BUDDHA BAR: GOING MOBILE

TO BUILD A BASE OF REGULARS

This short case study describes the journey of how, and why, B Bar created and leveraged its mobile app to convert casual visitors to long term regulars, to build branding, to promote events and reap real profits.

THE PROBLEM

CONVERT CASUAL VISITORS TO LONG-TERM REGULARS

The first few months post opening were packed with customers. Hailing the iconic Buddha Bar brand, and general "newness" of the bar, the crème' de crème of the city was lining up to party.

… But the experienced managers had seen this many times. They knew that the real challenge in operating a profitable resto-bar was to *keep this crowd coming back* - again and again – in the months and years ahead.

Several standard strategies – Events, loyalty programs, social media, etc. – were set up … but this time they wanted something new and different to be added to the marketing mix.

PROMOTE EVENTS: FACEBOOK, EMAIL BECOMING INEFFECTIVE

b-bar had sequence of events planned – Valentines Eve, New Years Eve, Special DJ appearances, special menus and so much more. The problem was that communicating these events to customers was becoming harder and harder.

Traditional means such as facebook, email, SMS and flyers were becoming ineffective. More and more promotional email was going to spam and not reaching customers. The average customer had 'liked' hundreds of pages, and posts from all of these pages were competing for a spot on customer's news feeds – making it very likely that an un-sponsored event announcement on their facebook page would even be viewed by customers. Flyers worked – but because they were so untargeted the quality of the crowd they brought in was questionable.

B-BAR NEEDED A WAY TO <u>COMMUNICATE DIRECTLY</u> WITH CUSTOMERS.

ABOUT B-BAR

B-Bar is the Delhi arm of the iconic Parisian resto-bar, Buddha Bar.

Introduced by George V Eatertainment, the evangelists of luxury dining in association with Anika International, B-Bar is a über-luxe restaurant, bar, lounge, and nightclub in equal parts.

MOBILE PHONE
EVERYONE HAD IT WITH THEM - ALL THE TIME

Management noticed that most of their customers had a smartphone – especially iPhone or Android phone. What's more, these phones were with consumers all the time – at work, at home, in bed, at the nightclub … all the time, everywhere !

An idea emerged – What if B Bar could find a home on customer's mobile phones, and use it to engage with them, to communicate events, to share photos, videos and music with them, to enable them to make reservations.

This way b-bar could be "in the hands" of their customers all the time. A decision was made to develop a mobile app, and the search for the right vendor began.

SNAPLION
BEAUTIFUL, ENGAGING APPS – QUICK, EASY, INEXPENSIVE

b-bar management researched several vendors, but found the task of building a app to be a daunting one. Most vendors wanted $15K - $50K upfront to build the app, had a 3 – 6 month timeline. B-bar was about to give up, when they found Snaplion.

Snaplion made it quick (1 – 5 days), easy, and inexpensive ($99/month) to build an app. The app contained all the key features – Events, Push Notifications, Photos, Videos, Music, Promotions and more. At first, b-bar was concerned of the quality of the app that can be delivered at this price point, but after experiencing some of the other Snaplion apps, that fear was put to rest. Going with Snaplion was an easy decision.

BUILDING THE APP

QUICK, FUN, EASY

b-bar supplied Snaplion with basic content – High Res Logo and images, website, facebook, youtube pages. Snaplion imported and auto-synchronized their photos and events from facebook, their music from iTunes and Soundcloud, their videos of Youtube. They customized their app in the b-bar brand colors, and gave it a slick front end user experience. Standard functions such as menus, reservations and loyalty were added.

After a few review cycles, over a week, the app was ready. Snaplion then uploaded it to the iTunes and Google Play stores to make it available for all b-bar customers to download.

PROMOTION

ONLINE, OFFLINE, INCENTIVES

Incentives

b-bar offered a free drink on first time App Download. They also offered 20% off on In-App reservations for the first month.

Online

The App was announced on the b-bar facebook page with an engaging graphic and some sponsored posts. B-bar also sent an email blast to their customer base nudging them to download the app, and put up "Download the App" button on their website

Offline

Snaplion built table tents, In-Menu Inserts and other App announcement collateral to print and place within the restaurant.

Staff Training

Staff was trained to promote the app to guests

Soon, *thousands of customers had downloaded the app*

RESULTS

Rahul Parashar, Sales & Marketing Head, B-Bar

ENGAGEMENT

PUSH NOTIFICATIONS, EVENTS, FAN WALL, VIDEOS, MUSIC, PHOTOS

With the app in customer's hands, it was time to reap rewards.

Branding

b-bar stayed "top of mind" for customers, as every time they saw their phone, they saw the b-bar logo as an icon in there

Event Communications

Event attendance grew significantly, as it became easy to communicate event information to customer reliably and instantly via Push Notifications. B-bar communicated and engaged with its entire customer base 2 – 3 times every week via this channel

Events communicated with Push Notifications drew 25% more attendance than events with no Push Notifications sent

Reservations

Customers could now reserve tables, bottle service or VIP guest list at the click of a button.

Media Sharing

Photos were synced, and updated, automatically from facebook. Videos from YouTube, Events from facebook, and Music from iTunes, SoundCloud. Customers could now experience b-bar in one sovereign app, rather than having to open several different platforms and searching for b-bar within them

Fan Wall – Social Engagement

People wrote comments and posted photos of their experiences within b-bar in the fan wall section of the app – which was automatically transported to facebook where it was visible to their friends. In this way, the b-bar brand spread to friends of customers, and the regular customer base grew