

Case Study

The Granary Newtown

Background

The restaurant had seen a number of changes during 2017-2018 - Changing it's long established name from 'Mirren's' which was a traditional steak & tapas bar, to The Granary which introduced 'fine dining' and a 5 course taster menu. Then in September 2018 they changed the menu again to 'modern cuisine'

This had left the restaurants clientele confused over who they were and what they could expect. This had seen a dramatic decline in dining numbers. I was commission by the restaurant to raise the profile via social media, rebuild their website and create a strategy which could be used by the inhouse team to maintain a consistent message.



Work carried out

November - March

I worked closely with the team to create a visual style and social media strategy which worked for The Granary. Working with the inhouse team to ensure they were confident taking the strategy forward.



Website Rebuild

Fully responsive (mobile/tablet friendly) with online bookability which could be updated by the team in house. Full training provided.



Social Media Strategy A/B Testing

We tested a number of different style options, visual, media and tone of voice.



Social Media Strategy

Social media strategy was created from data and worked through with the team to provide a comprehensive guide the team could work with.



Ongoing success

The restaurant has gone from strength to strength and the team are confident in continuing the strategy going forward.