

BOOKING OFFICE

1869

Launch Campaign

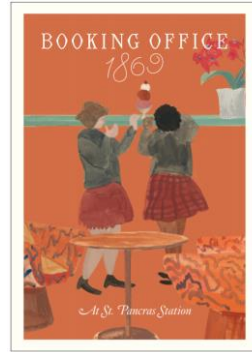
DESIGN

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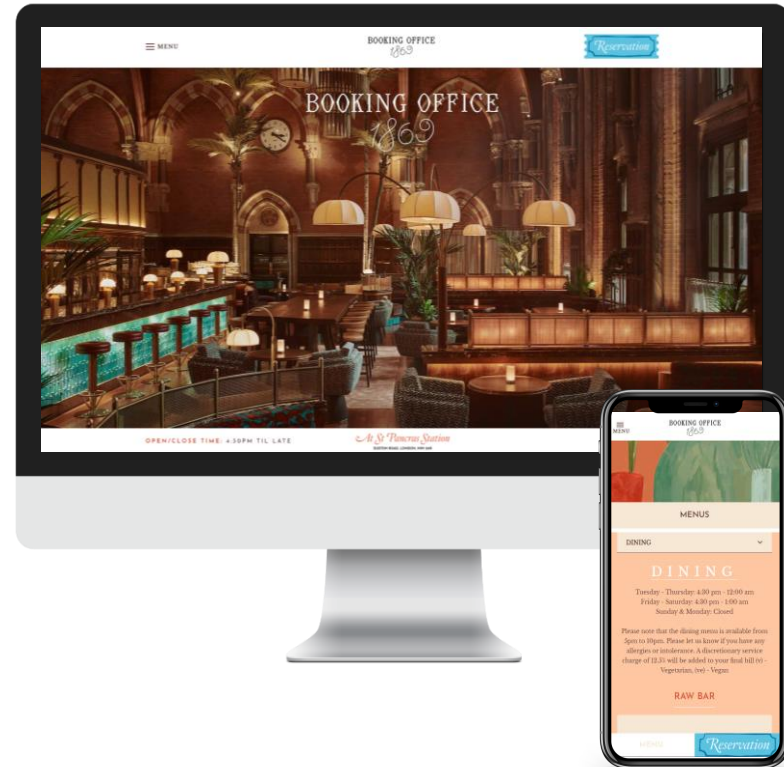
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LOGOS

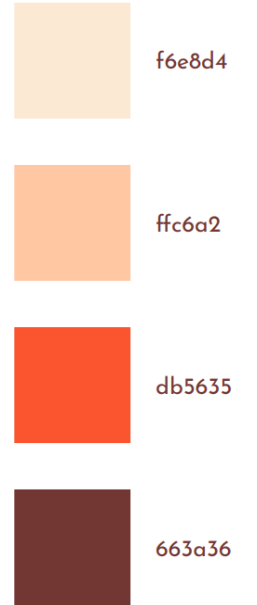


COLLATERALS



www.booking-office.co.uk

WEBSITE



COLOURS

LAUNCH

CAMPAIGN OBJECTIVE

Drive awareness & covers for the Booking Office, one of the most anticipated restaurant & bar opening in London.

WHO ARE WE TALKING TO?

Londoners, UK, local area in King's Cross, travellers, interested in fashion, design, architecture, food & drinks.

tone of voice

Playful, mischevious, enticing, curious, light hearted, flirty.

Short, catchy, relatable captions.

TAGLINE

"Where old world European charm meets the dry wit of London"

CONTENT STREAMS

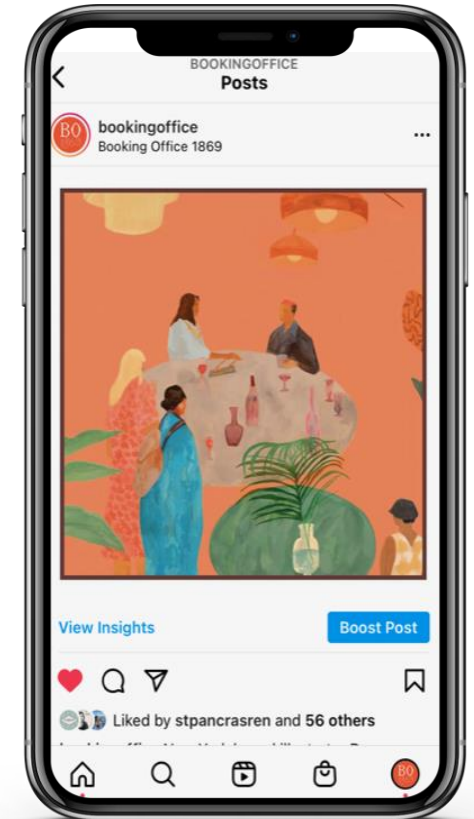
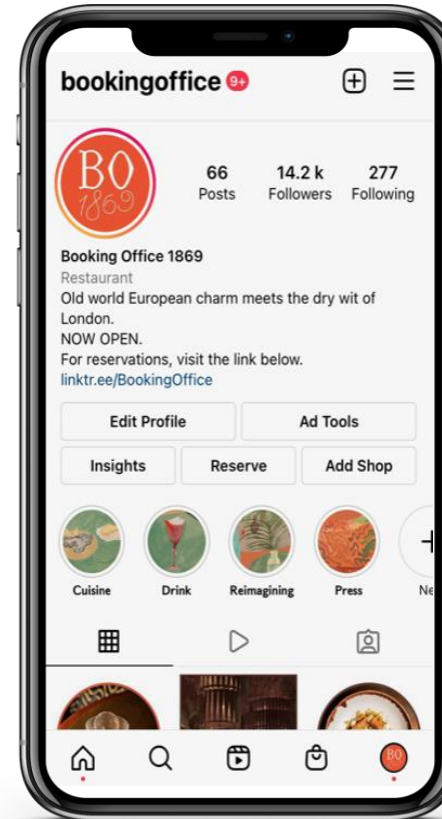
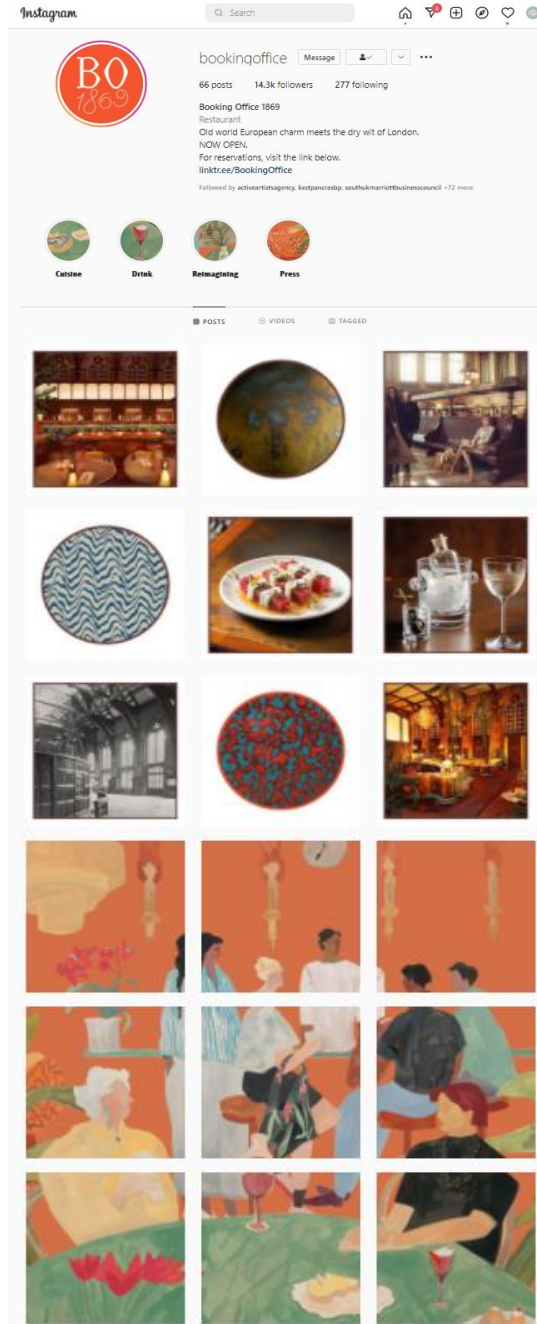
Lifestyle led themes, portraying the unique experience of Booking Office through food, drink, design & people.

MESSAGING

Opening 16th November 2021, Booking Office 1869 offering an exciting new drinking and dining destination in the heart of King's Cross. The bar and restaurant is open from 4pm on Tuesdays through to Saturdays, complete with late license and resident DJs,

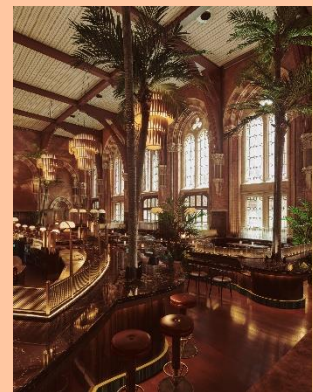
CONTENT

Introducing a visually eye catching feed that incorporates a circular graphic to disrupt the grid.



INTERIOR PHOTOGRAPHY

by Michael Sinclair



F&B PHOTOGRAPHY

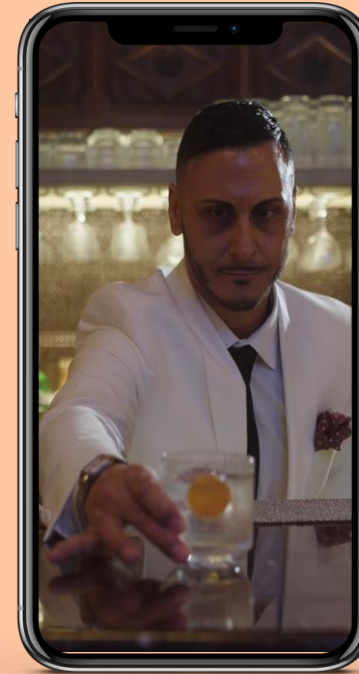
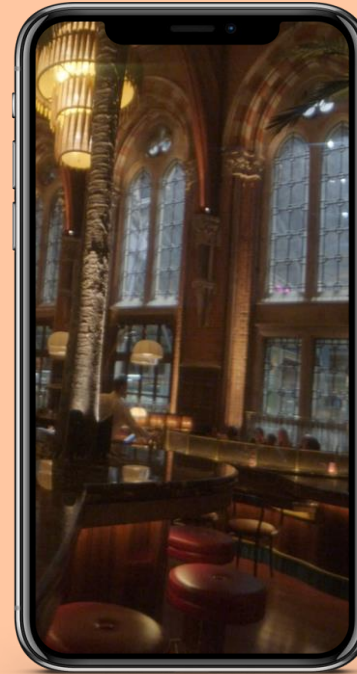
by John Carey



LAUNCH VIDEO



[LAUNCH VIDEO](#)



We worked with a video agency to create a hero video for the launch of Booking Office 1869. To maximise the results, we created 4 mobile-first teaser videos in 4:5 & 9:16 format for organic and paid social media advertising.

TEASER

The lead up to opening

OPENING DAY

Launch video... 'The doors to our new home are now open, welcome'

CONTENT

Promoted Social

Press Clippings

Theme led content - food, drink, people, design, experiences - highlighting key USPs

Build on history of Booking Office

Competitions

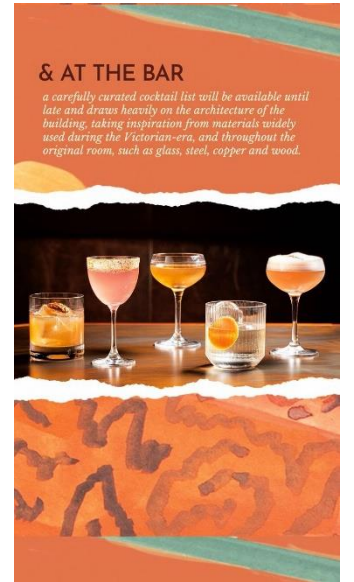
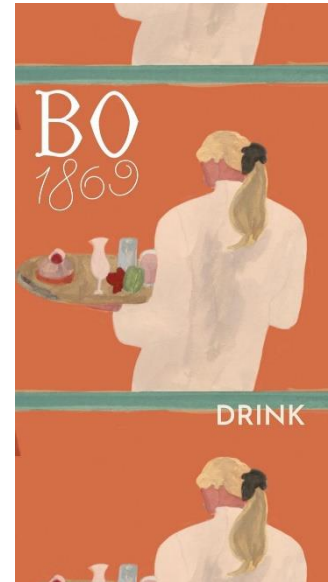
Influencers

FREQUENCY

Running across opening month to drive engagement + following

Boosted video and strong imagery content

Strategic paid social campaigns



MUSIC

Programming & Curation

'LAST CALL' - DJ SERIES

The neighbourhood's affiliation with the music industry is long-standing and so our new live DJ series 'Last Call' is a natural introduction to Booking Office 1869's continued recognition of the area's heritage.

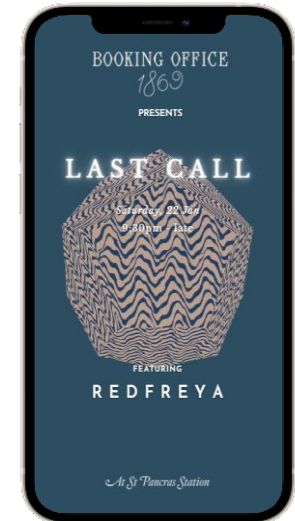
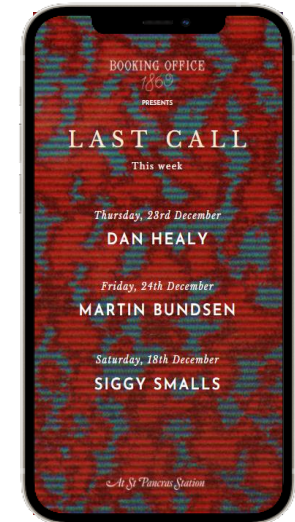
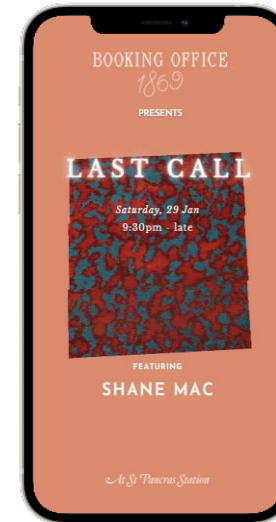
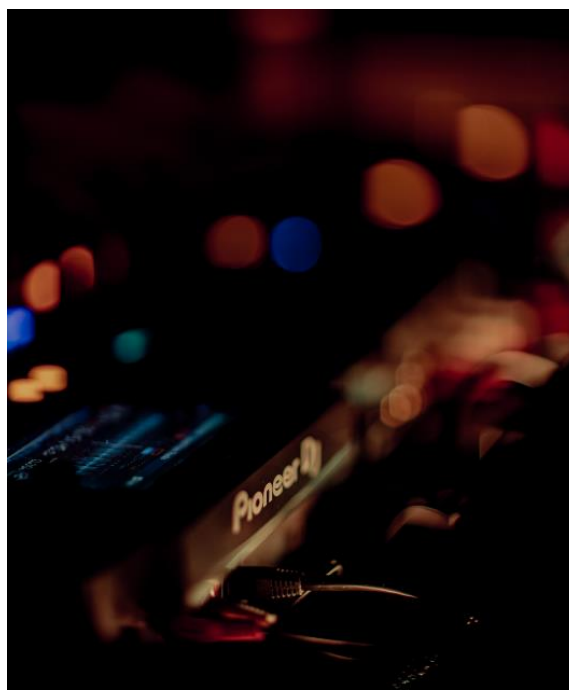
Rounding off the week and into the weekend, we will be welcoming an outstanding role call of DJs every Friday and Saturday night between 9:30pm - 1am. The perfect accompaniment to that final Clear Margarita (or two!).

CONTENT

Promoted Social & Stories

Website Update/Event Calendar

Paid Social Media Campaigns



LAUNCH

CAMPAIGN

PAID SOCIAL MEDIA CAMPAIGNS

Overall, we ran 17 campaigns across the restaurant and hotel Facebook and Instagram to drive awareness to the opening of Booking Office 1869, from launch, food and drinks to music, events, and festive offerings.

480.7k

Reach

1.08m

Impressions

16k

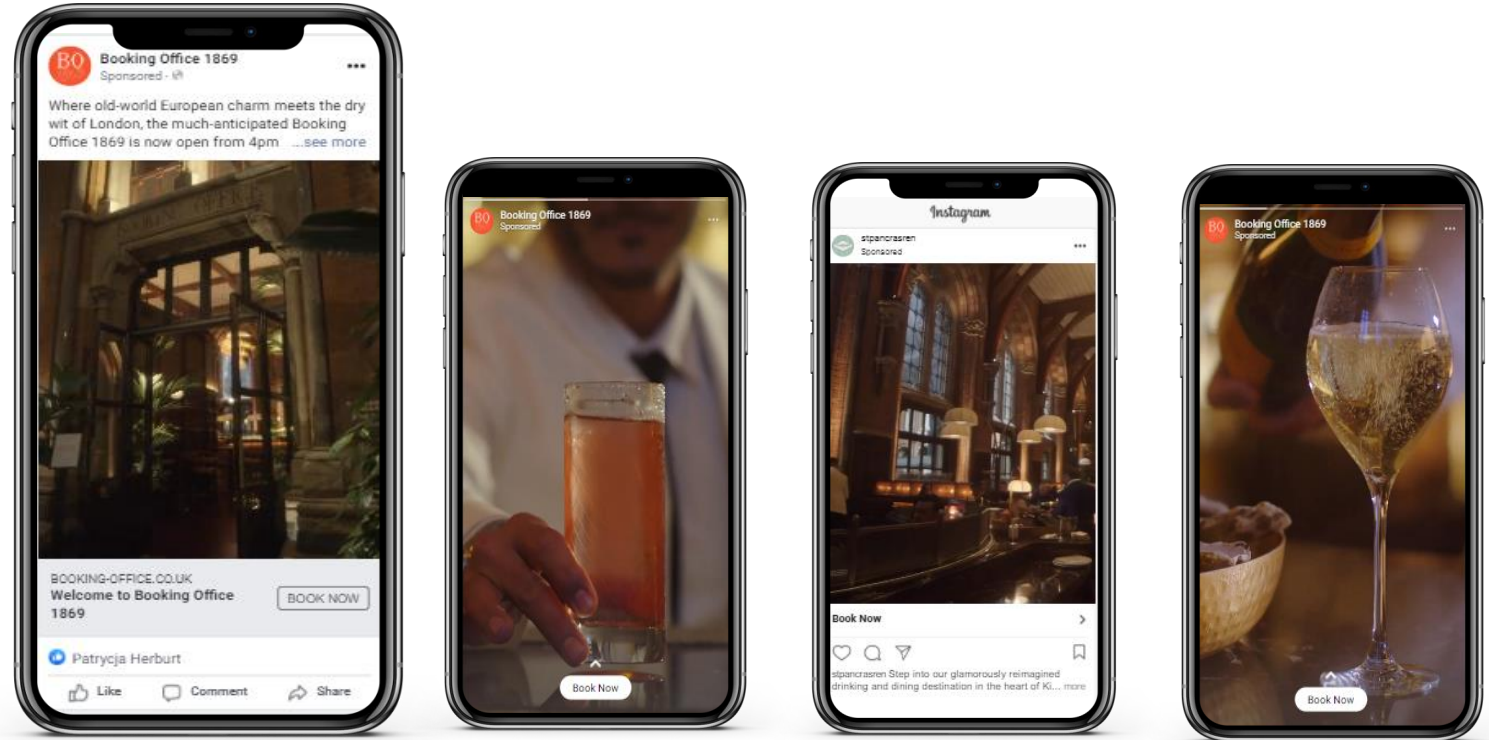
Clicks

£0.24

Cost Per Click

638.4k

Video Plays



GOOGLE ADS

We also utilised Google Ads for location targeting in King's Cross and London to drive traffic and covers to our new restaurant site.

For November: 22.7k impressions, 1,207 clicks, 5.32% CTR, avg. position 1.1, 106 conversions (booking engine entrances), spent £260.

For December: 139.1k impressions, 4,171 clicks, 3% CTR, avg. position 1.1, 544 conversions (booking engine entrances), spent £1.4k.

EMAIL

MARKETING

EMAIL MARKETING CAMPAIGN

Database: 16k

Opening Date Announcement Newsletter

Delivered to 14.9k, 5.3k opens, 28.33% open rate, 2.1k clicks, 40% click rate, 142 unsub.

Reservation Line Announcement Newsletter

Delivered to 14.8k, 4.2k opens, 28.88% open rate, 1.4k clicks, 33% click rate, 166 unsub.

Festive Season Newsletter

Delivered to 13.6k, 4.9k opens, 36.42% open rate, 1.3k clicks, 27.9% click rate, 182 unsub.

NYE Party Newsletter

Delivered to 13.3k, 5.3k opens, 40.31% open rate, 1.6k clicks, 31.15% click rate, 170 unsub.

BOOKING OFFICE
1869

RESERVATIONS NOW OPEN FOR BOOKINGS
FROM 16TH NOVEMBER 2021



OLD-WORLD EUROPEAN CHARM MEETS THE DRY WIT OF LONDON

The time has arrived! We are delighted to announce that reservation lines are now **LIVE** ahead of Booking Office 1869's opening on 16th November and as a newsletter subscriber you are getting 24-hrs priority access on all bookings before our public announcement tomorrow.

We cannot wait to welcome you to [Booking Office 1869!](#)



Click on the [Reservation](#) tab to secure your booking ASAP!




WHAT'S ON THE MENU
Menus have been conceived under the culinary direction of Patrick Powell with a complementary cocktail offering conceptualised by Bar Manager Jack Porsler.

[VIEW MENUS](#)

WEBSITE RESERVATION


BOOKING OFFICE
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CELEBRATE THE FESTIVE SEASON WITH US



OLD-WORLD EUROPEAN CHARM MEETS THE DRY WIT OF LONDON

Booking Office 1869 is now open, offering an exciting new drinking and dining destination in the heart of King's Cross. The bar and restaurant is open from 4pm on Tuesdays through to Saturdays, complete with late license and resident DJs. Celebrate this Christmas with us! See all the festive happenings:



CHRISTMAS DAY
With Booking Office 1869's meticulous design showcasing a visual dialogue with the space's extraordinary heritage, there isn't a more striking room in London in which to enjoy the Victorian traditions of the Christmas feast.


Our 5-course menu is priced at £135 per person (or £160 with a glass of Champagne) with an optional wine pairing for £75. [View Menu](#)

[BOOK NOW](#)

NYE PARTY
Finish off the year with the ultimate party at [Booking Office 1869](#). Enjoy our delicious all-day style menu, cocktails with live entertainment and DJ until late.


Dining: £75 per person (minimum spend), from 7:30pm

Drinks: £50 (entry) with a glass of Champagne



BOOKING OFFICE
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NEW YEAR'S EVE




CELEBRATE WITH US INTO THE NEW YEAR


Finish off the year with the ultimate party at Booking Office 1869. Enjoy our delicious all-day style menu, cocktails with live entertainment and DJ until late. See the dining & drinks options:

DINING	DRINKS
£75 per person (minimum spend) 7:00pm - 8:15pm seating (2 hour reservation) 9:15pm - 9:45pm (until 2am)	£50 (entry with a glass of Champagne), from 10pm - 2am

[BOOK TICKETS](#)



LILY-DAY SCOTT BAND
7:30pm - 10:30pm
Guaranteed to give your audience a night of stunning entertainment. The Lily Day-Scott band is an ensemble comprising some of London's most gifted, finest and in-demand session musicians. Their unrivalled showmanship and slick presentation see them performing throughout the UK and worldwide for unforgettable evenings of entertainment. With bespoke arrangements of all the best soul, funk, pop and jazz, the band is dedicated to playing a dazzling show time after time. They are sure to get the party started and get their audience dancing.



DJ SIGGY SMALLS
10:30pm - 2am
Siggys Smalls is an established DJ who has travelled the world performing at world-class venues and events. Her success has taken her to festivals such as Glastonbury, Tomorrowland, and Burning Man, and has led to her touring the UK, Costa Rica, Germany, and the USA. Through her adaptability and huge repertoire, she is sure to create an infectious set that will leave her audience wanting more. She has residencies at venues such as Egg London, Annabel's, and Theodutch Platform, and has featured in Forbes magazine for her talent and

PR COVERAGE

MAIN COVERAGES

Wallpaper*, Evening Standard, ES Magazine, Secret London, TimeOut, Forbes, Hot Dinners, The Nudge, GQ, MyLondon, Financial Times.

TOTAL MEDIA OTS (NOV-DEC)

63

Pieces of coverage

1,030m

Online readership

1.10m

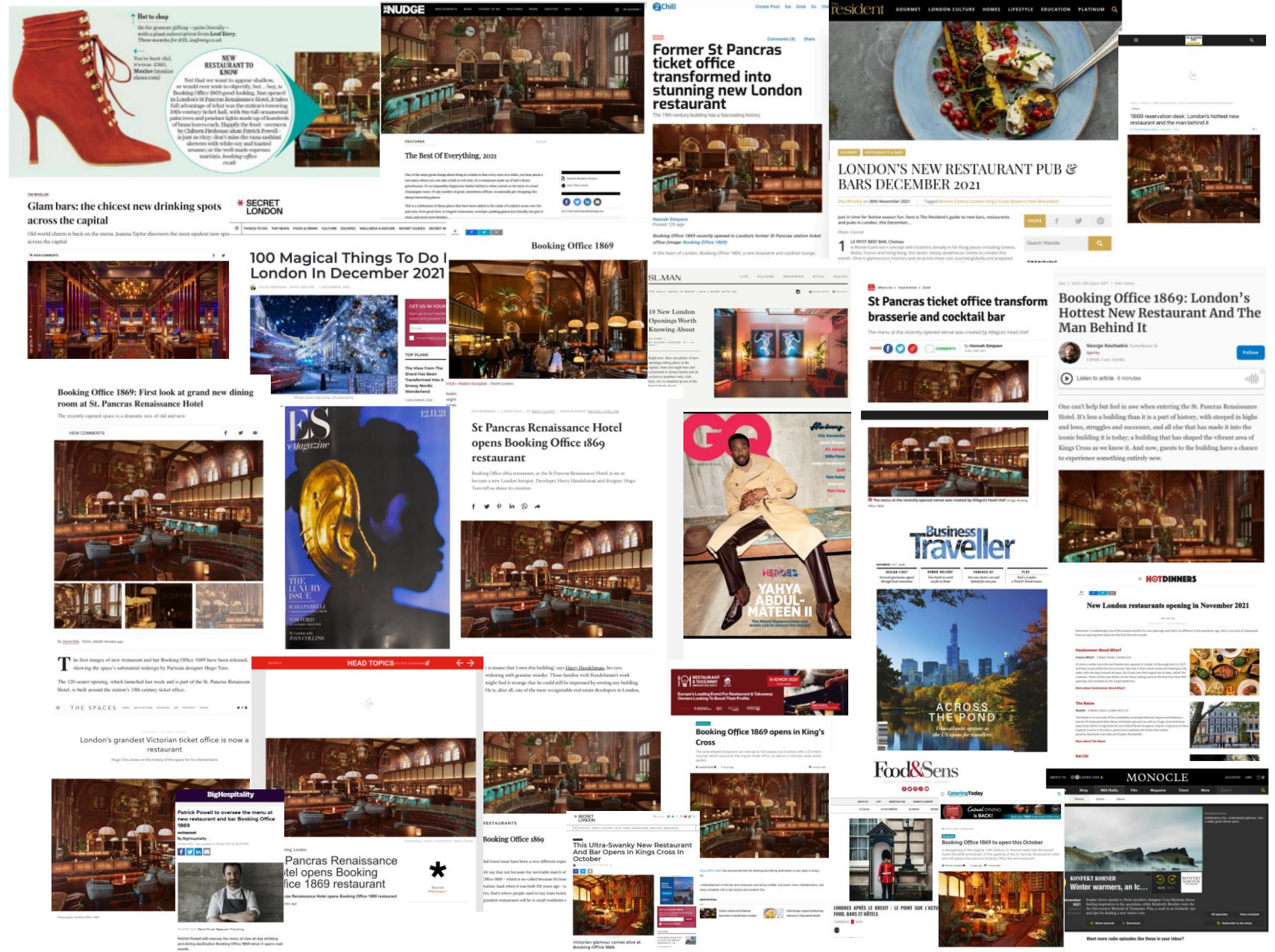
Estimated coverage views

14.3k

Social shares

21.2m

Circulation



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THANK YOU