



CASE STUDY

The Garden Shed

“We saw a 33% increase in sales for the quarter with no other marketing activity!”

- TINA, RESTAURANT MANAGER

PREMIUM BUSINESS PROFILE
PAGE VIEWS

14,400+

EDITORIAL ARTICLE
PAGE VIEWS

17,900+

TOTAL SOCIAL REACH

273,600+

The Client.

The Garden Shed is a one-stop restaurant perfect for any occasion—whether it's a long lunch with friends, to a romantic late-night dinner—and has built a solid local following in Mt. Eden.

The Ask.

The Garden Shed has Mt. Eden locals at it's fingertips, however the restaurant wasn't reaching capacity and needed to attract a new and more diverse clientele. The Urban List was enlisted to drive widespread awareness through the notoriously quiet summer months, specifically focussing on increasing dinner trade and promoting summer functions.

“@Mark, burgers for me, craft beer for you. Sorted!”

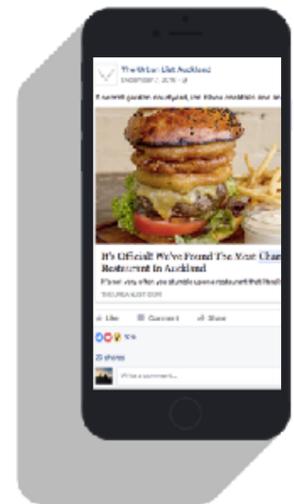
- SHAYNE WAY (FACEBOOK FAN)

The Answer.

The Urban List ran a three-month campaign, strategically crafted to create consistent messaging across multiple touch-points for the duration. Leveraging The Garden Shed's cute outdoor dining space and Insta-worthy menu, The Urban List not only created hype and awareness, but directly drove action and foot traffic.

Through **a long-form editorial article** including beautiful custom photography, The Urban List was able to simultaneously promote The Garden Shed's new dinner menu and functions. This content was then distributed far and wide—sent to our email database, posted on **Instagram**, and creating conversation through a dedicated **Facebook post**. Through this virally-driven strategy, The Urban List actively encouraged readers to share, tag, and consider The Garden Shed as a 'must do' dining option in Auckland.

An **Instagram competition** was used to further raise awareness, and directly grow The Garden Shed's own Instagram followers for future re-marketing.



The Results.

The Urban List's approach drove mass awareness of The Garden Shed over the Summer months, resulting in a 33% increase in sales during the campaign, and increasing their Instagram following by 270%.

- EDITORIAL VIEWS: **17,900+**
- AVERAGE TIME ON PAGE: **4:06**
- **SOCIAL MEDIA REACH: 223,200+**
- SOCIAL MEDIA ENGAGEMENTS: 20K+
- **COMPETITION ENTRIES: 1,440+**

Behind the Scenes.



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