



ATL | SKYPOINTE RESTAURANT WEEK

November 23-30, 2020

Goal

The inaugural ATL SkyPointe Restaurant Week aims to increase public awareness of ATL SkyPointe Food & Beverage options and urge passengers to arrive early to dine on-site. To maximize an increased traffic opportunity, the event will be executed during Thanksgiving holiday week via multi-themed days for appealing to multiple segments of travelers.

Components



Pre-recorded Chef Demonstrations

Featuring chefs from Chicken + Beer and Paradies Lagardere



Influencer / Blogger Activation

Posting restaurant reviews amplified through social channels



On-site Chef Interview

Recorded interview on-site with the Hudson Group's Grab-and+Go chef

Marketing Channels

- Airport CNN Channel
- ATL's YouTube Channel
- ATL.com
- AJC Social

Social Media / Website

Daily posts promoting restaurant locations under the following themes:

- Grab & Go
- Unique Delights
- Beverages
- Wine & Dine
- Georgia Grown
- Famous Favorites

Content may also include videos and recipes.

On-Site

- Branded physical and digital signage encouraging customers to learn more on ATL.com
- Table tents with QR codes placed in every food court

ATL | SKYPOINTE



Hartsfield-Jackson
Atlanta International Airport





Videos

Promotional Videos

- General Promotional Video - <https://www.youtube.com/watch?v=TT-oU5mmqMc>
- Sips and Spirits - <https://www.youtube.com/watch?v=-yX4UTAq5S8>
- Georgia Grown - <https://www.youtube.com/watch?v=C0DzxtZ1DOA>

Chef Demonstrations

- Paradies Lagardér's Chef Patrick J. Fisher prepares Shrimp and Grits
<https://www.youtube.com/watch?v=e51j8g--J78>
- Paradies Lagardér's Chef Patrick J. Fisher prepares Peach Cobbler
<https://www.youtube.com/watch?v=wSDgNX6lhVc>
- Chicken + Beer's Chef Gary Caldwell prepares Shrimp and Red Rice plus a Fried Chicken Sandwich
<https://www.youtube.com/watch?v=SEKRJ2yYc4Q>

On-site Chef Interview

- Hudson Group's Chef David Ried talks about the grab and go food options at ATL
<https://www.youtube.com/watch?v=YwEFSmbWfMs>

Social Media

Examples of Instagram Posts

- Unique Delights - <https://www.instagram.com/p/CH8iLivp9TO/>
- Wine and Dine - <https://www.instagram.com/p/CIGodZFpHtP/>
- Our Influencer Overview - <https://www.instagram.com/p/CH-gn0BJYOq/>
- The Hudson Gift Bag Giveaway Winner - <https://www.instagram.com/p/CIQIzjMpxii/>

Stats

- Facebook (8 posts, 211 likes, 49 shares, 13 comments)
- Twitter (4 posts, 1,630 media views, 31 likes, 21 retweets)
- Instagram (12 posts, 1,660 media views, 1,450 likes, 60 comments)

Social Media Ambassador Posts

- @karisma_ray - https://www.instagram.com/p/CIJAvbTB8_J
- @DishwithChris - <https://www.instagram.com/p/CIBfyb1JY4S>
- @whiskeyandrosemary - https://www.instagram.com/p/CIgZmT_AmVI

Stats

- Covered 11 food and beverage locations
- Total Impressions: 4472
- Total Instagram Reel Views: 3697

ATL Rewards Email Marketing

- Delivered 314,682 emails to ATL Rewards Members