

Broadband Network Three

BBN3 / Video Production



Case Study

How to use Video for
Persuasive Launch
Strategy.

Summary

Client: Braun/Allison on record for their client The Glowbal Group.

Where: Yaletown - Vancouver, BC

What: The opening of Society, the newest addition to the Glowbal Group's collection of restaurants.

Why: To build buzz, excitement and awareness around the launch of Society using the natural medium of the target demographic: Social Media.

The Partner:

Braun/Allison

Braun/Allison Creative - a marketing and advertising firm located in Vancouver B.C. Known for their strong voice and constantly evolving approach, Braun/Allison works with clients from a broad range of industries.

Their Client:

The Glowbal Group

The Glowbal Group is comprised of some of Vancouver's most popular restaurants in the downtown core. With seven restaurants, two lounges and one catering business, this successful company is expected to generate more than \$32 million in revenue this fiscal year.



Assignment

Build buzz, awareness and excitement around the opening of the Glowbal Group's seventh restaurant: Society.

SOCIETY
OPPOSITES ATTRACT



Challenge

Vancouver has an intensely competitive restaurant market. With many to choose from, new restaurants and lounges must be heard above the noise, especially when they are launching during a significant economic downturn in the City's restaurant and food service business.

Braun/Allison knew they needed a new fresh and unique way to talk to Society's target demographic: media savvy, hip, twenty and thirty-something foodies who socialize, communicate and acquire information via Social Media. As YouTube is second only to Google as the largest search engine by search query volume, and video has dramatically changed the way we interact with brands and consume information online, Braun/Allison recognized that video would play an integral part in promoting Society's launch.

They turned to BBN3 to tell Society's story and create compelling videos that would contribute to an enticing online awareness and engagement campaign.

Approach

BBN3 created a series of six short videos that took viewers behind the scenes to witness the work and creativity that went into preparing Society for its high stakes opening night. The videos are episodic, each focusing on a different aspect of the launch process and featuring the key personality responsible for that part of the production. Throughout the month leading up to the launch, the videos were released and promoted on the client's website, Facebook page, YouTube and via other social media.

BBN3's streamlined production process ensured that integrating video into Society's marketing campaign was easy, unobtrusive and affordable for Braun/Allison and the Glowbal Group. Experienced production staff oversaw the creation of the video, efficiently managing the creative development, production, shooting, editing and final delivery of the content.

Creative

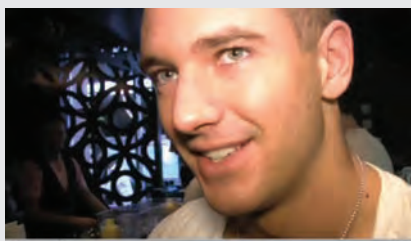
BBN3 took inspiration from the tag line, "Society is Yaletown's Most Unpredictable Dining Lounge - where opposites attract and anything can happen". The videos appeal to the sensibility of the media savvy target demographic by showcasing all the elements that make Society a place to see the "glitterati" - from the design and build of the Restaurant's glamorous interior, to the selection of the "comfort food meets class" menu.

Shot in a documentary style, driven by informal interviews with the key players, and illustrated by actuality, each video has an edgy authenticity that gives audiences a fly on the wall perspective, allowing them to share the excitement as milestones are met and the opening night draws closer.



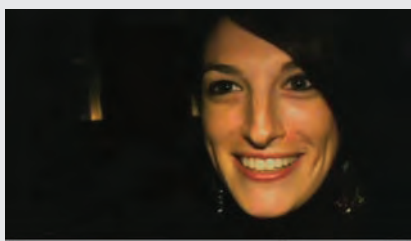
Episode 1: Sneak Peak

Society's interior designer, H. Jay Brooks, explains his vision for the lounge's interior. Viewers see the room take shape from the blueprint designs to the pink chandeliers. They get excited to see the end result and start to visualise the experiences they will have at Society.



Episode 2: Making the Menu

Glowbal Group CEO and President, Emad Yacoub, explains the vision behind the unique menu: "simple comfort food with class". Viewers see how the recipes are meticulously created, tasted and perfected. They look forward to trying the dishes that make it onto the final menu.



Episode 3: The Hiring Process

Society's cast is auditioned and selected. Viewers find out what it takes to get on the crew and who they can expect to shape the Society scene.



Episode 4: Prepping the Kitchen

With five days until opening, viewers get a rare look inside the buzzing Society kitchen as the team prepares for the launch. The infectious energy of the kitchen staff gets viewers hyped to attend the party.



Episode: 5 Yaletown's Newest Hotspot Gets Ready to Open

This episode is a video press release that promotes Society's unique elements as the launch party approaches. Viewers (including the media) anticipate seeing it all for themselves.



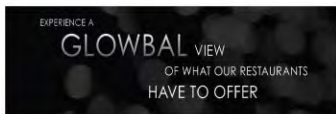
Episode 6: Opening Night

The video shows Society in full swing during the launch party. It's a huge success. Viewers that missed the party plan an evening at Society.

The Results

With the help of BBN3 Video Production Services, Braun/Allison successfully incorporated video into the marketing campaign for the launch of Society. With minimal offline support these videos were widely shared through Social Networks. During the course of the campaign, the BBN3 videos were viewed more than 8000 times on Vimeo and YouTube alone. The opening night was a fantastic success, with a line-up of fans, patrons, media and well-wishers in attendance.

Testimonials



**John-Paul Lamb, GM and VP Marketing
Glowbal Group:**

"The response was tremendous! We've had so much positive feedback. This is a very creative way of doing things and it really built to the excitement of the opening."

BRAUN / ALLISON
CREATIVE SERVICES FOR MARKETING

**David Allison, Partner, Co-Principal
Braun/Allison:**

"I had a lot of people start to recognize me at the various Glowbal Group restaurants, and even had a few friends and colleagues call me up after seeing the video. That doesn't happen very much, so it was evidence that people were watching the videos and paying attention."



Reason

**Kerry Morrison, Director, Reason Intelli-
gent Design:**

"The video content had a positive effect on our organic search results for the Society website. Without a doubt BBN3/SoMedia played a role in making the Society launch a great success."

About BBN3 Video Production Services.

BBN3 allows you to create customized videos easily and inexpensively with our streamlined, online production platform and our extensive network of talented video journalists - saving you weeks of development time and creating new revenue streams.

Quality, Cost Effective Video – Anywhere and Everywhere.

BBN3 has been creating broadcast television and web video content with a global network of video journalists (VJs) since 2006. Our Video Production Services offer businesses of all sizes access to the extensive VJ network and their story telling abilities.

BBN3 VJs tell compelling stories that resonate with audiences on an emotional level. Each video is told with an authenticity that traditional corporate video just doesn't provide. This unique, narrative, documentary style format creates actionable, highly engaging and entertaining content for branding, marketing and promotional needs.

To learn more about BBN3 Video Production Services,
please visit www.bbn3videoproduction.com or contact us at:

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