

CASE STUDY

Dave & Buster's

Tapping Influencers to Drive Weekday Walk-In Traffic

▪ Challenge:

- To increase weekday walk-in sales in July and raise awareness for the “All You Can Play” promotion by creating and executing a strategic influencer engagement program in less than a week.

▪ Approach:

- We tapped into the influence and network of heavily-trafficked mom/parenting websites and blogs in five key markets, and developed a partnership that would benefit Dave & Buster's, the blogger and the reader.
- In exchange for a “family pack” of “All You Can Play” passes and a stipend (gift card) for food and beverage sampling, bloggers committed to: visiting their local Dave & Buster's with family and/or friends; posting about the visit on Facebook, Instagram, Snapchat and Twitter; writing blog posts before and after their store visit; highlighting Dave & Buster's unique offerings (food, drinks, games, sports); and hosting a reader giveaway to further drive engagement.

▪ Results:

- 13 bloggers created more than two dozen posts, reviews and stories about Dave & Buster's and the “All You Can Play” promotion, the campaign resulted in nearly 3,000 people entering to win a Dave & Buster's gift card.
- This helped create more than 500 branded online interactions (i.e. sharing, tagging, liking, and commenting) which reached nearly 1 MILLION unique people.
- New store visits, and detailed, credible reviews in key markets, including Texas, California and New York, helped to drive awareness and consideration among moms/families with school-age children.

