

# Discovering London's Hidden Food Gems

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London's  
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Gems





# Setting the Scene: The Landscape

Hospitality is a fiercely competitive industry, especially within London. For Clermont Hotel Group, gaining market 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.

## Braidr steps in.

Food offers a global audience the authentic opportunity to connect with 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:

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



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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# Our Journey to Identifying London's Hidden Gems

## INNOVATION

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



Massive data collection of user interactions across thousands of destinations.

### 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



Clustering thousands of culinary hotspots based on hotel proximity.

### Hotspot ranking



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.

### 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 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.








# Our Journey to Identifying London's Hidden Gems

## CRAFT

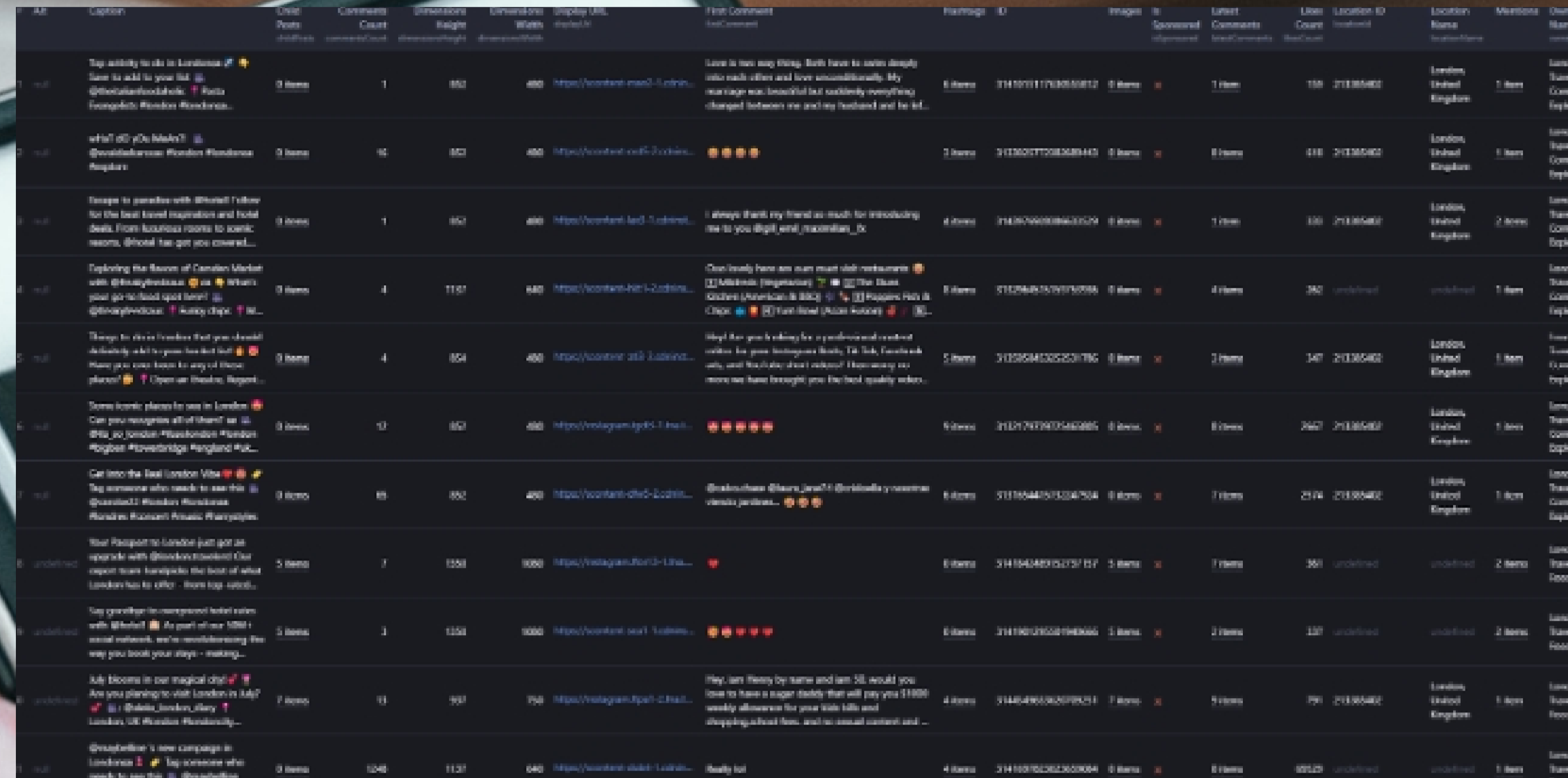
TRANSFORMING RAW DATA INTO MARKET INSIGHTS BY LEVERAGING WEB SCRAPING TECHNOLOGY.

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.

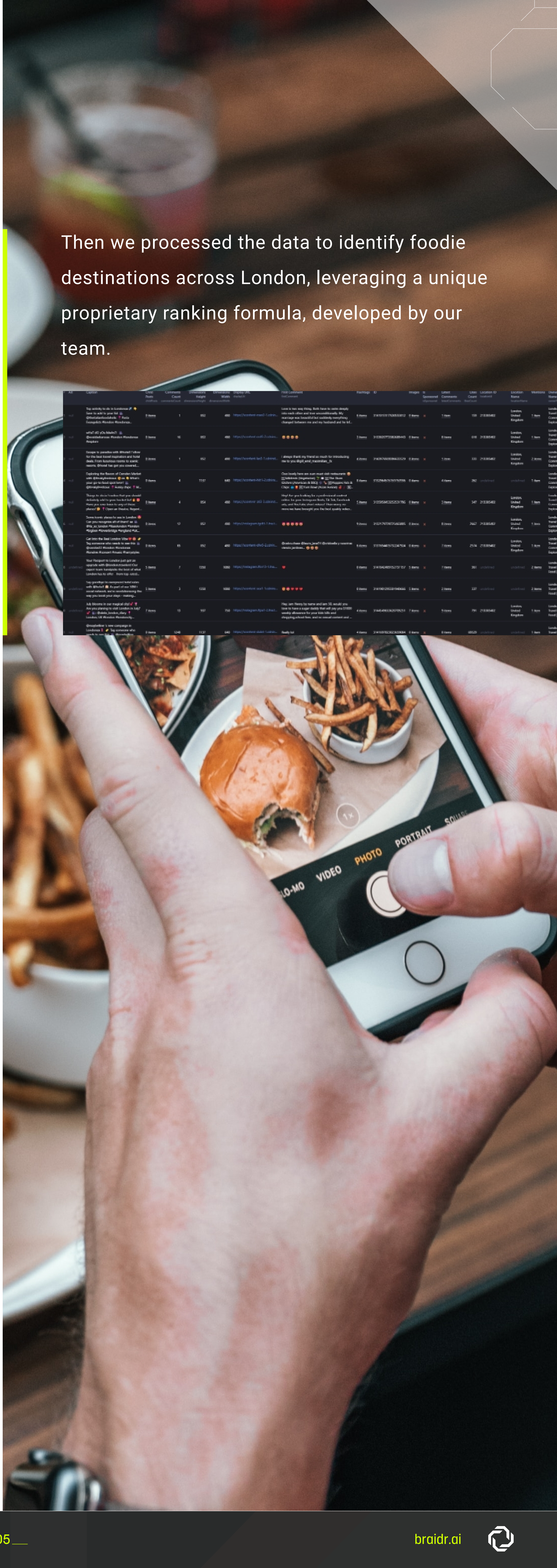
The raw data we scraped underwent a three-step refinement process:

- Cleaned**  Removing stop words and emojis
- Transformed**  Grouping all metrics (likes, comments, followers) for each author and location
- Processed**  Assigning a score to each restaurant to uncover the hidden gems

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



Location	Comments	Likes	Followers	Score	Rank	Address	City	Country
London, United Kingdom	1	852	488	1.2	1	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	2	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	3	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	4	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	5	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	6	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	7	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	8	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	9	100	London	United Kingdom
London, United Kingdom	1	852	488	1.2	10	100	London	United Kingdom





# Our Journey to Identifying London's Hidden Gems

## IMPACT

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.
- Increased web traffic**

Driven by the improvement of the hotel group's local SEO strategy and targeted advertising.
- Rise in bookings**

A way of reaching new foodie audiences.
- Amplified brand awareness**

By identifying and applying the right marketing strategies.
- Better brand positioning**

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.

The impact of our project went even further:

- Future marketing blueprint**

Efficient, rapid blueprinting, reshaping how marketing could be conducted.
- Innovation catalyst**

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**

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.

We bridged the gap between data and hospitality, 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."

**Kimara Saldanha, Head of PPC Found.**

