

# HOW WE HELPED FOODIES FESTIVAL

ACHIEVE 6.74X ROAS  
ACROSS 8 LOCATIONS - COLD TRAFFIC ONLY



**6.74**  
ROAS



**OVER 6,000**  
TICKET SALES



**27% INCREASE**  
WEBSITE TRAFFIC



## WHO WE WORKED WITH?

Foodies Festival is the UK's largest celebration of food & drink where visitors can feast on a vast array of culinary. They host annual festivals in different locations across the UK, from London to Edinburgh.

## THE GOAL?

The goal was simple: to increase the number of sales for each event using Facebook & Instagram ads.

## HOW WE ACHIEVED THESE RESULTS:

Because the brand is so visually appealing, we knew how important it would be to showcase the feel of the festivals through our ads. Therefore, we focused on creating compelling video & image creative (food, drink & live music) and ran a huge number of tests, to see which creative performed best. We averaged around 50 ad variations per event.

Because we were only targeting cold audiences (people who don't know us already) we knew we had to test the offer as well. We tested a variety of different offers ranging from 20% - 50% discounts to find which one performed best from a ROAS/sales perspective.

We realised that different locations preferred different creative & offers, so we ran aggressive campaigns to find out which worked best before scaling the winners. Across all campaigns we amassed over 12 million impressions