

# CONCORD

## Comfort Food

### Week

JANUARY 14 - 31, 2022 RECAP

Presented by:

VISIT  
**CONCORD**  
*A Northern California Original*

Partners:



The Mercury News  
EAST BAY TIMES



**kw** EAST BAY  
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# OUR COMPREHENSIVE PLAN CONTRIBUTED TO THE SUCCESS OF THE 2022 CONCORD COMFORT FOOD WEEK



30 Participating  
Restaurants

7 New Restaurants This  
Year

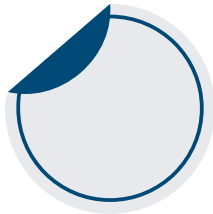


1036 Passport Sign-Ups



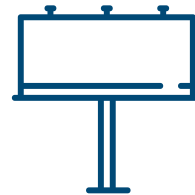
Series of 5 New  
Promotional Marketing  
Videos Created

## Collateral



50 Window Clings

## Signage



Veranda Shopping Center  
Billboard - 3 million+  
drive by views

## Events



1 Concord Chamber Mixer at Side Gate Brewing: 35 in attendance  
1 Influencer Event at Doppio Zero: 15 in attendance  
2 Radio Interviews

# Bandwango Comfort Food Week Passport

## 2022 Comfort Food Week Mobile Passport



New this year: The CFW passport offered specials & deals at all participating restaurant locations. Restaurants were listed by neighborhood for easy access.

- Passport Sign Ups - 1036
- 1027 of Bandwango Passholders were from California



### Other States:

- Utah
- Connecticut
- Ohio

### Top Passholders Cities:

- Concord
- Walnut Creek
- Pittsburg
- Martinez
- Antioch
- San Francisco
- Clayton
- Oakland
- Richmond

## Passport Statistics



768 Opt-in's for Visit Concord Marketing





## Bandwango Comfort Food Week Passport (cont.)



### Weekly Drawings

6 winners (3 per week) collected a \$25  
Concord Restaurant Gift Card

### Grand Prize

Winner awarded the Stay & Play  
Package

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## Partner Promotions

Winners received \$25 Concord Restaurant Gift Card, I Heart Concord Shirt & Carabiner

### East Bay Times

- 30,993 delivered
- 6,496 opens (21% open rate)
- 539 clicks (8.3% ctr)
- 226 entries

### Yelp East Bay

- 330,000 Newsletter Subscribers
- 43.6K Instagram Followers







# Digital Media & Advertising

## Social Media

Across all channels



### Organic

- Total Posts: 78
- Impressions: 71, 556
- Engagements: 4,302
- Clicks: 401

### Ads

- Impressions: 562,227
- Engagements: 63,444
- Clicks: 26,871
- Video views: 46, 432

## Influencers

@hungryinthebay, 6k Followers   @riceandtravel, 15k   @nomtasticbayarea, 12k   @sutonashari, 4k  
@dudewheresmytacos, 25k   @travelingwonton, 5k   @rach.eatsrn, 5k   @lauraandjerico, 4k

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## Press Release

- Preview announcement – December 2021
- Full announcement – January 2022

## Digital Media

- Concord Patch
- Eventbrite
- Diablo Gazette
- Diablo Dish
- East Bay Times
- Diablo Magazine
- ABC7 News – Feature Story
- San Jose Mercury News
- CBS5 – Liam Mayclem feature
- KKDV – Interviews, Social Posts, & On-Air Promos:
  - 100,000 listeners weekly
  - 115 on-air promo mentions
  - 12 Social Media Posts

## Advertising

- Diablo Gazette
- SF Fun Cheap
- Do the Bay

## Digital Advertising

- BlackTruck Ads through January
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## Visit Concord Website & Promotion

### Emails

- Visit Concord Email Blasts (6)
- Visit Concord January 2022 Newsletter
- Concord Chamber News Promos (8)
- Sent weekly during promotion, 7 total at 36% avg open rate
- Concord Chamber News – Sent weekly, 5 total with 8 avg click-throughs per

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### Web: Visit Concord Page Views

#### Comfort Food Week Landing Page:

- Views: 17,037
- Avg. Time: 1:04

#### Passport Check-Out Page:

- Views: 7,766
- Avg. Time: :56

#### Eat In Downtown Blog:

- Views: 1,546
- Time: :43

#### Eat In Midtown Blog:

- Views: 748
- Time: 35

#### Eat on Diamond Blog:

- Views: 617
- Time: :30

