



# M RESTAURANT

BRAND STRATEGY | CHANGE MANAGEMENT | DIGITAL TRAINING



## PROJECT SUMMARY

The M restaurant is an award-winning restaurant brand with three successful branches currently operating in Twickenham, Bank and Victoria.

With its recent partnership with the Gaucho group and its Canary Wharf location being set to open next year, we were brought in to consult and advise the brand on how to improve its performance across a wide range of business areas.

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## THE STRATEGY

When we first joined the team, we spent some time understanding the business process and the ways in which the M advertised and established brand relationships with its customers. We quickly came to realise that one of the biggest issues the team had was a lack of organisation and clarity around content creation and development of its digital channels. We also realised that they had a disconnect between their offline and online brand, where customer satisfaction was high but not enough of them were communicating this online.

We went through a complete strategic analysis report which carefully analysed historical performance as well as its competitors to create a plan that was optimised for growth.

We fundamentally stripping everything down to the basics creating a framework that improved the quality of social media content that was distributed as well as methods in which we could track and analyse the performance of the material we pushed out. We were able to drastically improve the quality of the digital brand through a wide range of techniques and strategies that we actively applied.

## TRAINING & COACHING

Through our extensive training we were able to teach and advise the in-house marketing team as well as the hospitality staff on how to better cultivate and develop the M's brand identity with confidence. We were able to encourage creative ideas especially during specific advertising campaigns that helped directly impact revenue and awareness.

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## SUMMARY OF RESULTS

- A sharp increase in positive Google reviews which improved digital brand performance.
- A strong increase in customer engagement across different social media platforms.
- Successful advertising campaigns that aided continual sold out restaurant events.
- Extremely positive feedback from the staff that were able to demonstrate greater marketing, content design and brand building skills through our training.

## OUR FINAL THOUGHTS

Working with a prestigious restaurant such as the M, really helped broaden our knowledge on how the fine dining industry operates and interacts with its customers.

Our sheer passion for the restaurant itself allowed us to actively get stuck into different business processes to truly add value where we could. We are looking forward to continually work with the M as they scale their operations and look to further develop their digital brand. Working with their team has truly been an absolute pleasure.