



Glass and Plate Restaurant Launch

2021 MARCOM AWARDS ENTRY

148c. Integrated Marketing

THE
**POSTCARD**
AGENCY



Campaign Objectives

Glass and Plate owners Justin and Cristina Ward reached out to The Postcard Agency to support the launch of their new restaurant with a cross-channel marketing campaign. The Wards sought a marketing partner that could establish their restaurant's brand and presence across digital and traditional platforms in a fun yet tasteful manner. They also wanted a beautiful and user-friendly website that showcased Glass and Plate's menu and location.

Ultimately, they wanted to get the word out before their grand opening to start cultivating a loyal customer base during the middle of a global pandemic, when most people were eating at home instead of dining out at restaurants.



Goals

- Establish the restaurant's brand with a fresh color palette and imagery
- Tell the owners' stories in an authentic, engaging manner
- Showcase the restaurant's wide variety of menu offerings
- Encourage phone and online orders
- Design a beautiful, user-friendly website
- Design custom, easy-to-edit print and digital menus
- Create professional business cards
- Increase organic search traffic to bring in new customers
- Generate excitement before the restaurant's grand opening with engaging social media posts and emails

Deliverables

- Website
- Copywriting
- Search Engine Optimization
- Social Media Marketing (Instagram)
- Email Marketing
- Branding
- Menu Design
- Business Card Design





Results

As a result of our integrated marketing campaign, Glass and Plate experienced the following growth during its first month in business:

- 12,834 people found the restaurant on Google
- 211 people asked for directions via Google Search
- 1,782 people visited the website via Google Search
- 128 people called the restaurant via Google Search
- 3,300 web visits
- 6,700 pageviews
- 500 new Instagram followers before the restaurant's opening
- 74% average email open rate
- 47.1% average email click rate



Challenges

The Postcard Agency supported the successful launch of a locally-owned San Antonio restaurant during the pandemic with a strategic integrated marketing campaign. In a time when frequent restaurant closures and new safety protocols were challenging the food and beverage industry, The Postcard Agency worked hand-in-hand with Glass and Plate's owners to build trust within the community, all while promoting the new restaurant across the city.

By communicating safety measures to customers along with menu offerings in an engaging manner, The Postcard Agency enabled Glass and Plate's owners to open the restaurant with confidence despite the unpredictable business environment. Thanks to our collaborative approach, we achieved outstanding results for the restaurant by building trust with locals and cultivating a loyal customer base.





Successes

The Postcard Agency planned and implemented a strong integrated marketing campaign to establish Glass and Plate as a safe and welcoming locally-owned restaurant for diners seeking delicious, quality meals. Deliverables included a new website, search engine optimization, social media marketing, email marketing, branding and print collateral.

Our web design, SEO and branding strategy generated thousands of website visits and hundreds of phone calls for the restaurant during its first month in business. The Postcard Agency built a custom website featuring the restaurant's lunch, dinner and brunch menus, encouraging visitors to explore dishes before and during their dining experience.





Successes

We integrated online ordering capabilities throughout the site to spark more sales, and our SEO experts optimized every page with competitive local keywords with high monthly search volumes. For example, the website ranks on the first page of Google search results for keywords like “Olmos Park restaurant,” contributing to Glass and Plate’s astronomical growth in web visits and phone orders. Our content marketers wrote engaging website copy showcasing the restaurant’s delicious meals, quality service and inspiring story, further strengthening the site’s search rankings.

Our branding team revamped the restaurant’s color palette and incorporated food-related textures (wine, herbs, etc.) across marketing channels to highlight menu offerings. We also designed the restaurant’s business cards and menus in an easy-to-edit template, enabling the restaurant owners to make quick updates on the fly. The pandemic forced restaurants to adapt their menus often due to food delivery delays, so these efforts allowed Glass and Plate’s owners to make quick changes as needed.





Successes

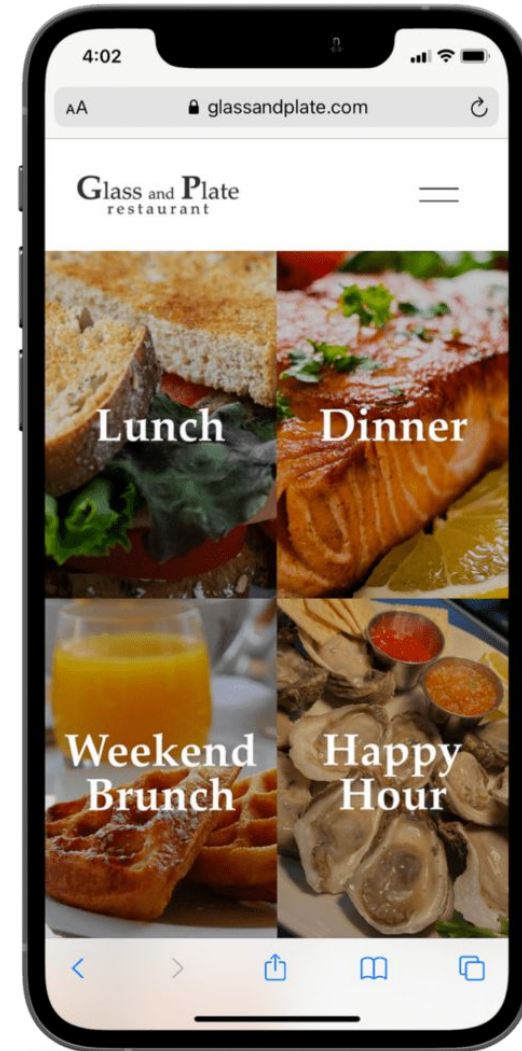
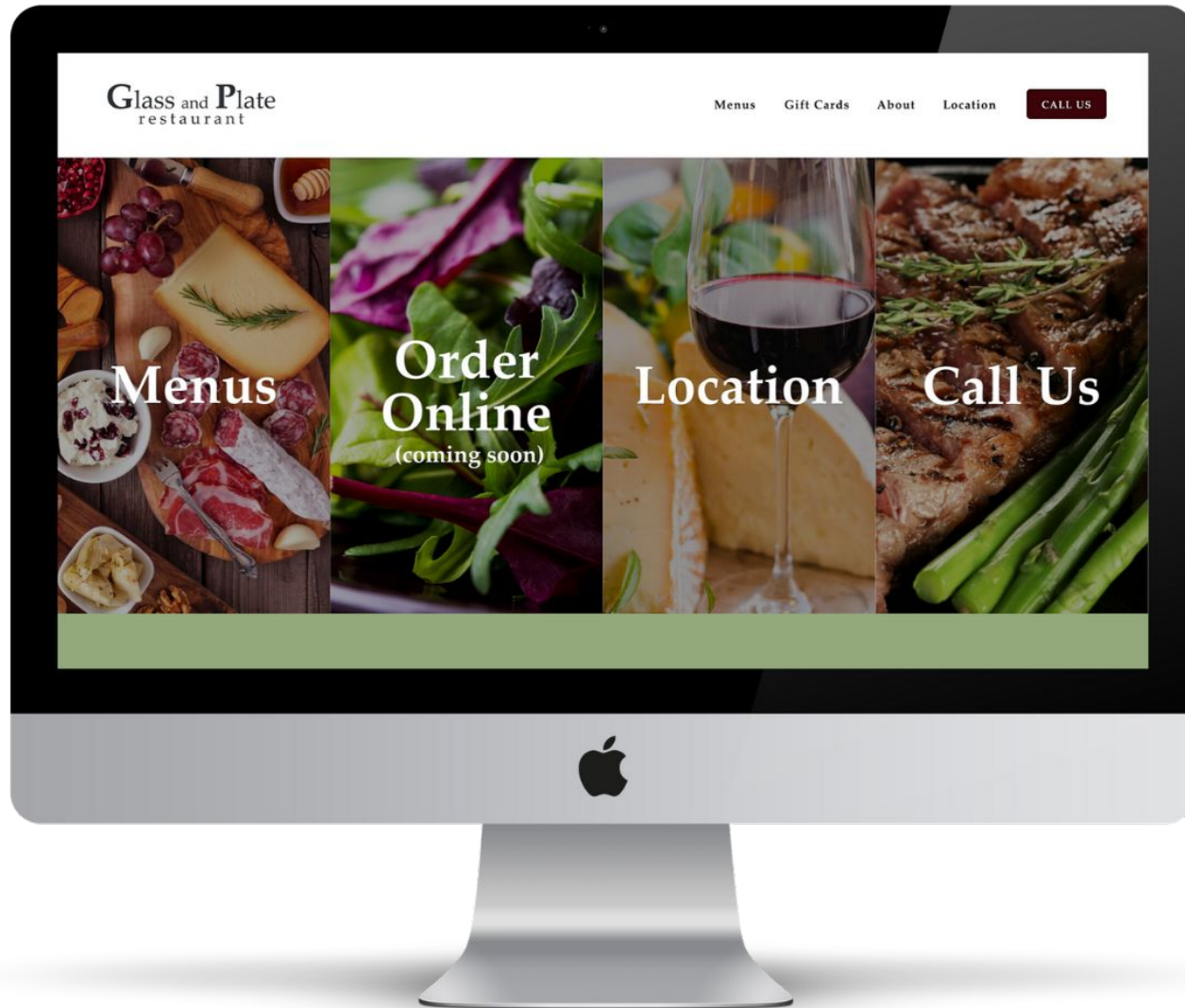
The Postcard Agency also implemented an engaging social media strategy and cultivated a loyal fan base of more than 500 Instagram followers before the restaurant's launch, setting the business up for success. Our smart email marketing strategy encouraged dozens of contacts to attend the restaurant's grand opening, including the mayor of San Antonio, generating strong online reviews and word of mouth referrals to affirm Glass and Plate's credibility during a time when trust mattered most.



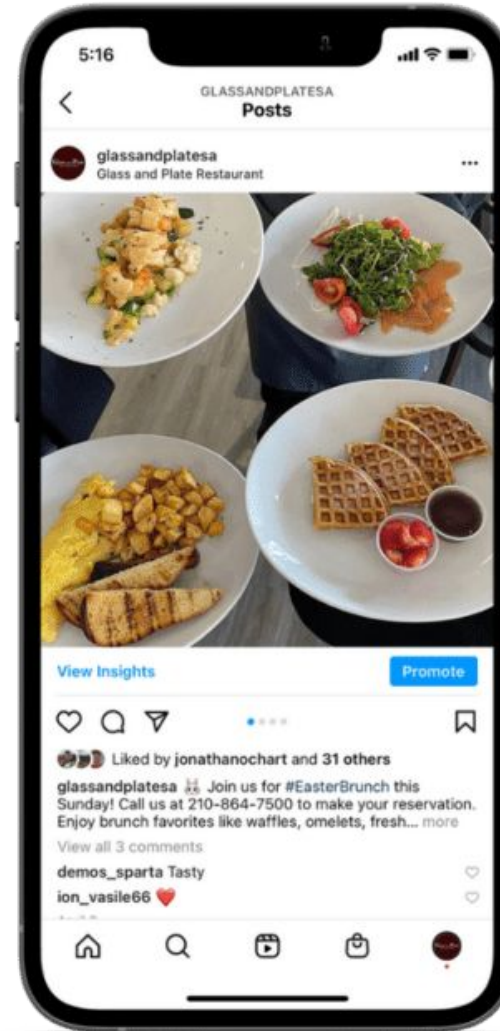
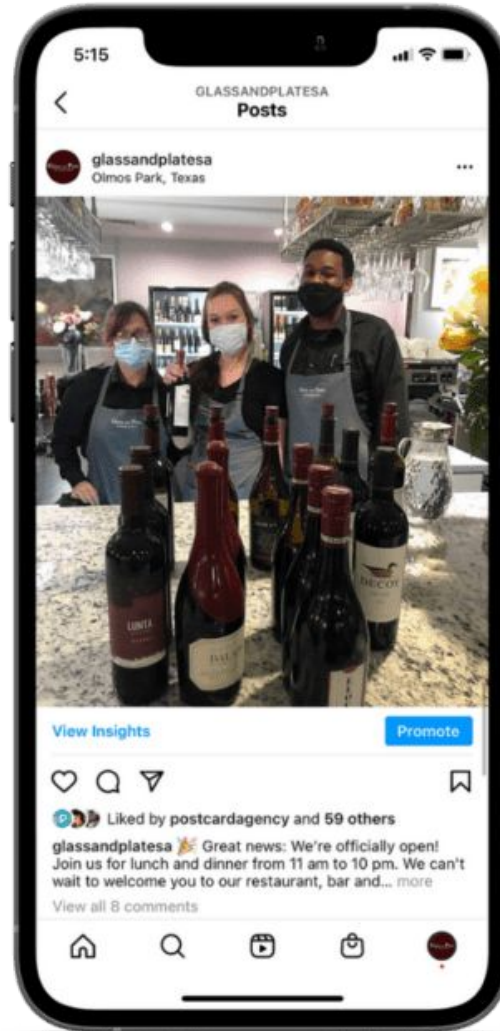
A close-up photograph of two hands, one holding a small amount of dark, granular material (possibly seeds or soil) and the other positioned below it, with the text "Campaign Assets" overlaid in white.

Campaign Assets

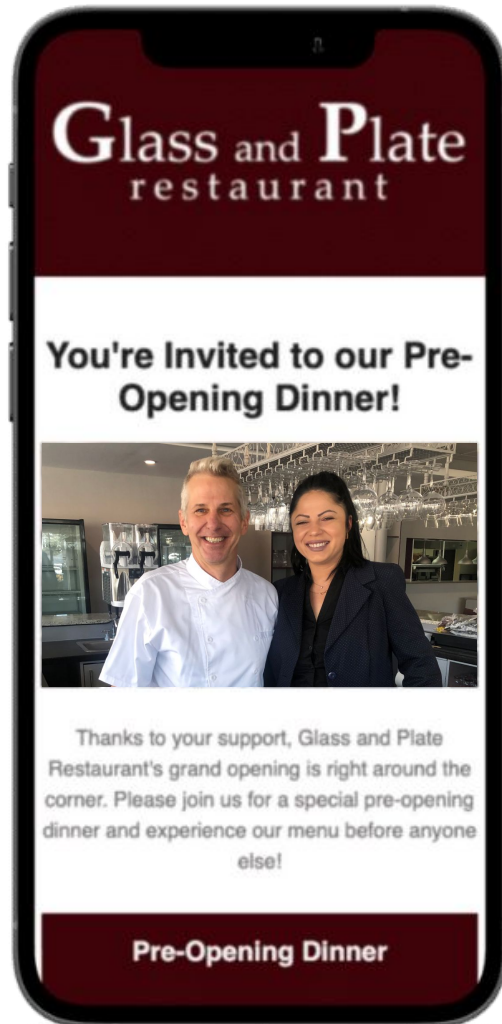
Responsive Website



Social Media



Email Marketing



Print Menus

Glass and Plate restaurant	
Weekend Brunch Menu Saturday from 11 am to 4 pm and Sunday from 10 am to 4 pm	
Grains Waffle 5 Bread Box Toast 1.5 Choice of sourdough, whole seed or gluten free Bread Box English Muffin 3 All of the above are served with a choice of one of the following: Nutella Real Vermont Maple Syrup Orange marmalade Strawberry preserve Texas honey Butter	Eggs Two Eggs any Style 12 Your way : fried, poached or scrambled Margherita Omelet 15 Roasted red peppers, basil, mozzarella Southwestern Omelet 15 Pecan ham, onions, bell peppers, cheddar cheese Crème Fraîche Scramble 14 Avocado, heirloom tomato Add citrus cured salmon 5 All egg dishes served with home fries, toast and choice of applewood smoked bacon or Italian sausage
Soup Cups White Bean 5 Puree of white beans with bacon and roasted garlic oil Tomato-Escarole 5 Mascarpone, cheese croutons	
English Muffin Bruschettas Salmon 12 Citrus cured salmon, crème fraiche, avocado, cucumber Tomato-Mozzarella 11 Basil-almond pesto, fresh mozzarella and herbed tomato, baby greens Prosciutto 11 Avocado, arugula, Parmigiano Reggiano	Big Salads Chicken Caesar 12 Grilled chicken breast, Romaine lettuce, Parmigiano Reggiano, croutons Citrus Cured Salmon 15 Arugula, avocado, heirloom tomatoes, crème fraiche, lemon-shallot vinaigrette O.P. Cobb 15 Mixed lettuces topped with pecan smoked ham, bacon, grilled chicken breast, avocado, egg, tomato, blue cheese dressing

Glass and Plate restaurant	
Weekend Brunch Menu Saturday from 11 am to 4 pm and Sunday from 10 am to 4 pm	
G&P Specialties Fruit Plate 9 Texas honey, crème fraiche Creole Salmon Cakes 16 Poached eggs, English muffin, hollandaise, mixed green salad Steak and Eggs 16 Grilled sirloin filet, two eggs any style, chimichurri, Cotija fries Prosciutto Benedict 15 English muffin, Prosciutto di Parma, hollandaise, home fries, mixed green salad G&P Burger and Fries 12 8 oz. patty on a Bread Box Sweet Bun, lettuce, tomato, onion, spicy pickle chips Add Cheddar cheese .75 Add Bacon 2 Add Avocado 2	
Sandwiches Choose from Sourdough, whole seed or gluten free bread. Served with homemade chips and pickled vegetables. Classic Tuna 11 Romaine lettuce, pickled vegetable relish, heirloom tomato, Duke's mayo G&P Chicken Club 14 Grilled chicken breast, Spanish chorizo, pecan smoked ham, lettuce, tomato, Gruyere cheese, Dijon-mayo Prosciutto di Parma 12 Arugula, fresh mozzarella, heirloom tomatoes	
Sides One Egg any Style 2 Applewood Smoked Bacon 3 Italian Sausage 3 Citrus Cured Salmon 5 Fruit 5 Cotija Fries 6 Home Fries 3 Caesar Salad 5 Green Salad 5 House Pickled Vegetables 4	Desserts Tiramisu 7 Mascarpone cheese, marsala, coffee, lady fingers Cheesecake 7 Lemon curd, fresh berries Crepes 6 Choice of two fillings: Nutella Lemon curd Orange marmalade Strawberry preserves Texas honey



Business Cards



Thank You

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