



Case Study:



Brief: Re-introduce to the digital market and attract the
'business crowd' at lunch times.

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Dr.B's Kitchen is an incredibly deceptive venue in Bridge Street, Belfast, Northern Ireland.

Tucked neatly behind a bus shelter it has a range of visual challenges for attracting passing customers. Online, a page once existed on MySpace but has now fallen into



disrepair. A Twitter account was kept active by the staff but was not publicly promoted.

Behind the scenes lies a kitchen with food prepared by an army of trainees, each with their own learning difficulty and managed by professional chefs, turning out both high quality food and staff.

Operated by the national charity Barnardo's, Dr.B's is named after Dr. Barnardo, the founder of what is today, one of the foremost charities working for young people throughout the UK. We initially met with

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Anne Dawson from Barnardo's Northern Ireland who introduced us to the team at Dr.B's.

Beyond the well hidden shop front, the immaculately clean tables and deceptively large training kitchen lay a conference room accompanied by a small army of hard working staff.



Anne's brief was clear. They wanted to attract the business users who passed them by at lunch time. They also wanted to generate more branding online and really establish Dr.B's as a

breakfast and lunch time venue for Belfast shoppers.

Beginning with the venue itself we compared it to a range of other venues in the local area and identified a number of key issues. The first was shop frontage. While they were disadvantaged by the bus shelter they were not capitalizing on co-branding with their suppliers.

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To make the premises more identifiable as an option to stop in for food, we recommended contacting suppliers and vendors for free signage to promote their best known food brands. This resulted in new imagery that people could identify with on the street without ‘cluttering’ the shop window.

While the training aspect for staff members with learning difficulties is of vital importance we recommended keeping this information out of the ‘first steps area’. Once people were seated a branded ‘info sheet’ would explain more about behind the scenes operations as well as promote a new Facebook page, Foursquare page and the existing Twitter account.



While the Facebook page was under construction we investigated the opportunity to add Wi-fi to the premises. This would allow ‘business users’ to log on and make use of free Internet over lunch. Additionally

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it would capture Facebook, Twitter and Foursquare users during the short wait period between ordering and receiving food.

Foursquare was another page we launched on behalf of the venue along with special offers for Mayors and regular visitors. This is actively promoted through the Facebook and Twitter accounts along with regular images of food to keep people engaged and to drive footfall back to the restaurant.

To date the venue has attracted new business through the promotion of their Facebook and Foursquare accounts. Twitter numbers are also increasing and footfall is rising.



Dr.B's Kitchen is in 9 Bridge Street, Belfast.

Their Facebook page is www.facebook.com/drbskitchen

You can follow them on Twitter @drbsbelfast

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