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The Coast
The Coast
Case Study

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Supporting The Coast
Halifax Burger Week 2021
with a mobile solution

Introduction

The Coast is an independently owned digital-first news outlet providing community information and news in Halifax since 1993.

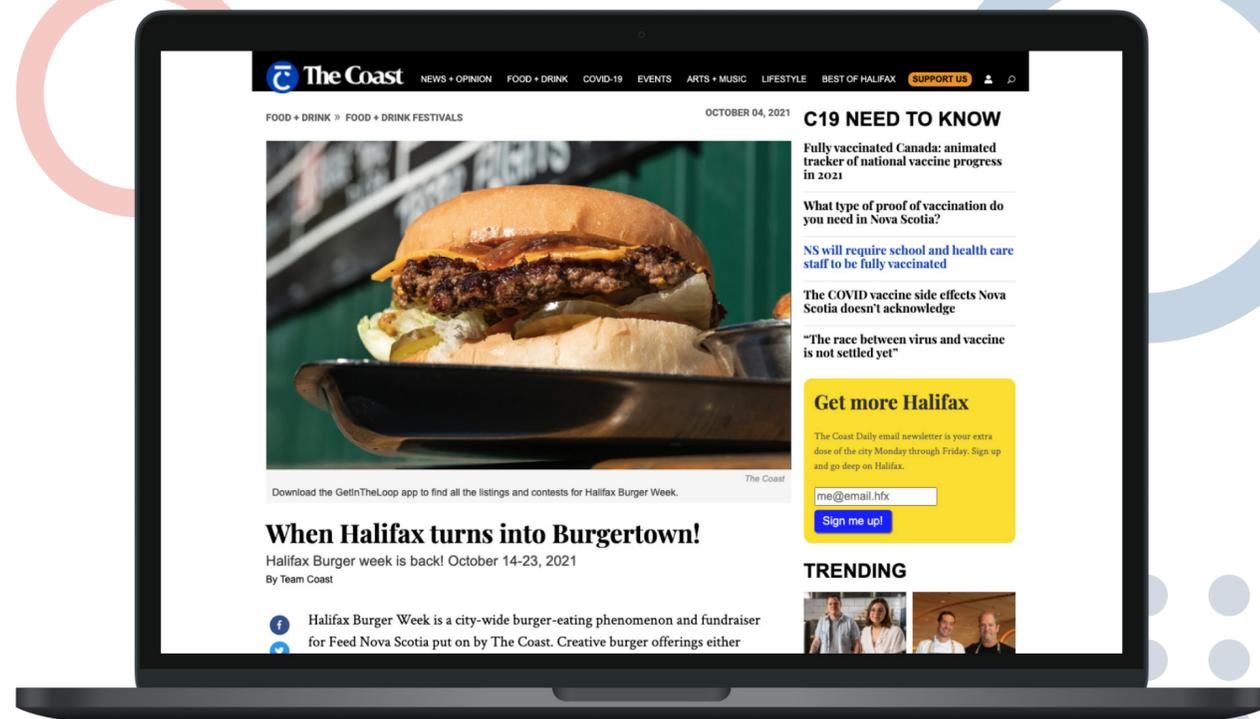
The Coast provides free access to their news and information service. Their business model depends on a combination of digital and print advertising, sponsored content, reader contributions, and events like Halifax Burger Week for their sources of revenue.

The Story of the Coast Halifax Burger Week

For the past eight years, The Coast's "Burger Week" has become a beloved annual event in Halifax and raises money from every burger sold in support of Feed Nova Scotia and is now one of Feed Nova Scotia's largest fundraisers.

In 2020, thousands of event supporters took to over 140 venues for the unique burgers offered by local restaurants for Halifax's Burger Week. Over 105,000 burgers were sold and the event raised over \$125,000 for Feed Nova Scotia!

In prior years the organizers had used a printed paper passport to encourage Burger Week participation to incentivize guests to gather stamps at Burger locations to win prizes.



The Challenge

Due to the shifting event environment caused by the changing Covid regulations for restaurants and patrons entering alike, The Coast needed to adapt its Burger Week contesting system to a digital, contactless solution.

In 2020, the organizers moved from their traditional printed passport and stamp entry mechanism to an alternative digital email-based approach.

While this digital solution provided a contactless method and helped The Coast navigate the changing Covid regulations, it proved a challenge for patrons. The Coast knew they needed a more effective solution for Burger Week 2021.

Why the Coast Chose GetintheLoop

While GetintheLoop's ability to facilitate a smooth, seamless passport-style contest for Burger Week drew their initial interest, The Coast saw even more value.

Given the importance of ensuring promotional success for the event's sponsors like Coca-Cola, Best Western, and The Fine Brewing Company, The Coast saw value in GetintheLoop's ability to promote the event.

Uniquely, GetintheLoop Local Owners could provide direct in-market support throughout the entire event and add promotions to the event's venues and contests before and after the event.

Additionally, a robust analytics dashboard would give The Coast new insights into their fundraiser.

The Coast quickly partnered with GetintheLoop, and GetintheLoop's Halifax Local Owners jumped into action to begin creating content and promoting Burger Week 2021.



How the Coast Used the GetintheLoop Platform

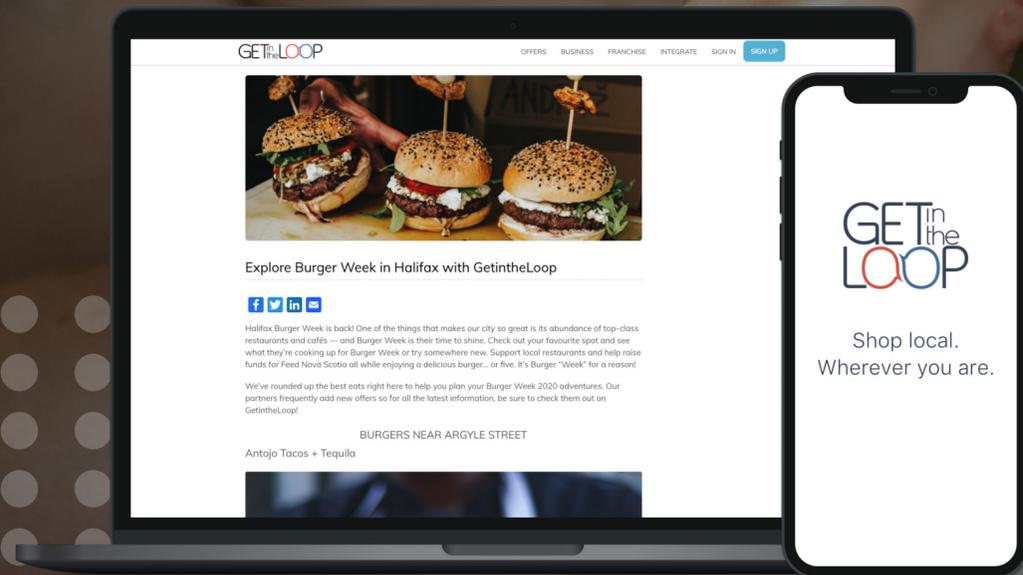
The Coast Halifax worked closely with the local GetintheLoop team to support Burger Week 2021. First, every participating restaurant was added to the GetintheLoop platform and given a free offer to promote their unique Burger Week burgers.

Patrons were able to search through the burgers and find their favourites, save them, and get more information about each restaurant along with directions in just seconds, making the experience easy and engaging.

Next, The Coast added QR codes to the promotion materials passed out to Burger Week 2021 restaurants. The venues get busy with thousands of supporters. The staff does not have time to support additional fundraising activities and promotions. Our direct offer QR system engaged patrons with hidden contests in the venue without approaching staff or requiring punches like in previous years.

Burger Week guests could enter the contest by simply scanning the unique QR code that took entrants to a private Direct Offer where they could quickly enter the contest in just two taps. With nearly 500 entrants, the direct offer feature was a vital tool in supporting the event.

After the event, GetintheLoop provided The Coast with even more value including, participant demographic and activity insights, a comprehensive event review, and the ability to retarget those who engaged with GetintheLoop during the event.



The Results

During the 23-day campaign, nearly 200 Burger Week restaurant offers were created and featured in GetintheLoop's app.

GetintheLoop provided additional value by providing a multi-channel marketing plan, including targeted local push notifications, custom emails to GetintheLoop's members & social media posts.

In addition to solving The Coast's need for an easy passport contesting solution, the event also benefited from the campaign that garnered a very low cost-per-click from the GetintheLoop platform.

The multi-channel approach taken by the Local Owner team included;



seven custom emails



five push notifications



25+ social posts to a hyper-local audience.



23 days



147 venues



196 offers



engaged & retargetable local members

reach of 330,000

16,000 responses

nearly 2,500 actions

23-day campaign

“

Working with GetintheLoop, Caitlin, and her team, was great! No ask was too big or too small, and they always were there to help. Having our event listed on GetintheLoop helped our event participants find all the information they needed and spread our message to even more people!

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**- Haley Clarke,
The Coast Publishing.**



GetintheLoop supports local businesses and local events all over the country.

If you are interested in learning more about partnering with us, please contact sales@getintheloop.ca

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