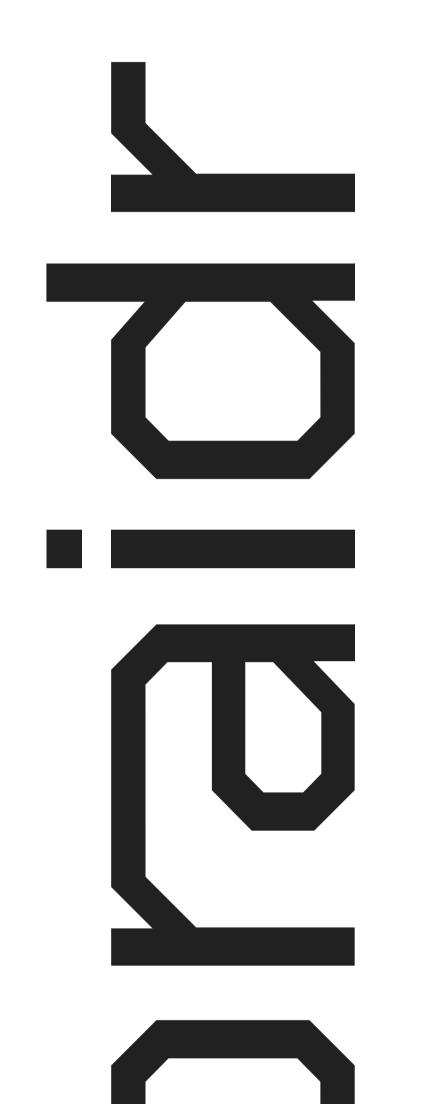


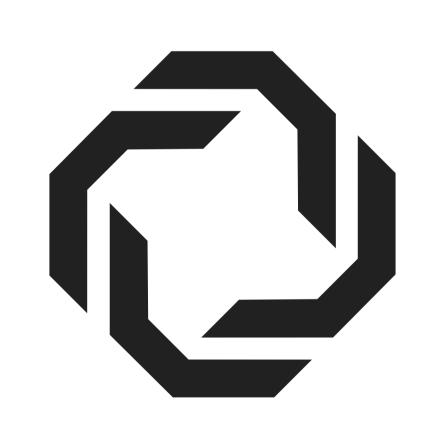
Discovering London's Hidden

Food Gems



Brought to you by



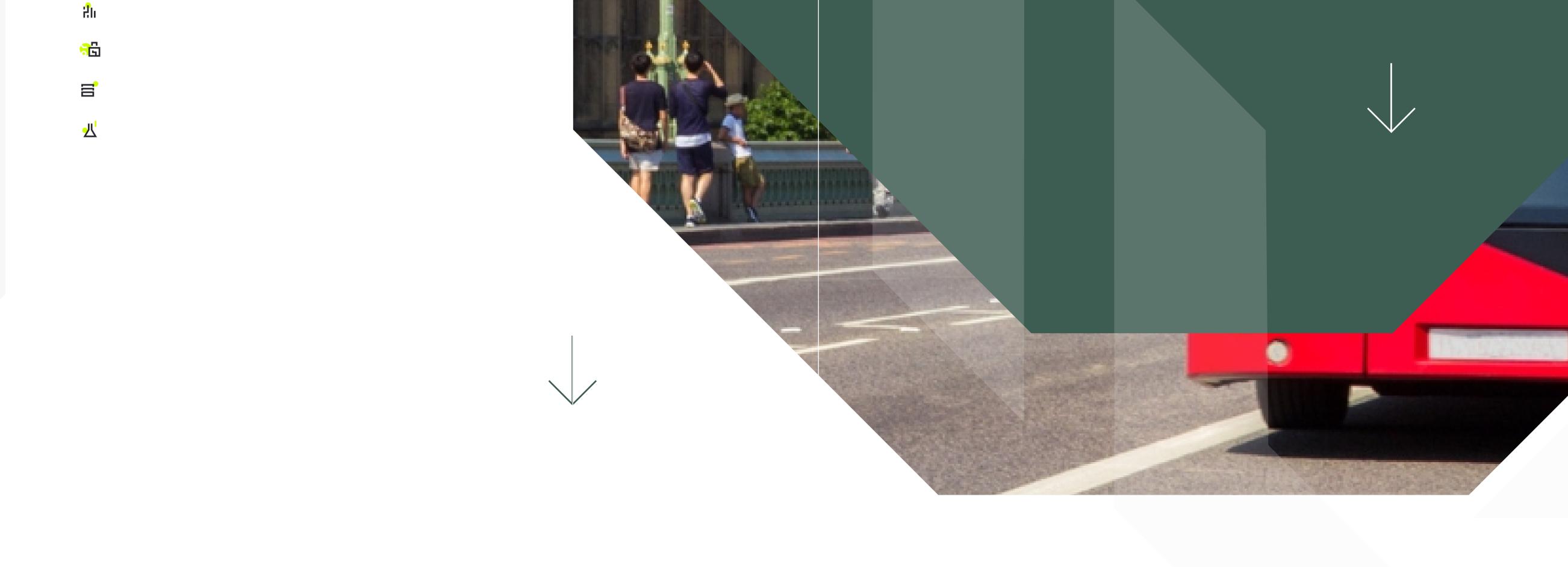






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Setting the Scene: The

Landscape

Hospitality is a fiercely competitive industry, especially within London. For

Clermont Hotel Group, gaining market

Food offers a global audience the authentic opportunity to connect with

share (and associated traffic and revenue) while standing out from the crowd are key

goals.

However, capturing the attention of

potential customers within the ever-

changing digital space requires creativity

and cross-team efforts. Clermont Hotel

Group needed a compelling strategy to

address these challenges head-on.

the local culture and traditions. Dining at a popular local spot would allow guests to truly "taste" the essence of a place, turning their hotel stays into a culturally enhancing experience, rather than just accommodation.

Braidr aimed to anchor the Clermont Hotel Group's brand visibility in local popular foodie culture, by setting the key objectives:

Braidr steps in.

Discover foodie hidden gems near each hotel



Create a distinctive brand strategy



Position the group's branding as resonating with the foodie tourist segment

Improve the group's local SEO strategy



Develop a unified strategy across all agencies, including PPC, PR, creative, branding and influencer



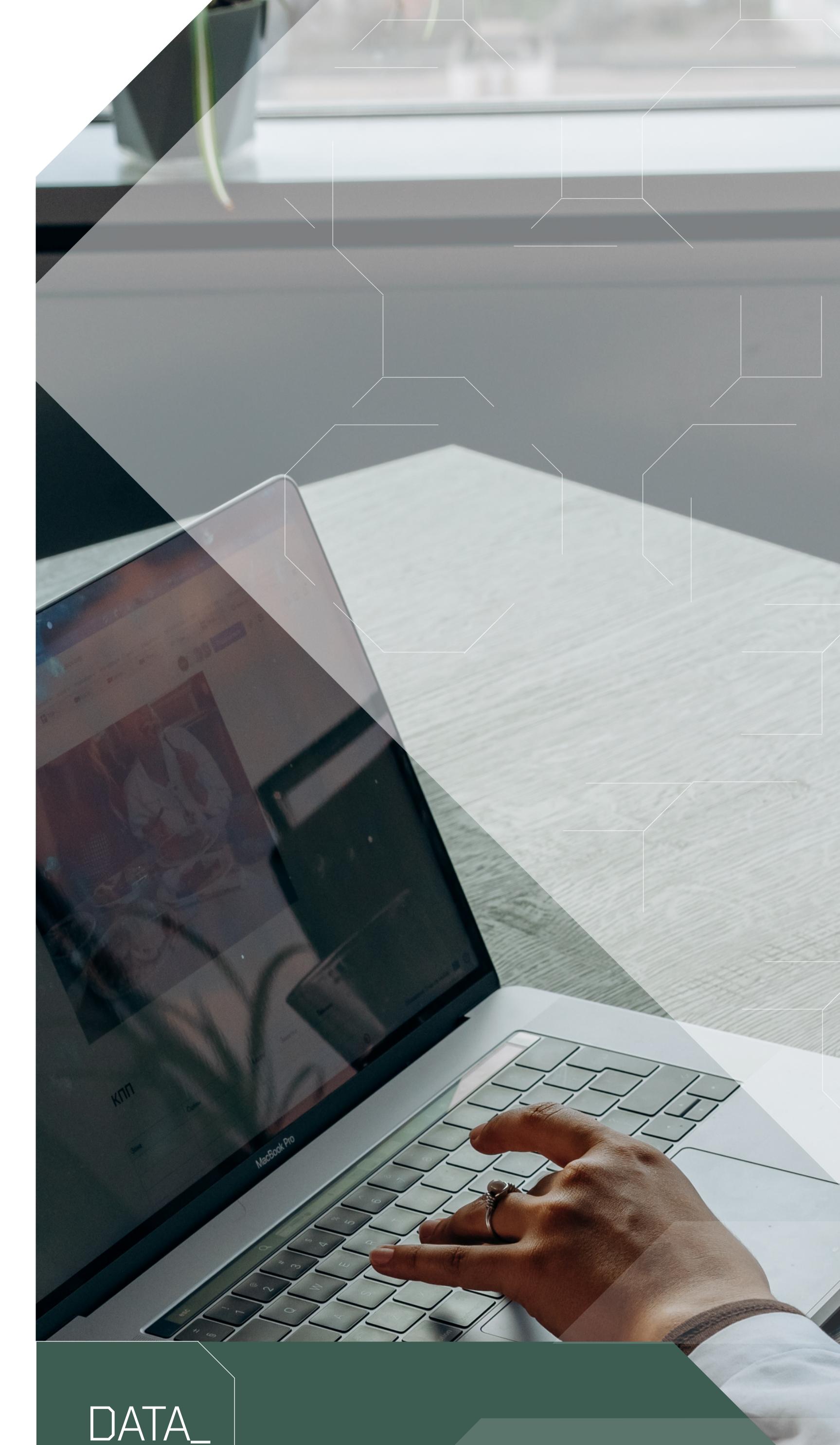




Unravelling Challenges to Unveil Success

To achieve this, we devised a solution

capable of facing the challenges ahead:



Navigating the complex nature of social media data

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We sifted through millions of social media posts and engagements to extract insights, a task immense in scope and requiring highly technical expertise.

Identifying the best undiscovered local foodie destinations nearby

We developed a proprietary ranking formula that could accurately distinguish 'hidden gems' - food destinations people are passionate about but

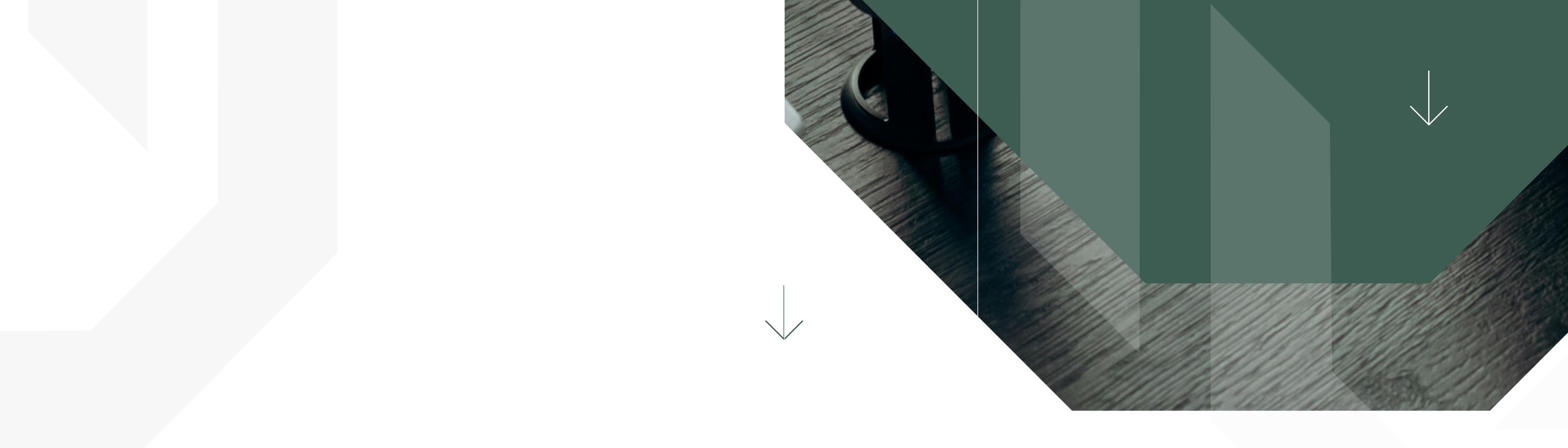
were relatively undiscovered.

Crafting a compelling and data-driven strategy and communicating it to less technical audiences

It needed to be diverse and touch upon every facet of digital marketing.

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Discovering London's Hidden Food Gems







Our Journey to

Identifying London's Hidden

Gems





Hotspot ranking

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Our own methodology devised to uncover true hidden gems using simple calculations. We curated a list of top 100 restaurants within 3km of each Clermont hotel which had high social engagement and were relatively less popular.

AN INNOVATIVE SOLUTION USING DATA SCIENCE AND GENERATIVE AI INVOLVING:

Social influencers



Collating the top food and foodie influencers posting in London across Instagram.

User interactions



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Massive data collection of user interactions across thousands of destinations.

Hidden gems

Using cutting-edge statistical techniques to identify hidden gems and other insights.

The innovation didn't stop there.

We used generative AI to develop a full marketing strategy for Clermont including the transformation of our insights into compelling

Content analysis

Reshaping raw social data into a refined dataset of hotspots. Achieved by prioritising social engagement over influencer popularity so highly-engaged content from less popular authors could score higher than similar content from popular authors. Giving small local businesses the recognition they deserve.

Smart geolocation

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Clustering thousands of culinary hotspots based on hotel proximity.

narratives and imagery. Braidr's recommendations set the hotel up for success across marketing channels (paid, organic, SEO and email.)

targeted social media ads to users who have
engaged with posts about a hidden gem
organic posts that highlight the hotel's
proximity to a hidden gem
blog articles and video series that highlight the
best hidden gems

monthly newsletters that feature a different

hidden gem each month

Through the combination of these solutions,
Clermont Hotel Group has a unique, data-driven
approach to take the guest experience to the
next level and truly differentiate their brand in the
London hotel market.

braidr.ai



Our Journey to

Identifying London's Hidden

Gems

Then we processed the data to identify foodie destinations across London, leveraging a unique proprietary ranking formula, developed by our

team.

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Sponsored Comments Court Instant

TRANSFORMING RAW DATA INTO MARKET INSIGHTS BY LEVERAGING WEB SCRAPING TECHNOLOGY.

We used advanced web scraping

technology where we collected large-scale

user feedback on food-related content.

Then we transformed the amassed data,

initially unstructured and raw, into a

market asset.

The raw data we scraped underwent a

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three-step refinement process:

Cleaned

Removing stop words and emojis

Transformed

Grouping all metrics (likes, comments, followers) for each author and location

Processed



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Assigning a score to each restaurant to uncover the hidden gems







Our Journey to

Identifying London's Hidden

Gems

IMPACT

The impact of our project went even further:

Future marketing blueprint

Efficient, rapid blueprinting, reshaping how marketing could be conducted.

Innovation catalyst

EMPHASISING THE IMPORTANCE OF DATA-DRIVEN DECISION-MAKING IN CLERMONT'S STRATEGY.

Our solution led to:

New opportunities

We facilitated the exploration of previously untapped markets and audiences for the group. It signalled the start of a new era of innovation in the hospitality sector, prompting a wave of creative thinking and problem-solving.

Encouragement of sustainable tourism O

We promoted local businesses and encouraged travellers to explore local surroundings on foot, reducing the need for transportation and contributing to a more sustainable tourism industry.

Increased web traffic

Driven by the improvement of the hotel group's local SEO strategy and targeted advertising.



We bridged the gap between data and hospitality,

Rise in bookings

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A way of reaching new foodie audiences.

Amplified brand awareness

By identifying and applying the right marketing strategies.

Better brand positioning

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providing a remarkable guest experience, and brought innovation to Clermont Hotel Group's marketing strategies. This success story is a testament to the power of data and innovation, and a blueprint for the future of data-driven marketing.

"Mixing the results of this data project with the predictive revenue audience cohorts Braidr has created for Clermont has meant we can be tailored with our creatives and messaging. Our goals are always to resonate with the audience, whilst also having more confidence that we're speaking to them at the right time in their purchase/research journey to help unlock more revenue potential. This application of data-driven content enhances the potential to achieve even greater campaign success for Clermont."

The group successfully positioned itself as the top choice for food enthusiasts seeking local dining experiences in London.

Competitive edge

Bestowed Clermont with a unique competitive advantage, setting them apart in the hospitality industry. Kimara Saldanha, Head of PPC Found.



braidr

