months, significantly enhancing direct customer engagement.

Campaign Focus Lift: Specific focus on the lunch daypart through campaign strategies resulted in a **40% increase** in lunchtime sales, demonstrating the effectiveness of tailored promotional efforts.

Results

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Restaurant Traffic:

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Brand Awareness:

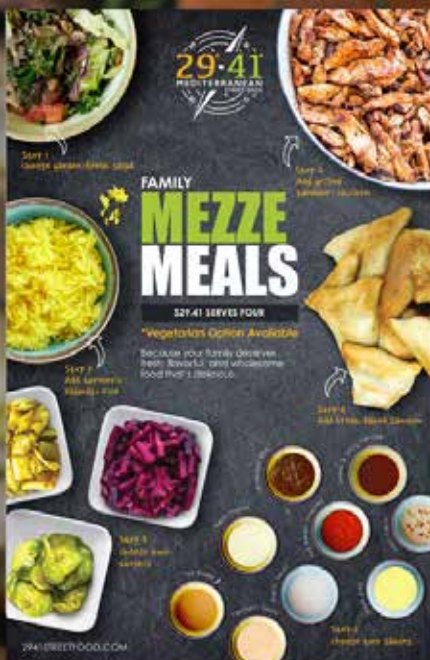
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Campaign Focus Lift:

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Conclusion

The comprehensive rebranding and digital marketing strategies employed for 2941 Mediterranean not only revitalized the brand but also translated into measurable success across several key performance indicators. The substantial growth in brand awareness, social media engagement, and direct customer communication through the email list were pivotal in driving increased foot traffic, particularly during targeted dayparts. These achievements underscore the importance of a holistic approach to digital engagement in today's competitive culinary landscape, showcasing how effectively crafted brand messaging and targeted digital strategies can rejuvenate a brand and foster meaningful connections with its audience. Through these efforts, 2941 Mediterranean has reinforced its commitment to delivering authentic Mediterranean street food experiences, solidifying its place in the hearts and minds of its customers.

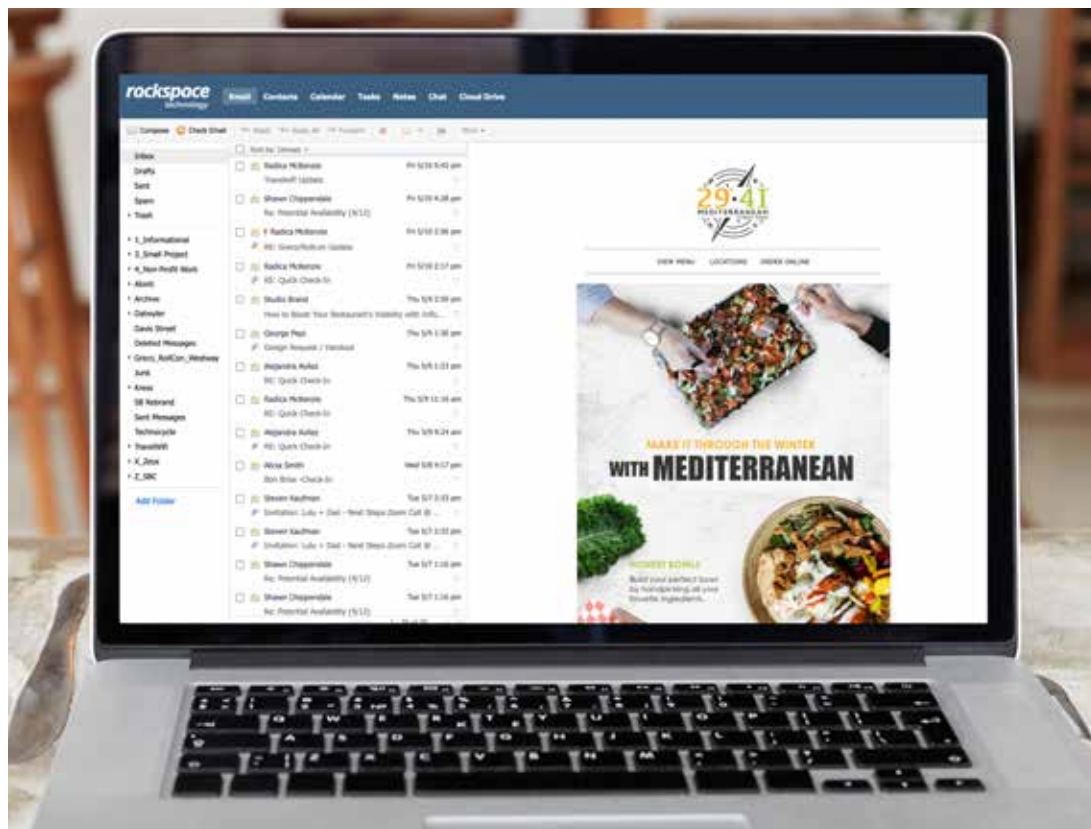


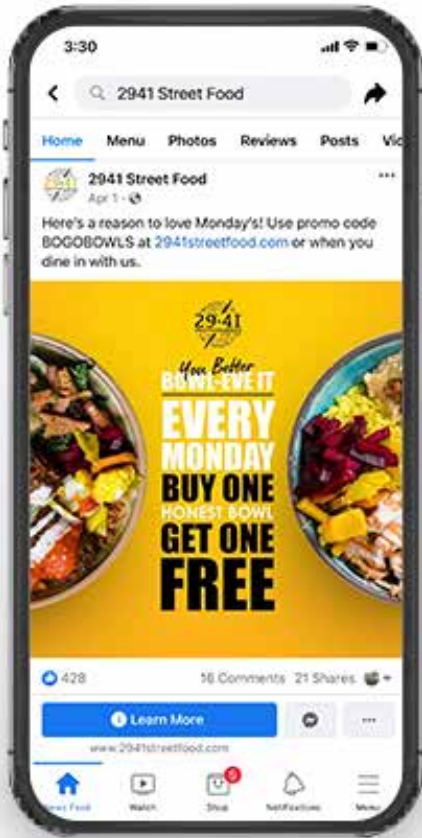


Email Marketing Overview

Industry average open rate is 17.2% and industry average click rate is 1.3%

- ▶ **Open Rate:** 36.1%
- Click Rate:** 1.4%





Social Media Marketing Overview

Ads were targeted to men and women. People living in: Auburn Hills, Bloomfield, Detroit, Rochester Hills, Royal Oak Michigan. Ages 18 - 65+, with interests in food, Mediterranean cuisine or online food ordering.

- ▶ **Campaign Reach:** 33,151
- Engagement:** 11,951
- 3-second video plays:** 11,888
- Link Clicks:** 32



Web Design & Development Overview



Monthly

Page Views: 25,627

Organic Search: 2.50%







ARE YOU CRAVING

WHOLESMO AND DELICIOUS FOOD?

Let us guide you through our menu to build your favorite meal.

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<h4 style="color: yellow;">STEP 1</h4> <p style="color: white; font-size: x-small;">PICK YOUR RICE</p> <p style="color: white; font-size: x-small;">* Choose one (200g) rice</p> <ul style="list-style-type: none"> • Turmeric Basmati Rice • Organic Wheat • Hummus • Peasant Fattoush Salad* • Normal Salad* • Turkish Salad* • Kale Souvlaki* 	<h4 style="color: yellow;">STEP 3</h4> <p style="color: white; font-size: x-small;">PICK YOUR SAUCE</p> <ul style="list-style-type: none"> • Amba Aola • Lemon Basil Yogurt • Cardamom BBQ • Garlic Sauce • Chili Tahini • The Stone ✓ • Tandoori Sauce • Red Pepper Chutney • Sweet and Spicy Harissa 	<h4 style="color: yellow;">STEP 5</h4> <p style="color: white; font-size: x-small;">PICK YOUR SALAD</p> <ul style="list-style-type: none"> • Moroccan Cucumber • Kale Souvlaki • Peasant Fattoush Salad • Normal Salad • Turkish Salad • Chunky Fattoush
<h4 style="color: yellow;">STEP 2</h4> <p style="color: white; font-size: x-small;">PICK YOUR PROTEIN</p> <ul style="list-style-type: none"> • Tandoori Spice Chicken • Jalapeno Lamb +\$1.50 • Aleppo Pepper Pork • Signature Falafel • Vegetable Asook Filler 	<h4 style="color: yellow;">STEP 4</h4> <p style="color: white; font-size: x-small;">PICK YOUR TOPPING</p> <ul style="list-style-type: none"> • Tomatoes and Beets • Mixed Vegetables • Persian Cucumbers • Turkish Peppers • Marinated Olives +\$0.50 • Spicy Green Beans (Vegetarian) • Mushrooms (Vegetarian) 	<h4 style="color: yellow;">STEP 6</h4> <p style="color: white; font-size: x-small;">PICK YOUR HUMMUS</p> <ul style="list-style-type: none"> • Signature Hummus • Baze Hummus • Black Bean Hummus
<h4 style="color: yellow;">STEP 7</h4> <p style="color: white; font-size: x-small;">PICK YOUR TOPPING</p> <ul style="list-style-type: none"> • Chana Chickpeas • Sunflower Seeds • Chana Dal Lentils • Salmon Chips • Bountiful Lentil Puffs • Sheep's Fats 		

