



**1,078**

Clicks

**213k**

Impressions

**375**

Hrs viewed

# Caramba Brazilian Steakhouse

## ABOUT

Caramba is a family-owned and run restaurant. They serve Brazilian food cooked by Brazilian chefs, served in Brazilian style.

It is the ultimate all-you-can-eat dining experience.

## CHALLENGES

They have two restaurants – one in Selby; which, is well-established and known locally and a newer one in York. Caramba wanted to boost Sunday -Thursday bookings and they came to LOCALiQ for help.

## SOLUTIONS

To help improve early week bookings at the York restaurant, Caramba took advantage of our 90 Day Awareness solution. It combines great online display creatives with the power of Facebook advertising, co-branded with 'The Press'.

## RESULTS

The 375 hours viewed helped considerably with generating local awareness for the new restaurant and, according to the Caramba, gave them an uplift in customers.

Facebook generated an impressive 961 engagements, and the overall Click-Through Rate was 0.51%

Caramba are so pleased with this campaign, that they've already committed to a 12-month 'Always on Awareness' campaign with Bespoke Display and Facebook.

“

**Since the campaign has been running, we've seen a massive uplift in the number of people eating at our York restaurant.”**

- Caramba Brazilian Steakhouse