

# TheLococo Events Case Study: Secret Feasts

*Drawing a local audience to the restaurants of  
North Yard during the quieter winter months*



**CAMDEN  
MARKET**

**LABTECH**



# Event Summary

Secret Feasts was a 4-week series of ticketed dining events with the following objectives:

- **Raising awareness** of the North Yard restaurants to the local community and other Londoners
- **Filling tables** on a weeknight during the traditionally quieter, cold months February/March
- **Generating return visits** and strong word-of-mouth recommendations from ticketholders
- **Positive media** and influencer coverage across London
- **Establishing** a unique format together that could return in the future to other areas



# Key Results

- **405** tickets sold across the series at £20 each
- **100%** of ticket revenue paid to restaurants
- **50% - 75%** of total seat availability filled (increasing from week 1 to week 4)
- **91.3k** reach from social campaign
- **229k** campaign impressions with CTR of 1.6%
- **37%** open rate on Secret Feasts promo emails
- **45** responses to post-event customer survey



*Images from Secret Feasts photoshoot: Rudy's (above), The Farrier (below)*



# Participating Restaurants

- **Baladin:** Craft beers and traditional Italian menu was consistently popular choice for ticket-buyers.
- **Cheese Bar:** Special bottomless English Raclette menu available just for Secret Feasts customers.
- **Indian Alley:** A popular cuisine for the format, offering starters and a complete chicken, lamb or vegan thali platter.
- **Rudy's:** Huge 3-course vegan meal was a consistent hit with social media influencers.
- **The Farrier:** A tasting flight of 5 natural wines plus cheese or charcuterie was an attractive offer, and brought in a single corporate group of 21 on the final night.



**The Cheese Bar**  
REAL BRITISH CHEESE

VEGAN DINER  
**Rudy's**  
LONDON



**INDIAN  
ALLEY**

**THE FARRIER**

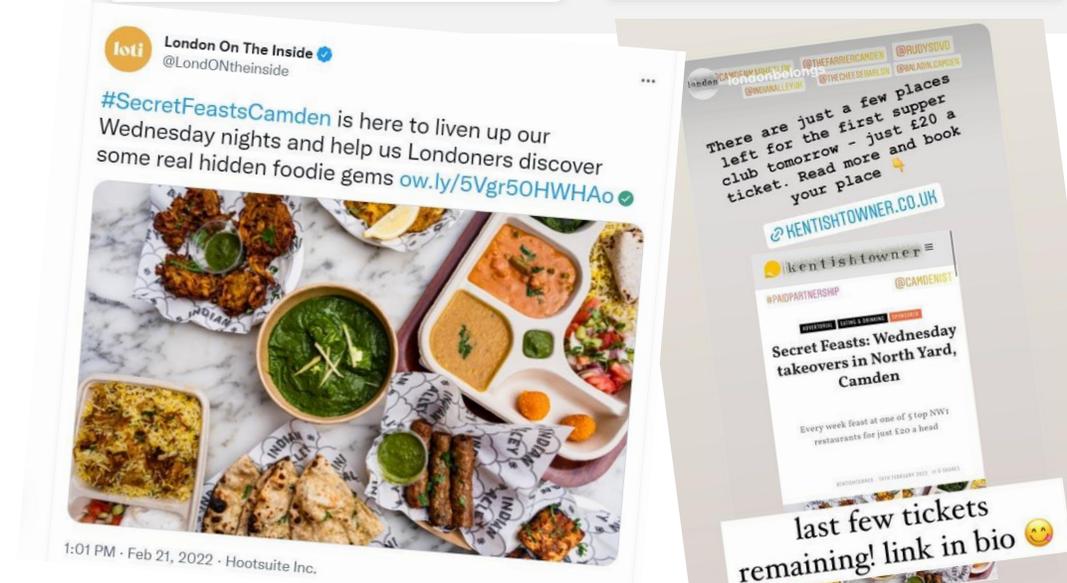
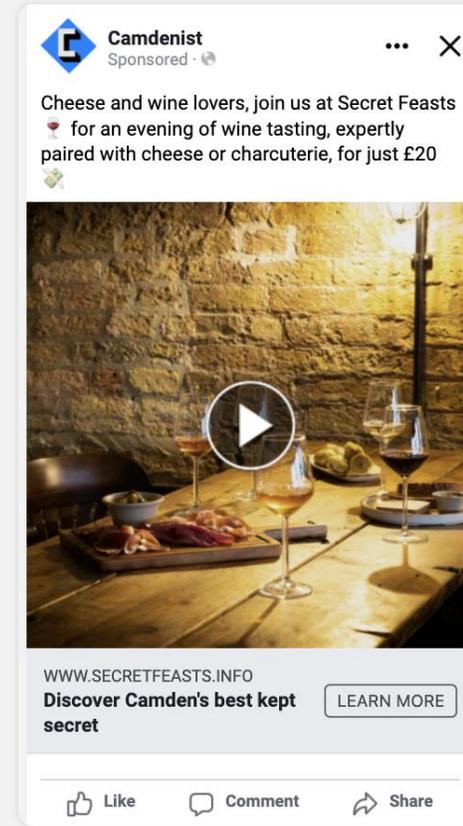
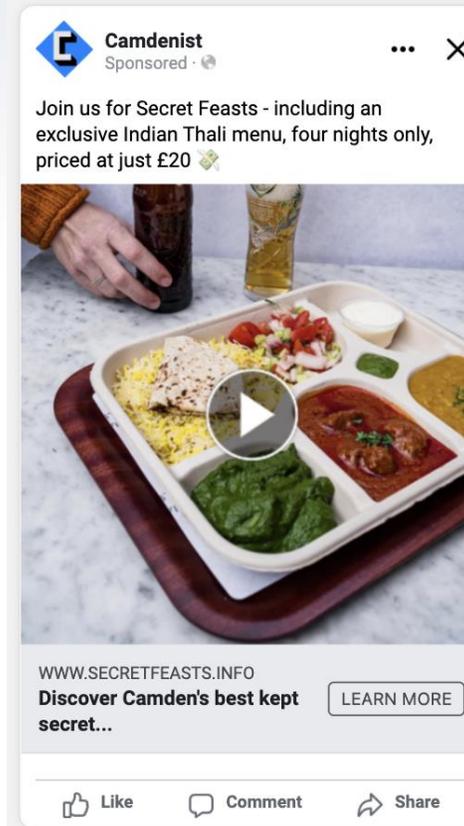
# Camdenist Assets Created

- Dedicated ticketing microsite: [secretfeasts.info](https://secretfeasts.info)
- 5 x Reels/YouTube [videos](#)
- 5 x food photoshoots
- 5 x restaurant [profile interviews](#)
- North Yard [history article](#)
- 9 x email newsletters (including 3 [solus](#))
- 3k local print invites via door drop & retail outlets



# Promotional Campaign

- **Facebook & Instagram:** targeted campaign for each food type, featuring video and image for each participating restaurant. Remarketing campaign with lookalike audience to maximise reach. Maximum CTR achieved for 'Indian food lovers' of 1.83% Boosted posts (Camdenist.com Secret Feasts stories)
- **LOTI:** [News feature](#), newsletter & social
- **Hot Dinners:** Promoted Event, 2 x newsletter & social
- **Kentishtowner:** [Meal review](#), newsletter & social
- **London Popups:** Event listing & social
- **PR serviced over 100 additional media** from national press and TV to food influencers and locally-based businesses, groups and individuals



# Organic Reach

- Use of **#secretfeastscamden** hashtag from customers and invited guests
- Event link shared by accessing **local networks** including Dartmouth Park Residents Association, Inkerman Residents Association, Nextdoor, @HampsteadHighSt, Kentish Town Neighbourhood Forum, Gospel Oak School Association, plus local word of mouth campaign alongside 3k invite envelopes



# Trader Feedback

*“This event was incredible for us! I think it’s a really good project and it worked. We would love to create another event in the summer, like a BBQ or a drinks night.”* Sal, Manager at Baladin

*“We thought Secret Feasts was amazing – it really made a difference to our bottom line. We want to do more things like this.”* Nitin, Manager at Indian Alley

*“We were really pleased with how things went, particularly our ability to upsell bottles from the wine store and additional drinks for the tables on the night. Many customers mentioned they were new and were excited to return.”* Shane, Manager at The Farrier



# Customer Feedback

## **Where did you find out about the event?**

- 42%** Camdenist email
- 29%** Social media
- 11%** Word of mouth/a local group
- 7%** Printed invite
- 7%** Paid media placement
- 4%** Camden Market email

## **Top 3 reasons for ticket purchase:**

- Food/Drinks
- Supporting local business via a special event
- Discovering somewhere different

**76%:** gave the event more than 6 out of 10 stars ☆☆☆☆☆☆☆☆☆

**Positive sentiment:** focused around discovering North Yard food offering

*“Never thought of going there in the evening as just a touristy place during the day. But will def check out a couple of the other places like Indian Alley and Farrier now.”*

*“Always happy to support local ventures and local restaurants and wouldn't previously have thought to go to North Yard, so it was a good thing!”*

*“It's the first time in many years that I'm actually tempted to visit during the day to see the changes and the areas that have opened up.”*

# Interested in your own event with Camdenist?

Contact [joan@theloco.co](mailto:joan@theloco.co) today

***Summer 2022 events now  
being planned***

