



Social Listening Report - Texas

FEB 2020

Top 3 Restaurant Trends in 2020? #AreYouListening



Craft Brews

Craft beers will continue to be a rage. Cocktail bars are set to evolve. Signature and exotic flavours are expected to be a crowd puller as restaurants experiment with international flavours and ingredients. Mocktails are expected to get closer to the real thing with non-alcoholic and low-abv spirits entering the market – taste minus the buzz. Complex and inventive flavors will also draw attention – from “nojitos” to “Cuddles on the Beach.”

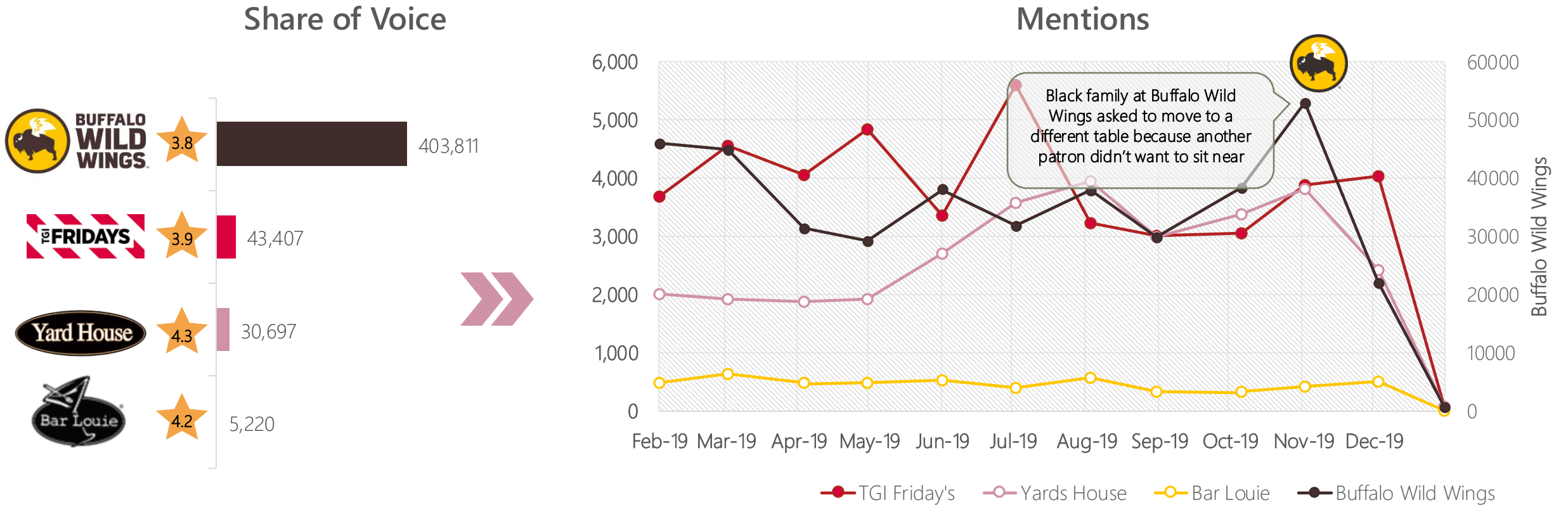
Healthy & Wise

Customers are keeping an eye on their health, and they expect your menu to mirror their dietary preferences. Gluten-free, vegan or vegetarian, and organic dishes are here to stay and trend over the years to come. #ImpossibleBurger

Eating with Instagram

Photo friendly, bright and vibrant colours take food from table to social media. Purple and blue hues are the colours for 2020. Making food ‘socially’ presentable is a trend hard to ignore. #MoreValue2U

Competitive Buzz – An Overview



Buffalo Wild Wings dominated the social space among competitors

- Racism experienced by a colored family at 'Buffalo Wild Wings' triggered negativity in recent times
- People talked about their dining experiences and watching football matches at Buffalo Wild Wings
- A Few complained about service and quality of food and drinks

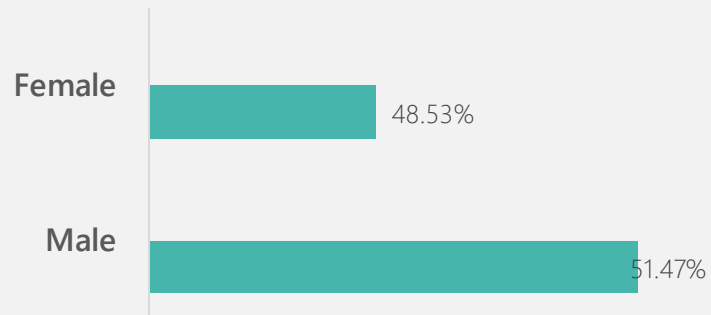
Audience Intelligence

A large, glowing yellow lightbulb is the central focus, with a white filament inside. Four stylized human figures are positioned around the base of the lightbulb: a man in an orange shirt and dark pants on the left, a woman in an orange dress holding a blue cup in the bottom left, a woman in an orange top and yellow pants on the bottom right, and a man in a blue shirt and orange pants on the right. The background is dark brown with several orange rectangular shapes floating around the lightbulb, suggesting light or ideas. The title "Audience Intelligence" is written in a large, bold, white sans-serif font across the middle of the image.

BAR LOUIE

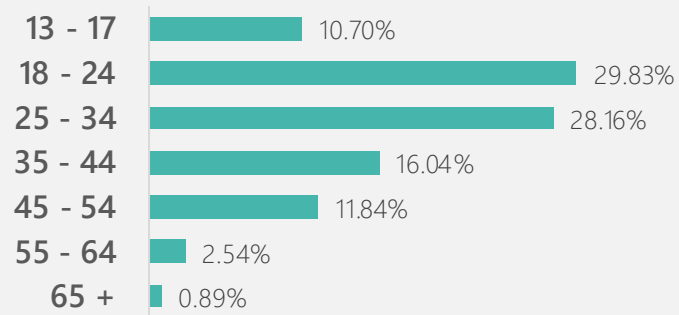
#Demographics

Gender



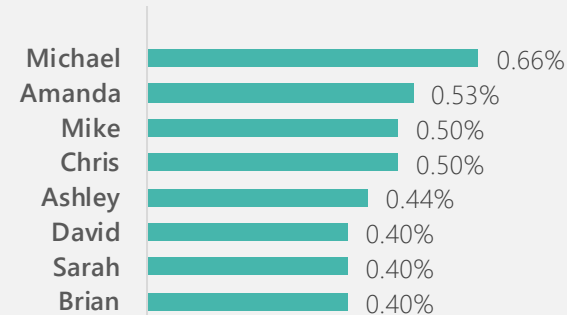
HOW DOES THIS HELP? - Gender can influence a range of decisions, from tactical aspects such as creatives to more strategic ones such as segmentation and targeting

Age Distribution



HOW DOES THIS HELP? Age distribution can influence a range of decisions, from tactical aspects such as creatives tone of voice, to more strategic ones such as the contents and campaigns segmentation and targeting.

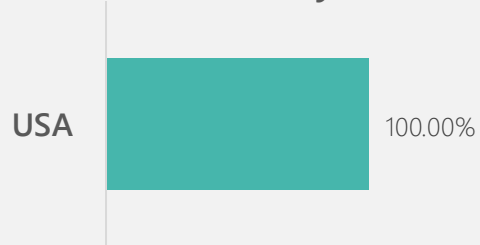
Popular Names



HOW DOES THIS HELP? Frequent names are often used to make creatives that resonate in the audience, as well for messaging personalization in campaigns appealing to names that likely coincide with part of the target audience. It is also useful for detecting ethnographic groups within an audience.

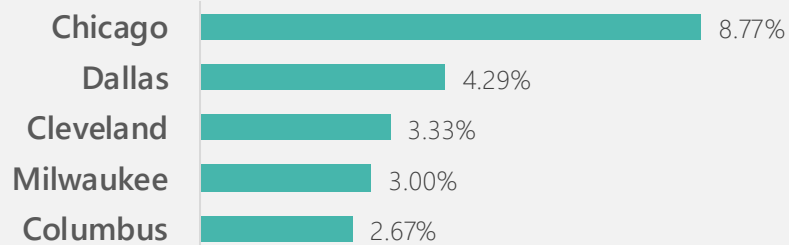
Geographic Distribution

Country

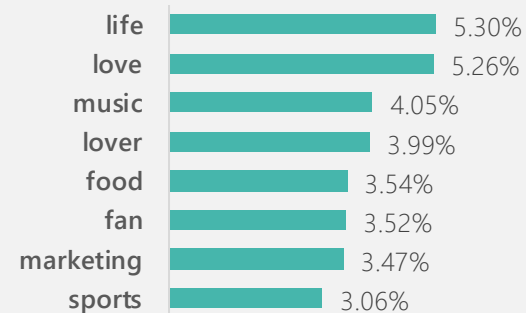


HOW DOES THIS HELP? Geographic distribution by country can influence a range of decisions, from tactical elements including creatives, language, or optimal publishing time for content, to more strategic elements such as the segmentation and targeting, or the launch of events, services or products by regions.

City



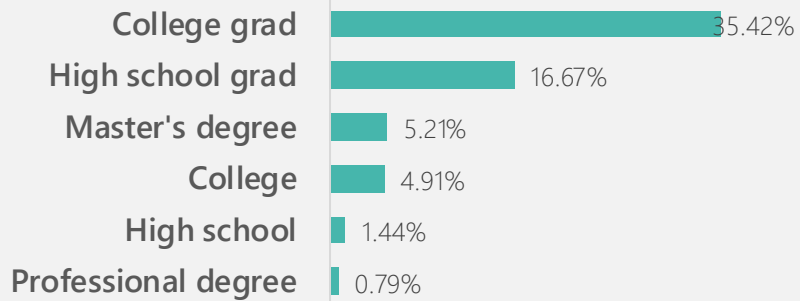
Bio



HOW DOES THIS HELP? Keywords in people's biography usually denote the individual tastes, interests or professions of the users that make up the audience, as well as social information of the segment. It is often helpful to deal with specific topics with which they identify.

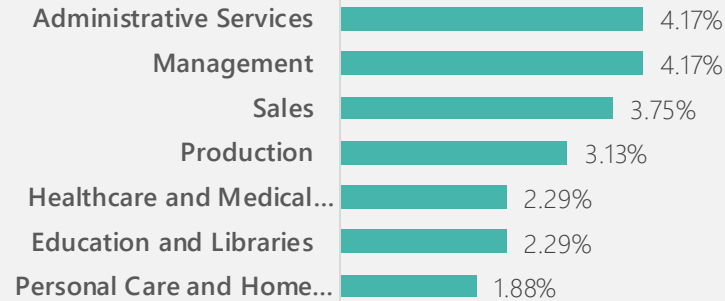
#Socioeconomics

Education Level



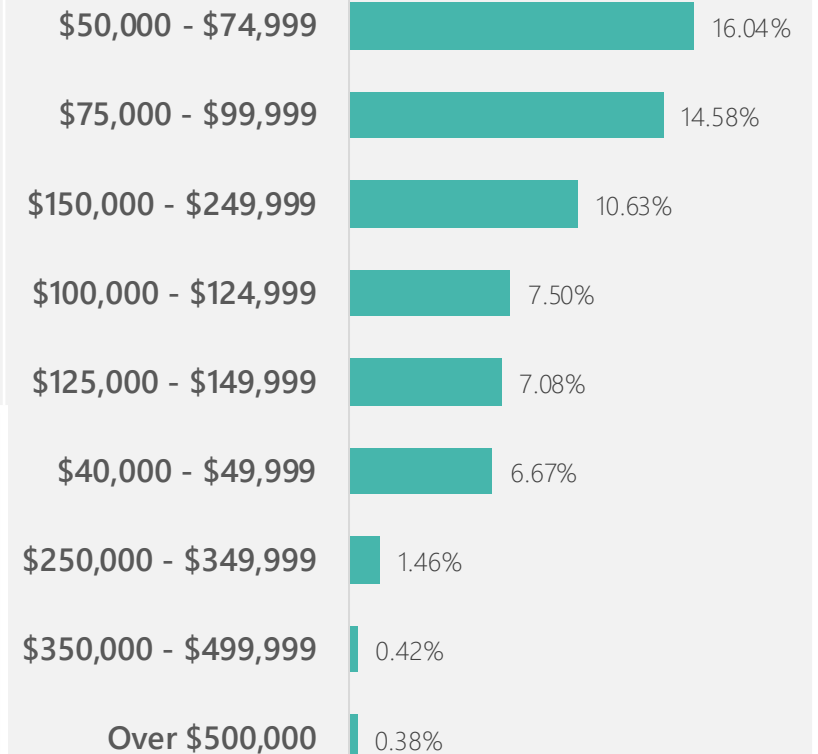
HOW DOES THIS HELP? Education impacts consumer views, opinions and choices. The more educated a person is, the higher the level of discretion, making ads less effective. Higher education requires brand investment in content creation and reviews, while the less educated rely more on advertisements

Job Industry



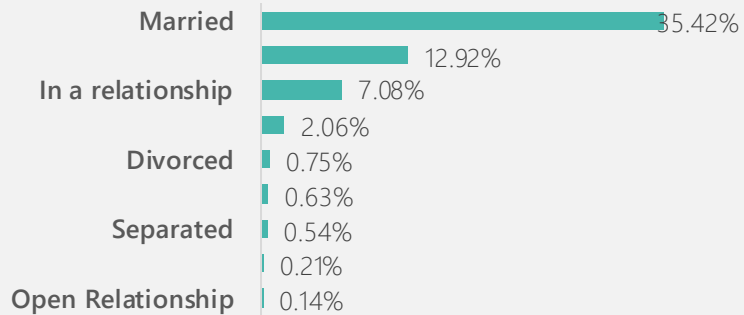
HOW DOES THIS HELP? Job Industry helps brands identify the occupation of its target audience and influence a range of decisions, from tactical aspects such as segmentation and targeting

Household Income



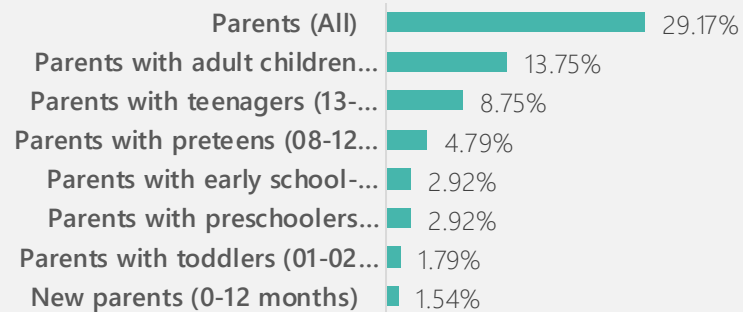
HOW DOES THIS HELP? Household Income helps brands develop an optimum pricing strategy for their products based on the income levels of their audience segment

Relationship Status



HOW DOES THIS HELP? Relationship status can influence a range of decisions to the brands in developing strategies and shaping the tone of creatives in crafting messages based on the major segment of the status of the relationship the target audience are in

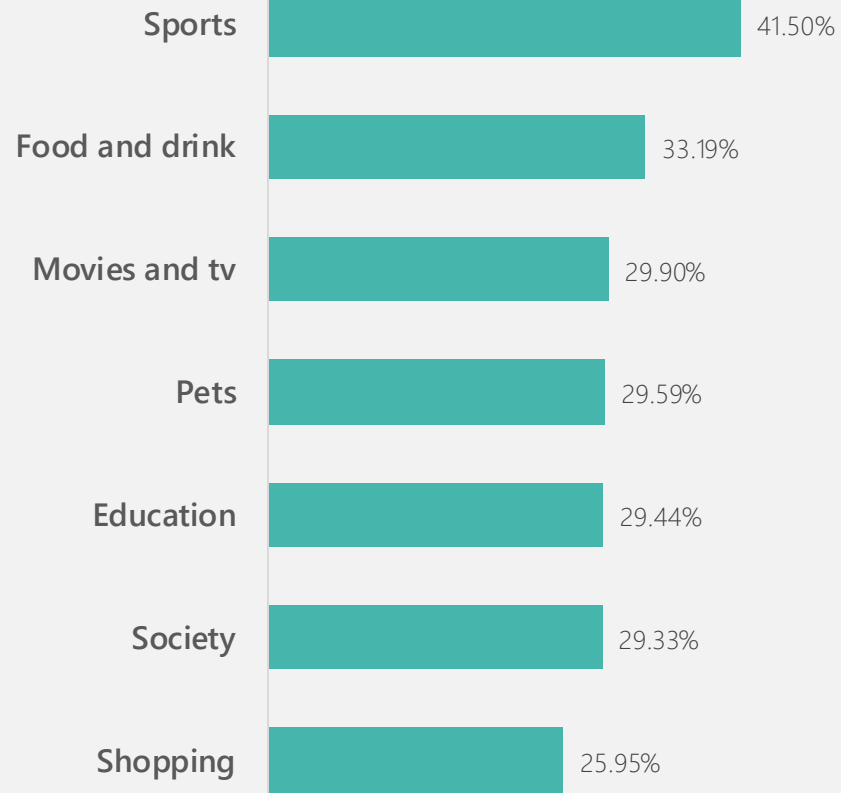
Family Status



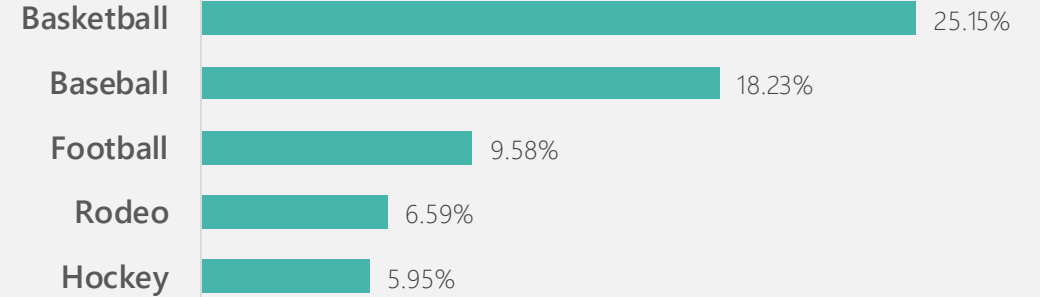
HOW DOES THIS HELP? Family status helps brands identify the stage of parenthood and the number of kids the target audience have which help in crafting campaigns and product development ideas

#Interests

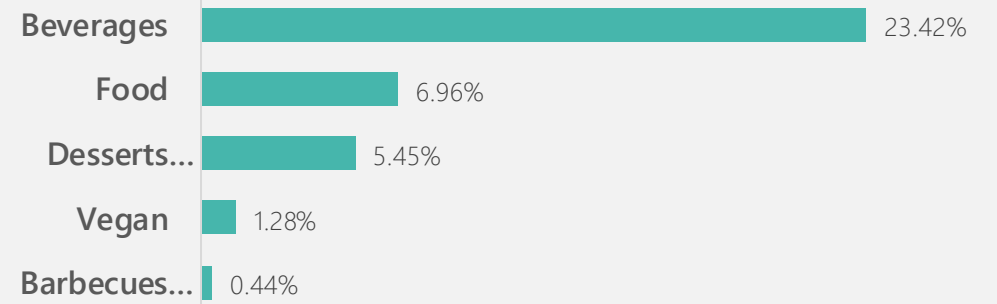
Top 10 Interests



Sports



Food and Drink



HOW DOES THIS HELP? This helps the brand to identify the top areas of interest that influence a range of decisions, from tactical aspects such as creatives tone of voice, to more strategic ones such as the contents and campaigns segmentation for targeting a specific content to specific audience groups

#MediaAffinity (offline)

TV

TV continues to be an omnipresent and highly effective advertising medium with a vast array of programming options available.

Optimize engagement with your audience by advertising in specific channels and during shows the audience is passionate about.



Radio

Radio is a highly cost-effective and truly mobile advertising medium.

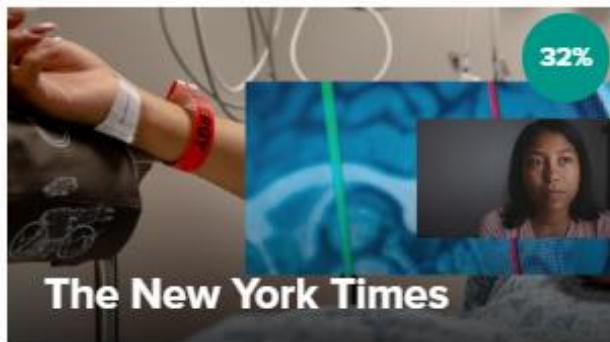
Radio's variety of formats allows you to advertise with pinpoint accuracy on the station or show that best matches your audience's lifestyle and interests.



Newspaper

Newspaper ads are among the most trusted forms of advertising with high levels of media. Newspapers are read by influencers and engagement.

Newspapers require consumers to be engaged and active in order to consume the content and allow advertisers to reach more specific, niche audiences. Target a receptive audience with precision and influence them through a highly credible medium.



% Indicates the percentage of audience with an affinity to a specific channel

#MediaAffinity (offline)

Magazines

Magazine advertising is highly-targeted and relevant for those with a passion for the subject.

It captures their focused attention and reaches readers with sufficient disposable income to buy your advertised brand. Magazines are a credible and trustworthy platform for your ads and allow quality advertising which is durable over time and allows readers to revisit ads and make considered decisions.



Events

Event advertising typically increases brand name awareness and enhances your image.

You can reach a wide audience of those that attend the event and frequently secondary audiences who view on TV. Events may include sports events, concerts, awards ceremonies, conferences, etc.



Places

Advertising in specific places which are important to and frequently visited by your target audience, such as shops, museums, restaurants, airports, sports centers, improves your visibility in front of the right people and helps you gain more customers.



#MediaAffinity (online)

Blogs

Blogging for business is an effective way to boost online visibility and build relationships with your target audience. By consistently publishing quality content on your business blog, you are able to provide more value for leads and customers, which can in turn lead to improved conversions, higher sales, and better customer retention

Digital magazines

Digital magazines lay on the same evolutionary path as blogs do. Brands can position themselves as a passionate subject of their customers' interest. They can write about things that are in common interest of their model customers and they can tell stories connected through their products

Niche websites

Advertising on websites delivers targeted advertisements and brand messages to site visitors and is intended to attract traffic to the advertiser's website. It can take the format of banners, pop-ups, etc., which may contain text, images, audio, video, etc.

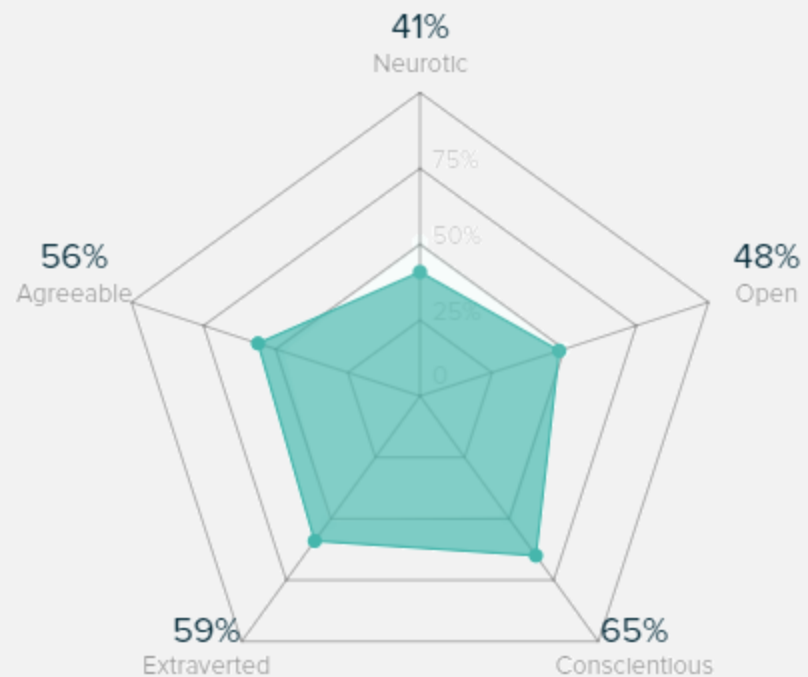
Results for display ads can be monitored in real-time.



% Indicates the percentage of audience with an affinity to a specific channel

#Personality

THE BIG FIVE PERSONALITY DIMENSIONS



HOW DOES THIS HELP? Personality Insights are a great way to understand your audience's intrinsic characteristics to create a tone of voice your audience will respond to, useful when creating an ad, writing content, or launching a campaign.

KEY Takeaways

Personality

They are active, social and genial.

They are deliberate: they carefully think through decisions before making them. They are persistent: they can tackle and stick with tough tasks. And they are sociable: they enjoy being in the company of others.

Needs






Their choices are driven by a desire for organization.

Values

They consider both helping others and independence to guide a large part of what they do. They think it is important to take care of the people around them. And they like to set their own goals to decide how to best achieve them.

#BuyingMindset

PURCHASE INFLUENCE FACTORS

Rank	Factor		Influence*
1		Brand Name	64.74%
2		Friends & Family	61.53%
3		Social Media	44.52%
4		Online Ads	43.86%
5		Product Utility	10.36%

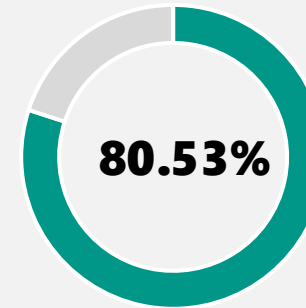
*Members of this audience that are likely to be influenced by a factor

CONSUMER BEHAVIOR



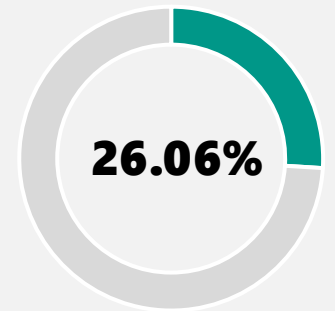
Credit Cards

Members of the audience that are likely to prefer using credit cards for shopping



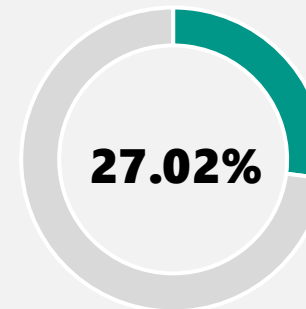
Campaigns

Members of the audience that are likely to respond to marketing campaigns



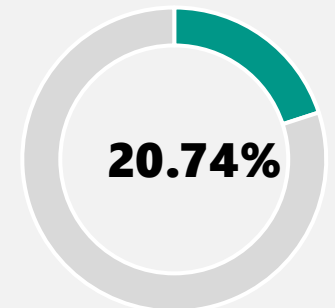
Spur of Moment

Members of the audience that are likely to indulge in spur of the moment purchases



Targeted Ads

Members of the audience that are likely to respond to targeted advertising



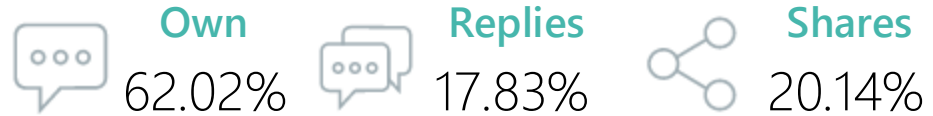
#OnlineHabits

DEVICE



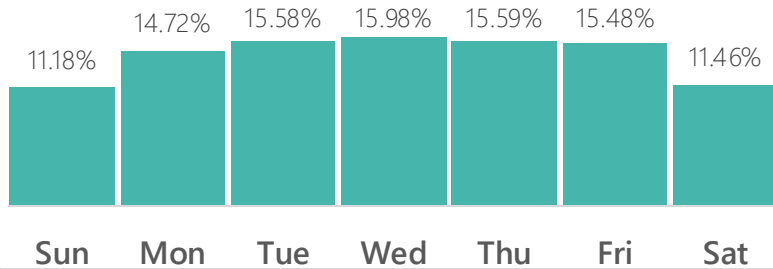
This graph shows the devices used by the audience

CONTENT TYPE



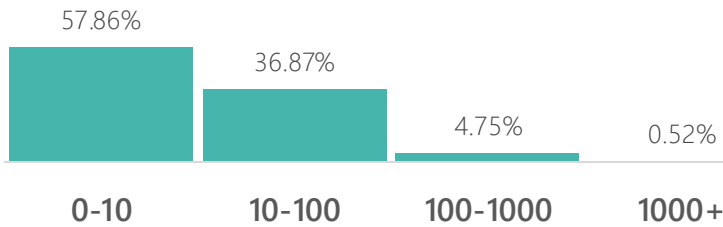
This graph shows the content type published by the audience: their own content, answering to conversations or third party content.

ACTIVE DAYS



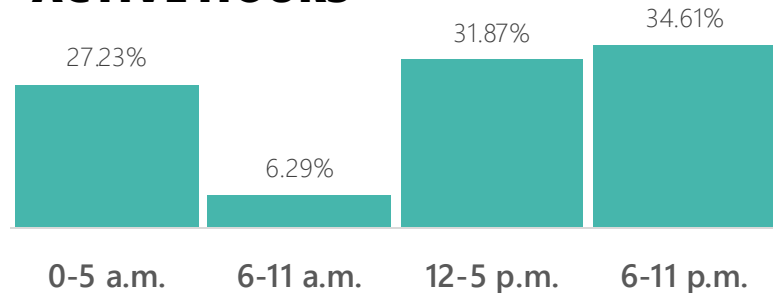
This graph shows those days the users within the audience are more active in social networks.

AMPLIFICATION



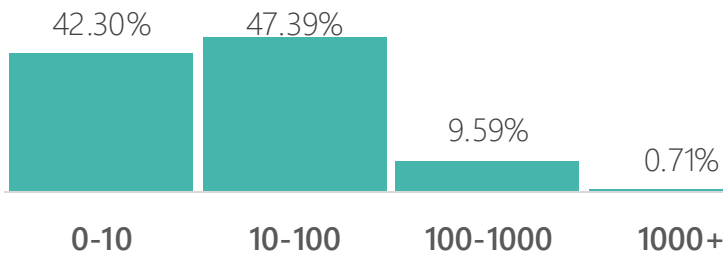
This graph shows how many times the contents published by the users within the audience are shared

ACTIVE HOURS



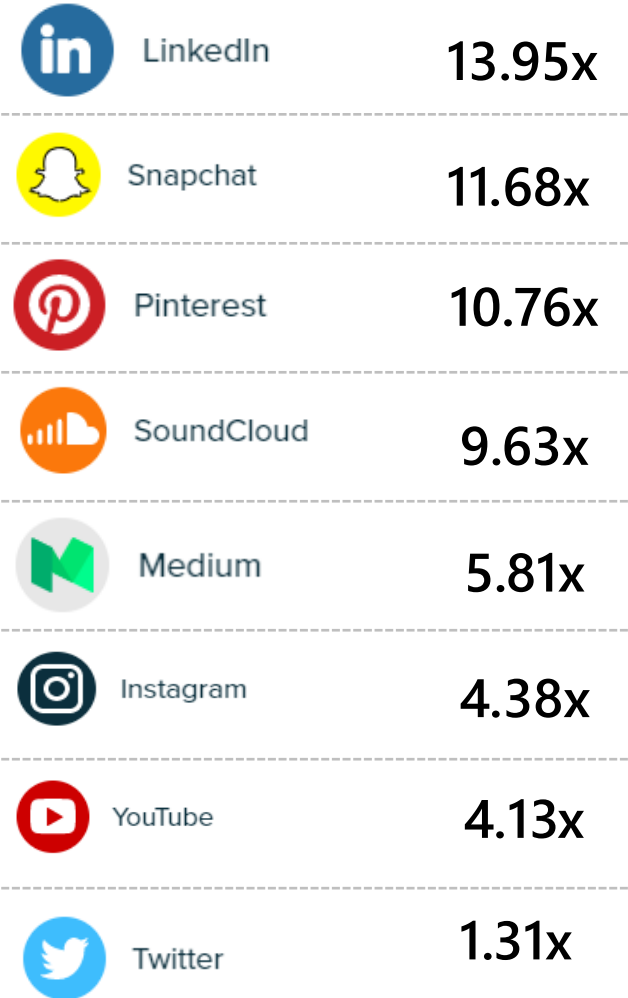
This graph shows the time frames when the users within the audience are more active in social networks

APPLAUSE



This graph shows how many times the contents published by the users within the audience are liked

SOCIAL MEDIA PRESENCE



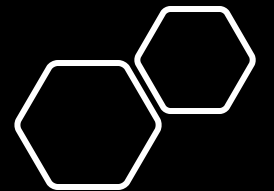


Brand Audit & Insights

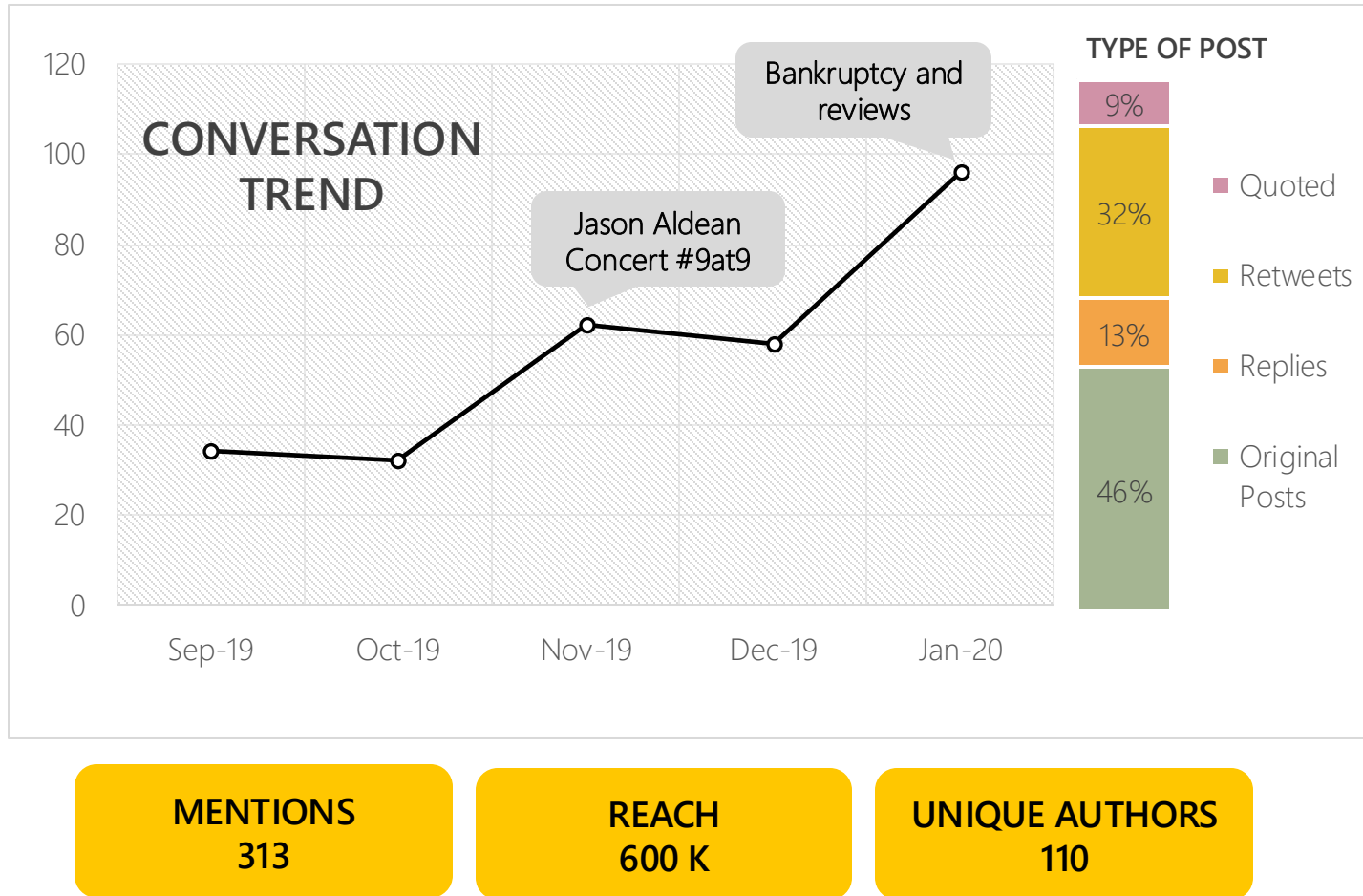
SOCIAL LISTENING

TIMEFRAME – NOV,2019 - FEB,2020

LOCATION – TEXAS

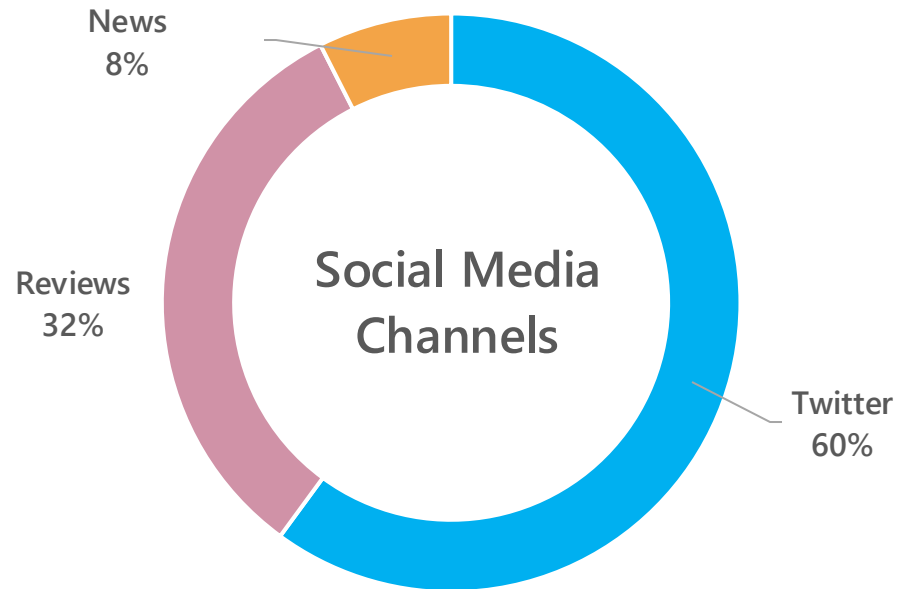


Bar Louie – Buzz in Texas



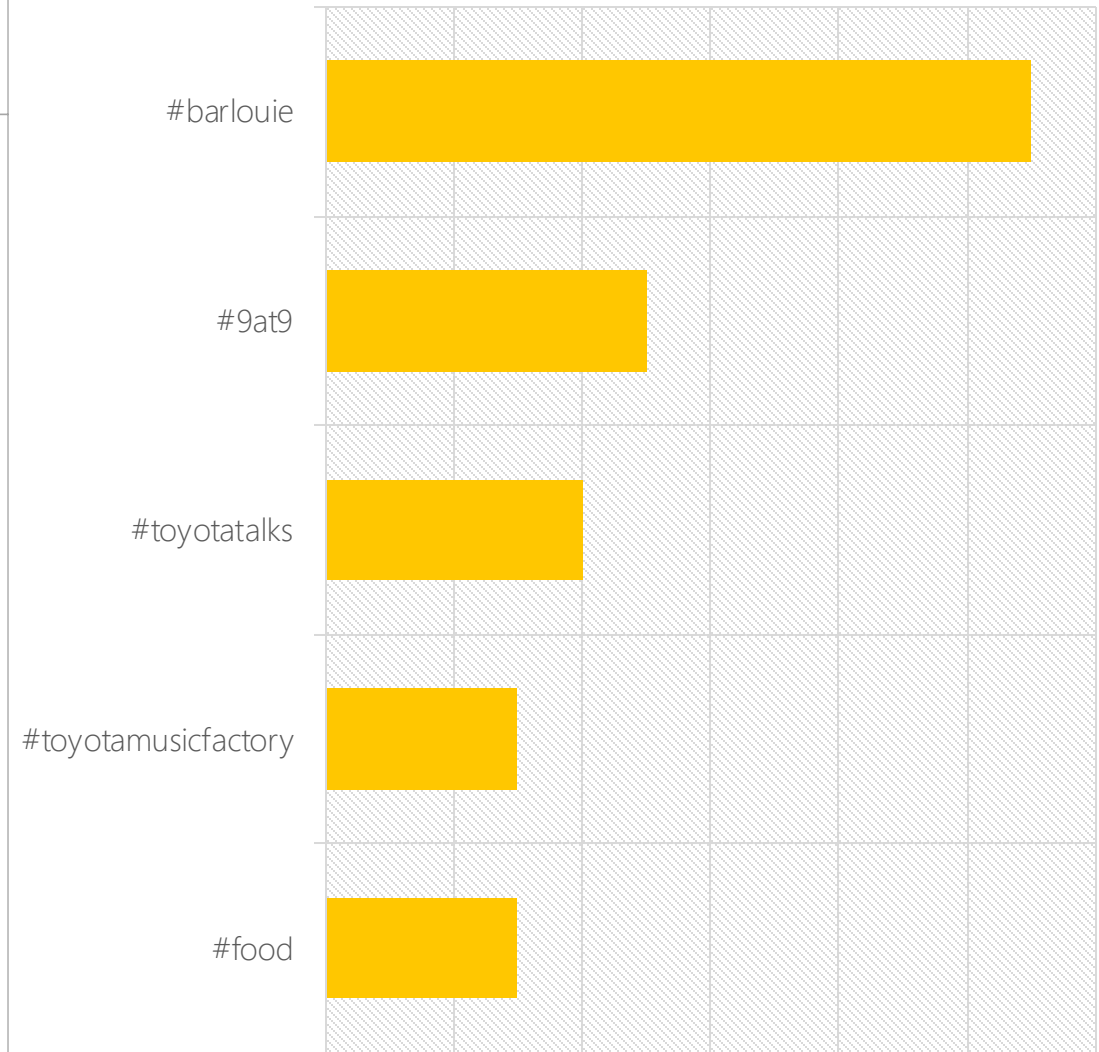
- Brand mentions peaked in Nov 2019 on account the #9at9 performance by Jason Aldean, which was well received. Promotional content also gained audience attention in the form of retweets.
- In Jan 2020, news around bankruptcy garnered attention along with closure of outlets at Fort Worth and Hurst
- Consumer conversation mostly came on review sites including Google reviews

Where did customers talk?



- **Twitter** conversations revolved around promotional content about the bar and events (such as 9at9, New year's event), bankruptcy news and some audiences experiences
- **Review site** including Google reviews drew in valuable reviews about customer experiences with food, drinks and employees (service)
- **News channel** covered, Jason Aldean' concert event at Bar Louie and news on 'bankruptcy'

Top Hashtags



What created the most buzz?

Social



Jason Aldean
@Jason_Aldean

Don't miss this one night only concert event celebrating the release of my new album '9', airing LIVE at your local @BarLouie next Wednesday, November 27. Find a location near you here: jasonaldean.com/9at9. #9at9



4:28 AM · Nov 22, 2019 · Twitter Web App



Britt McHenry
@BrittMcHenry

Having a bartender straight up give my credit card to another customer, and also charge me for that meal, at @BarLouie was a new one. Credit card gone. A shrug of the shoulders and "sorry, it's gone" was prob the worst customer experience. Tis the season...

3:25 AM · Dec 21, 2019 · Twitter for iPhone

Retweets
59

Likes
515

Retweets
46

Likes
712

News



Bar Louie closes Stone Oak San Antonio location amid Chapter 11 bankruptcy filing

Reach
1.42 M



Your 2019 Happy Hour Guide for The Woodlands area

Reach
683 K

How did Influencers speak?



Kay

Followers: 68.3k

Bio: 23 IG _brittanykay

Tweet: "The whole @BarLouie just remixed a happy birthday song just for me!!! Omg I'm gonna cry "



Griffin Tucker

Followers: 21.8k

Bio: Vox & Guitars for Vinyl D. Vice + Griffin Tucker & The Real Rock Revolution

Tweet: "Great show last night @BarLouie 🍷 today I'm practicing for my #NewYearsDay show at the Cotton Bowl! t.co/iNL9TAhiSc "



Kenneth Holland

Followers: 20.1k

Bio: Daily Emailer/Blogger @ <http://Bizcrush.com>

Tweet: "Maybe the rudest wait staff since I've lived in Texas. And for an average \$13 burger? #looksformyyelpaccount@barlouie "



Heather Buen

Followers: 16.2k

Bio: Tarrant County Dems Leadership Committee |

Tweet: "Can't wait to watch the Debate party tonight with the @texasdemocrats - come hang out with us at @barlouie on 7th Street in "



What was the overall sentiment on social?

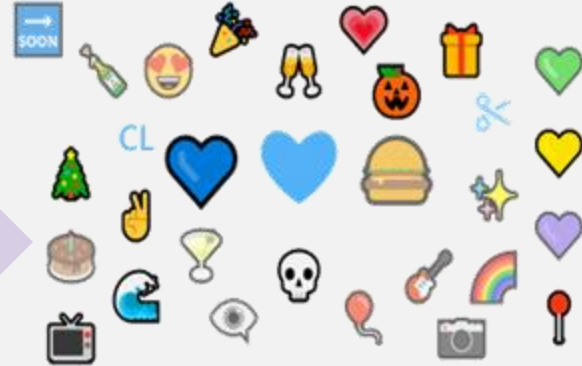
Emotion

Joy

Love

Sadness

Surprise



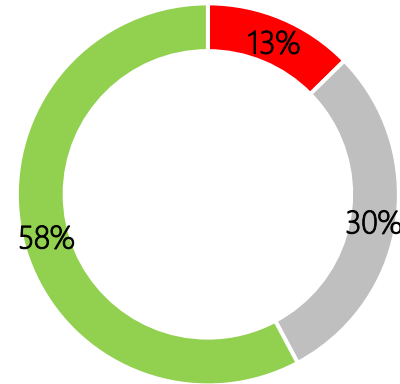
Emoticons

Sentiment

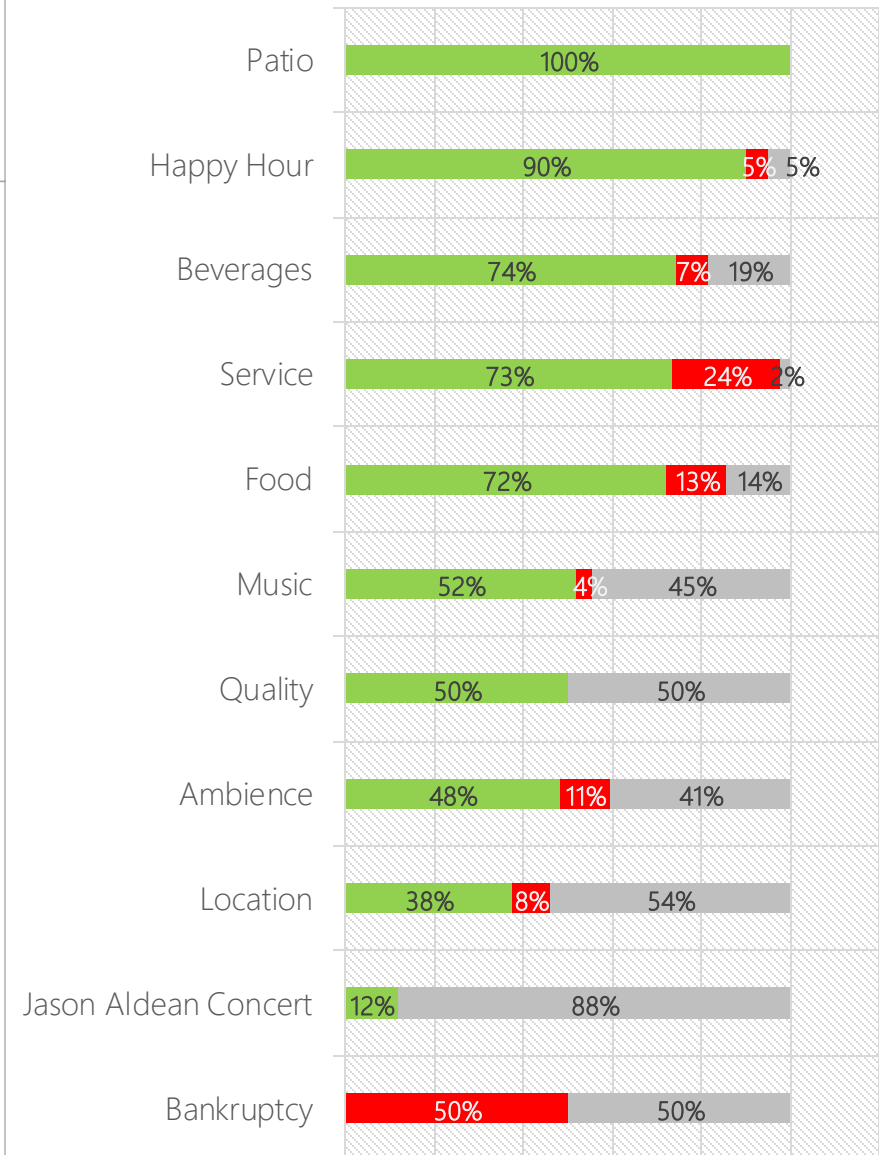
■ Negative

■ Neutral

■ Positive



- Consumers loved the **Patio**, calling it a “great” and that it “had lawn games” and is “open and inviting”
- The ‘**Happy Hour**’ keep happy customers raving about the food and drinks available at the bar. While they shared that “Great food and better drinks” were served, a change in timing to 6 p.m. garnered disappointment
- **Customer Service** garnered negativity from “fly in drinks”, “cold food”, “slow service” and alleged food poisoning after dining at ‘Bar Louie’. Fox news host, **Britt McHenry** complained that the “bartender straight up give my credit card to another customer and also charged me for that meal”. This post received an engagement of 922, and 228K impressions. This triggered a series of criticism for the brand around service and value
- A few gave a shout out to great customer service in Irving where “**Courtney**” received the highest mentions



Customer Voice!

Negative



RT [Eric Sells Homes DFW](#) Retweeted
Britt McHenry [@BrittMcHenry](#)
RT [@BrittMcHenry](#): Having a bartender straight up give my credit card to another customer, and also charge me for that meal, at [@BarLouie](#) wa...

3:25 AM · Dec 21, 2019 · Twitter for iPhone

46 Retweets 712 Likes



RT [@sblaskovich](#): Two [@BarLouie](#) restaurants closed, in Fort Worth and Hurst, as part of this bankruptcy news.



Addison-based Bar Louie closes 38 restaurants as part of bankruptcy filing
Bar Louie, a chain of restaurants headquartered in Addison, announced today a Chapter 11 bankruptcy sale and the closure of 38 underperforming restaurants.
[dallasnews.com](#)

5:02 AM · Jan 28, 2020 · Twitter Web App

2 Retweets 3 Likes



Moira with the Schitts [@Jneigha](#)

[@BarLouie](#) and it's been THE WORST experience. We got here and it was barely full. Still waiting on drinks. A lady took our order. 30 min later a server comes up talking about she's just going to start over and take it again

WTF
And they have 6 bartenders service slow as shit

1:58 AM · Nov 3, 2019 from Washington, DC · Twitter for iPhone

3 Likes



Brandi! [@LaBrandis](#)
Clover & Funky Monkey and all Martinis \$2.50 for [@barlouie](#)'s bday 🍸🍸

[barlouiearlingtonhighlands](#)

-
-
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-
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[#Food](#) [#Foodie](#) [#IGFood](#) [#GoodEats](#) [#FoodLover](#)
[#FoodPorn](#) [#FoodAddict](#) [#FoodBlogger](#)
[#FoodTherapy...](#) [instagram.com/p/B22sxy6Ht9Z/...](#)

6:11 AM · Sep 26, 2019 · Instagram



So excited to be a part of this!!!



Bar Louie [@BarLouie](#) · Nov 21, 2019

Join Bar Louie on Thanksgiving Eve for an exclusive, first-of-its-kind concert event. '19 at 9" filmed from Jason Aldean's Restaurant + Rooftop Bar airing at 9 PM*

Join the Gastrobar Revolution!

*participating locations only. Find your location at [barlouie.com/locations](#)

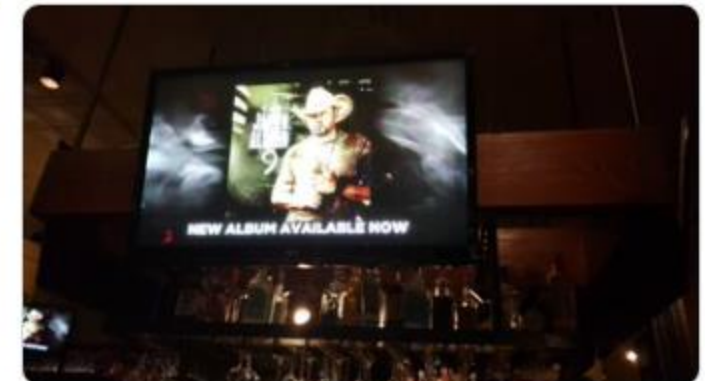


10:32 PM · Nov 21, 2019 · Twitter Web App

2 Likes



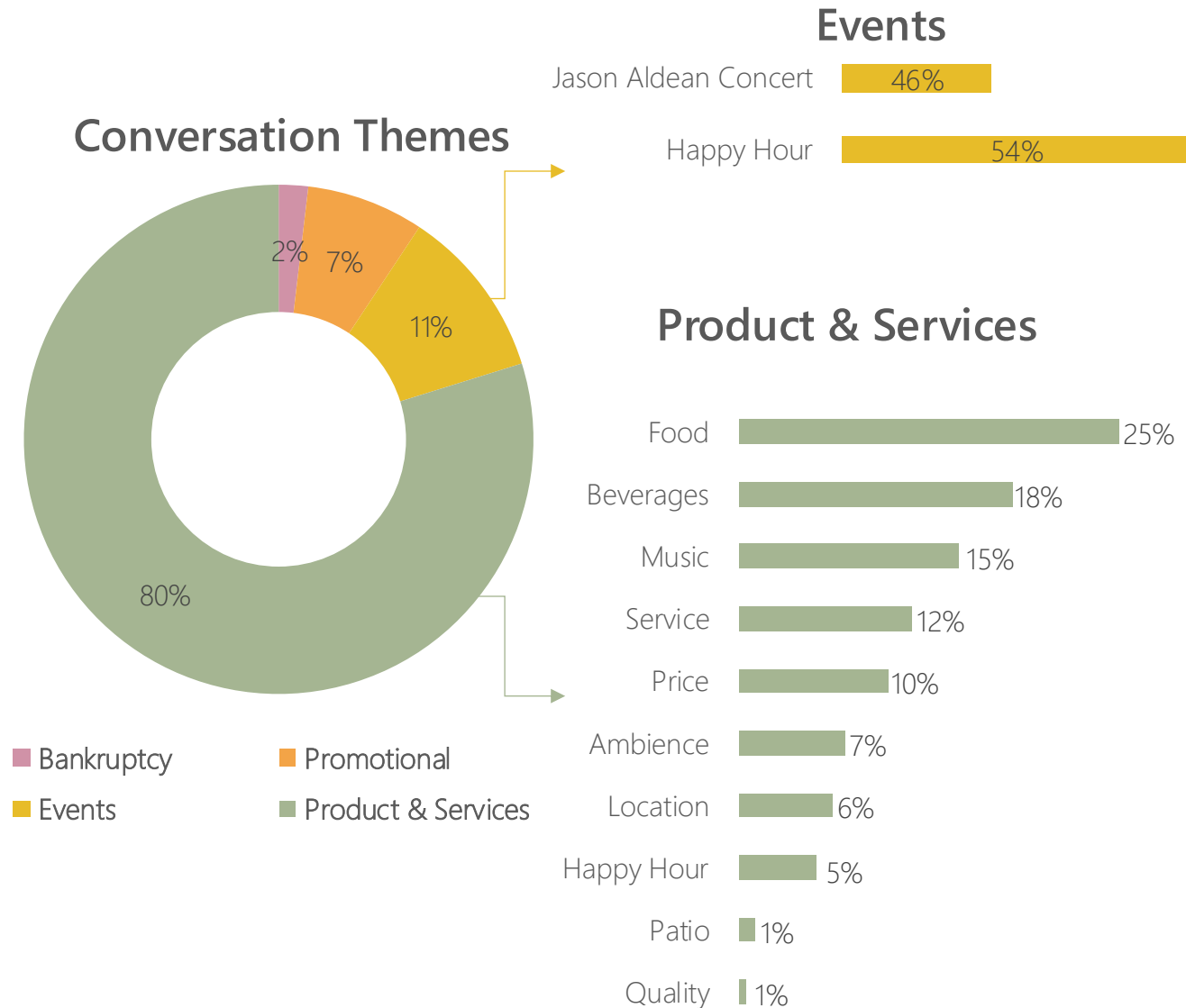
chad bilyeu [@bilyeucd](#) · Nov 28, 2019
[@Jason_Aldean](#) [#9at9](#) was awesome thanks to [@BarLouie](#)



1 Retweet 1 Like

Positive

What did customers speak about Bar Louie?

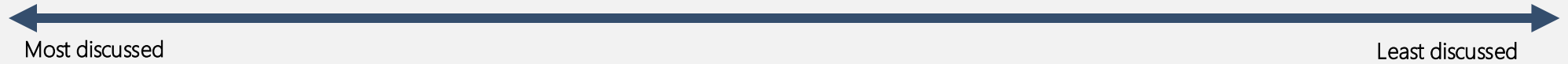


While some 'Liked' and 'Retweeted' promotional content about 'Bar Louie' and the concert by **"Jason Aldean"**. Happy hours was a crowd favorite

80% of the buzz came from customer experience at the Texas locations. A regulars also joined in to share positive reviews

- The most popular food on the menu were **Burgers** – patrons loved the flavor which was expressed in reviews such as *"Great Burgers!! Great service, as well! Met up with some friends. Everyone had the same comments."*
- Martinis** were the most popular drink with posts on price during happy hours and taste – *"I love their martinis but the nachos missed the mark this time"*
- Live Music** also received a thumbs up from customers *"Live music was amazing too!!!"* while the theme in general gained traction from promotional posts
- 'Attentive' and 'best' were just a few ways in which customers praised the **customer service** received at the restaurants - employees such as 'Courtney', 'Bryce', and 'Danielle' received frequent mentions in reviews for the Irving restaurant. Bartending left a few disappointed
- Price** was considered to be 'worth it' while the overall **atmosphere** kept people happy

Food & Beverage – Social Leaderboard



Conversation Volume	39%	16%	8%	8%	6%	6%	6%	6%	4%	2%
Drinks	Martinis	Gin	Beer	Wine	Cocktail	Whiskey	Juice	Coffee	Margarita	vodka
Leaders										

Conversation Volume	33%	10%	9%	8%	8%	6%	5%	4%	4%	3%
Food	Burger	Nachos	Fries	Brunch	Mimosa	Tots	Chips	Sliders	Salmon	Calamari
Leaders										



1. THE INSIGHT

The rapidly growing, digitally influenced, audience is increasingly relying on restaurant reviews before deciding to visit. Star brands are now emerging from online ratings and recommendations

This becomes even more important when you consider that easy access to retail and dining at home, has reduced walk-ins across the industry

As a result, restaurants need to work a lot harder to offer a unique experience and distinguish themselves from the competition

Garnering customer mindshare is the hardest its ever been



1. OUR RECOMMENDATION

Digital is your friend! Embrace it, own it.

We noticed many unanswered questions, unacknowledged experiences and missing tags (Twitter)

Consider focusing on actively engaging and talking to your audience across social media

Responding and engaging with comments is an important part of interacting and engaging with your audience, while also humanizing your brand, improving brand loyalty and creating brand ambassadors

It's also important to note that most people expect a response within 24 hours



2. THE INSIGHT

With increasing digital touchpoints, investing in easy discovery is paramount for businesses including restaurants

According to the Statista around 71% of respondents stated that they would rather use voice technology to search for something online than the traditional method of physically typing

Search engines like Google will look at the top few results to find an answer to the user's voice search query

So the question is, how well is your business optimized to tap into this audience?



2. OUR RECOMMENDATION

SEO – get AI and people to discover you

Geofencing – targeted ads at specific events, competitors' locations, which will help you get a brand exposure and communicate your business message at the most appropriate time

As an extension to discovery, while your audience is highly influenced by brands, family and friends are a close second -

Encourage regulars for a **review** on social media. Give them a shout out (and tag them) on social media to leverage the power for a **micro influencer**





Thank You