

OpenTable

Launching a global brand in Australia



I didn't have to think twice in selecting you as our partner to drive the concept forward, knowing you had the local insight and resources to get it done and that you were beyond dedicated to our brand.

CORT CUNNINGHAM

Senior Director, Brand Marketing, OpenTable

CHALLENGE

OpenTable, the world's longest running and most successful restaurant booking site, selected Taylor & Grace to manage the launch of its brand into Australia. OpenTable, which was started in San Francisco in 1998, needed a local agency with the insights into the local market, capabilities and the resources to help create a strategic 'platform' for the brand and communicate the power of its technology to transform how Australians book, dine and gather at restaurants.

Ahead of the launch of the brand to the Australian public, OpenTable wanted to communicate its passion for the Melbourne and Sydney dining scenes and its commitment to its growing stable of restaurant partners in each city.

SOLUTION

First, we undertook research on the dining culture in Australia, including interviews with top restaurateurs and commentators and focus groups with diners in Melbourne and Sydney. We distilled our insights into a brand strategy with recommendations on how to launch OpenTable to Australian consumers in the most culturally resonant way.

For the restaurant partners we designed and produced a campaign called #20Tables20Days that gave diners in Melbourne and Sydney the chance to win one of 20 elite dining experiences in each city. We showcased restaurants for their culinary excellence and diversity.

The contest was rolled out through multiple interactive social media communications and a special site at www.20tables20days.com.au, giving consumers in the dining population an entrée to the OpenTable brand in a way that was both online and experiential.



RESULTS

The #20Tables20Days campaign helped grow OpenTable Australia's Facebook following by 60 per cent, with campaign content reaching more than 330,000 people. The positive exposure to the OpenTable brand helped the restaurant acquisition program by stimulating sales leads.

Brendan Callahan, Senior Design Manager for OpenTable, said our project and stakeholder management skills, coupled with our highly skilled and collaborative creative input, 'allowed us to produce a campaign easily across continents that we are proud of, and that is already producing impressive results.'