



Rok With Us for National Shawarma Day // Case Study





Overview

Villa Madina is Canada's top Mediterranean fast-food franchise. With over 30 locations across the country, Villa Madina serves falafel, chicken shawarma, and other delicious consumer favourites.

October 15th is National Shawarma Day—the most important day of the year for Villa Madina. In 2022, Villa celebrated with a special \$5 promotion on their famous Rokboxes. To spread the word, we created ultimate shawarma kits for social media influencers. Each kit included three Rokboxes and a bottle of Villa's famous Garlic RokSauce. After picking up their kits, the influencers used them on their channels to help promote the \$5 Rokbox offer.

This influencer campaign was a fun, engaging way to promote the \$5 Rokbox offer, share Villa's "Rok With Us" campaign, and increase awareness of the Villa Madina brand and products through social media content. We also partnered with DateNight YYZ to further promote the National Shawarma Day campaign on social media.



Rok With Us for National Shawarma Day

Celebrate this National Shawarma Day with Villa Madina's \$5 RokBox promotion.

Goal: Spread awareness about Villa Madina's \$5 RokBox promo, push sales, and compile content.

How: Have targeted influencers leverage the ultimate shawarma kit to showcase their experience at Villa Madina and promote the \$5 RokBox offer.

When: October 15 2022 (Roktober).

Who: Toronto-based food and lifestyle influencers.

| **Campaign Length:** 4 weeks



Strategy:

October 15th, 2022, was National Shawarma Day. On this special day, we wanted people to think of Villa Madina. We created a content and marketing strategy to showcase Villa's mouthwatering RokBoxes to grab the attention of local audiences.

Content Strategy:

- Reel shoot
- Motion graphics

Marketing Strategy:

- Influencer Marketing
- Strategic Partnership
- Paid Media



CONTENT STRATEGY

The Reels

Reel Shoot

We coordinated a video shoot on-site a Villa Madina location, which we then edited and used to advertise the RokBox promo throughout October. The goal was to feature mouthwatering footage and capture the vibe of Villa's "Rok With Us" campaign, in hopes of getting our audience excited about the occasion.

Space: Dufferin Mall Villa Madina

Time: 3 hours

Instagram reels are an excellent tool for maximizing engagement, connecting with viewers, and ultimately promoting growth and conversion. Reels are an inviting, engaging way to provide a behind-the-scenes look at your brand's processes and personality. By making use of filters, audio files, AR, and other effects, we create Instagram reels that stand out and promote follower engagement.



Motion Graphics

We designed a motion graphic to spread awareness of the \$5 RokBox promotion taking place on National Shawarma Day 2022. These short animations are a quick way to inform online audiences.



Note: Click any phone above to play the motion graphics.

Motion graphics are animated graphic designs, usually featuring text, that we use to quickly convey information while also entertaining the viewer. When creating motion graphics, we aim to delight your audience and inspire them to take a specific action.



MARKETING STRATEGY

Influencer Marketing

Influencer Kits:

We created a shawarma kit to give relevant influencers a taste of Villa Madina's famous RokBox in celebration of National Shawarma Day. We infused the kit's design with the Villa Madina brand by making use of the company's core branding elements, including colours, typography, illustrations, and messaging.

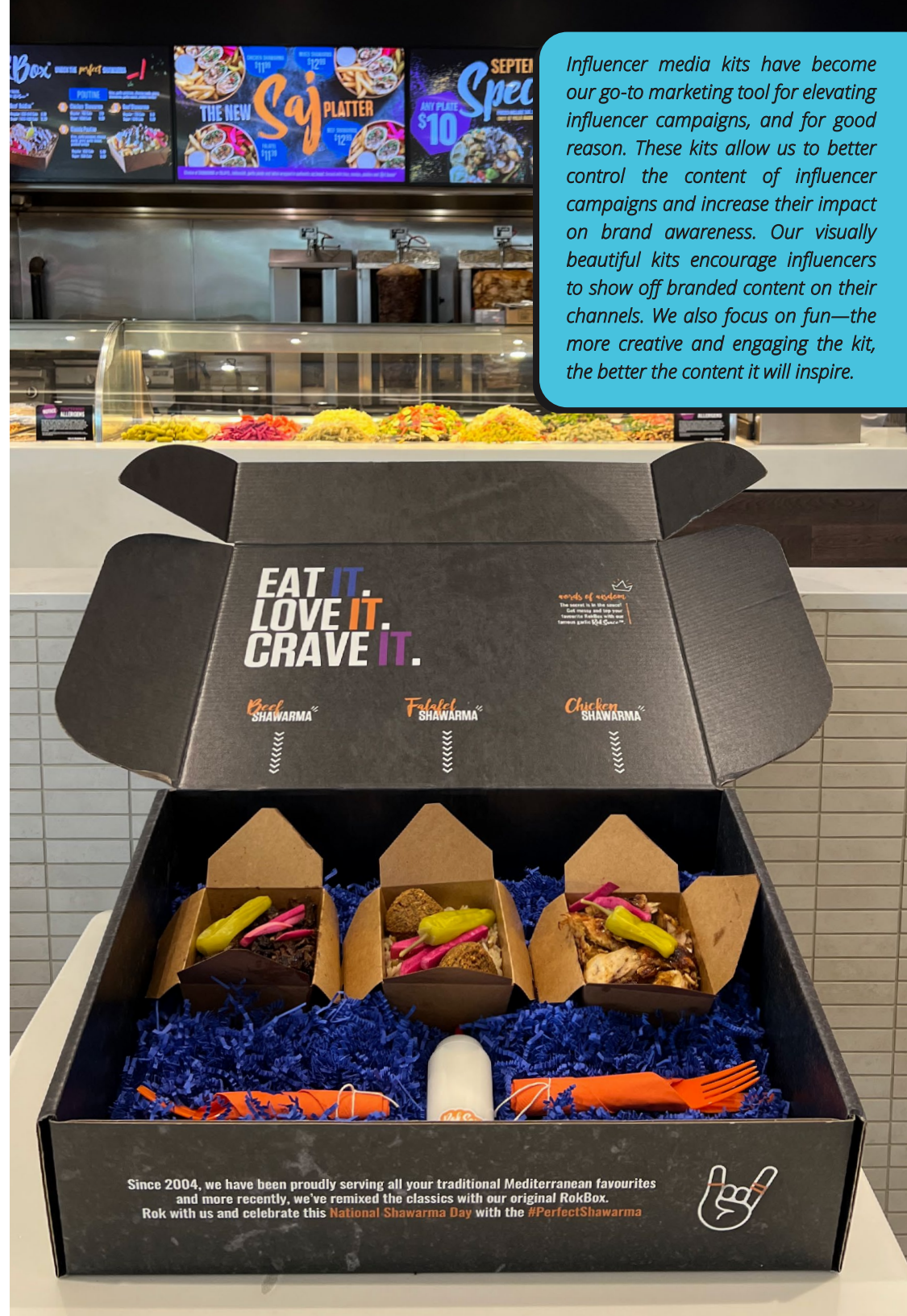
Various components of the kit also facilitated interactivity, allowing the influencers to produce more engaging content for their followers.

Goal:

To feature all three RokBox flavours in one interactive kit to spread the word about the product and promotion.

Kit Items:

- 1 Beef Shawarma RokBox
- 1 Falafel Shawarma RokBox
- 1 Chicken Shawarma RokBox
- 1 8oz bottle of Garlic RokSauce
- Branded cutlery and napkins
- 1 postcard



Influencer media kits have become our go-to marketing tool for elevating influencer campaigns, and for good reason. These kits allow us to better control the content of influencer campaigns and increase their impact on brand awareness. Our visually beautiful kits encourage influencers to show off branded content on their channels. We also focus on fun—the more creative and engaging the kit, the better the content it will inspire.

Influencer Marketing

Influencer Collaborations:

After extensive vetting, we reached out to 31 key influencers (paid and non-paid) across Toronto and the GTA to help spread awareness about the promotion. Each influencer was gifted an ultimate shawarma kit and a Villa Madina gift card (valued between \$50 to \$175) to share with their followers and create custom content with.

We coordinated with the influencers to arrange kit pickups across various locations. Kits were personally handed out by [MTY] team members to ensure a positive experience for the influencers.

All influencer content was scheduled and carefully monitored.





The Ask:

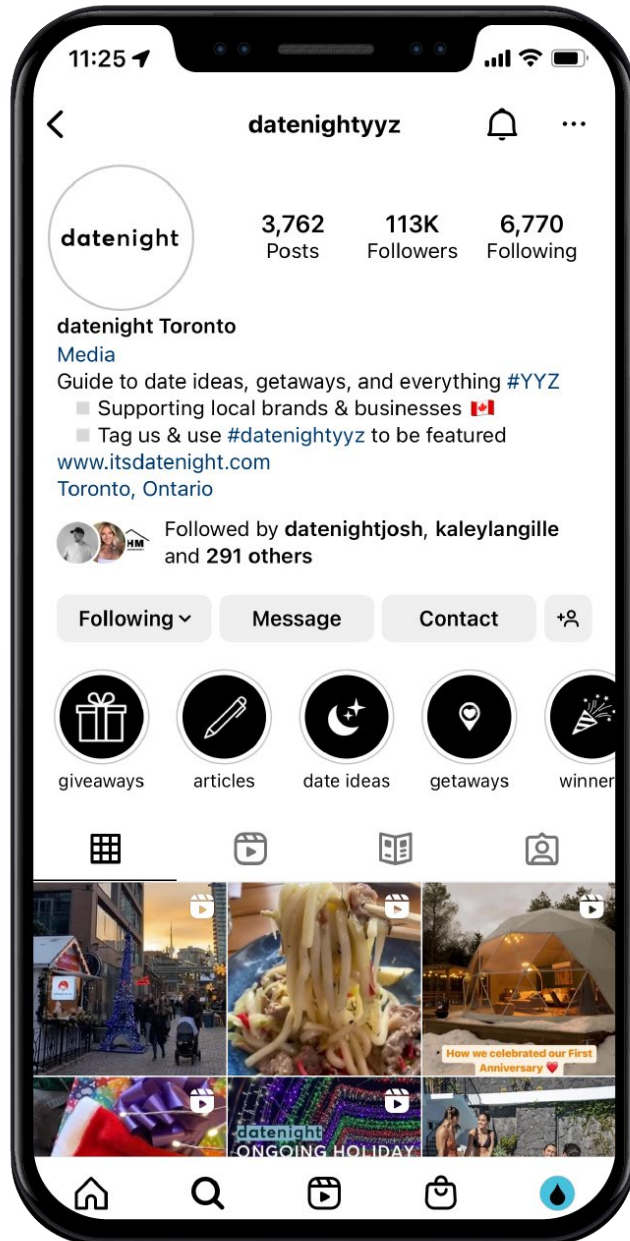
- 1 x feed post
- 1 x story unboxing
- showcase unique experience at Villa Madina location
- Promote the \$5 RokBox

Messaging:

- Villa Madina is celebrating National Shawarma Day on October 15th
- Get any RokBox for \$5 on October 15th

Social media influencers, also known as content creators, are skilled brand strategists in their own right. Teaming up with targeted influencers that are relevant to your campaign allows us to reach a wider audience and increase brand awareness. Influencer partnerships also result in cost-effective, high-quality content that you can repurpose later.

STRATEGIC PARTNERSHIP



Strategic Partnership With DateNight YYZ

DateNight YYZ is a Toronto-based media outlet that specializes in supporting local brands and businesses by providing a guide to date ideas, getaways, and experiences across Canada. They can be found on multiple social platforms such as Instagram, TikTok, and their website. Their audience consists of a wide range of consumers that are fitting for the brands' target audiences.

We collaborated with DateNight YYZ on the following initiatives:

- Writing a custom article and e-blast
- Producing an Instagram reel
- Running an Instagram giveaway

The goal was to showcase a unique experience at a Villa Madina location while promoting the \$5 RokBox offer.



Custom Article

DateNight wrote a custom article on Villa Madina to help bring awareness to National Shawarma Day and the "Rok With Us" campaign. The article was posted to their Instagram page and website. This allowed us to promote Villa Madina's name in the local food community to help build brand awareness.

Article Insights:

- 459 unique page views
- 343 total clicks
- 32-second average session duration

itsdatenight.com

datenight travel food & drink community events lifestyle fashion



[Calgary](#), [Edmonton](#), [Food & Drink](#), [Halifax](#), [Ottawa](#), [Quebec](#), [Toronto](#)

Celebrate National Shawarma Day With Villa Madina This October 15

Get your very own RokBox on Saturday for just \$5!

October 11, 2022


Facebook Twitter LinkedIn



This National Shawarma Day, **Villa Madina** is making your shawarma dates even better with their delicious 'RokBox' for just \$5 (regular size)!

The RokBox is a delicious meal with all the best shawarma flavours, easy to pick-up and take on the go from your local Villa Madina location. Choose between chicken, beef, chicken & beef, or falafel as your RokBox protein.

RELATED



E-Blast

The article and giveaway were included in an email blast to all DateNight subscribers in Toronto's Friday recap newsletter one day before National Shawarma Day.

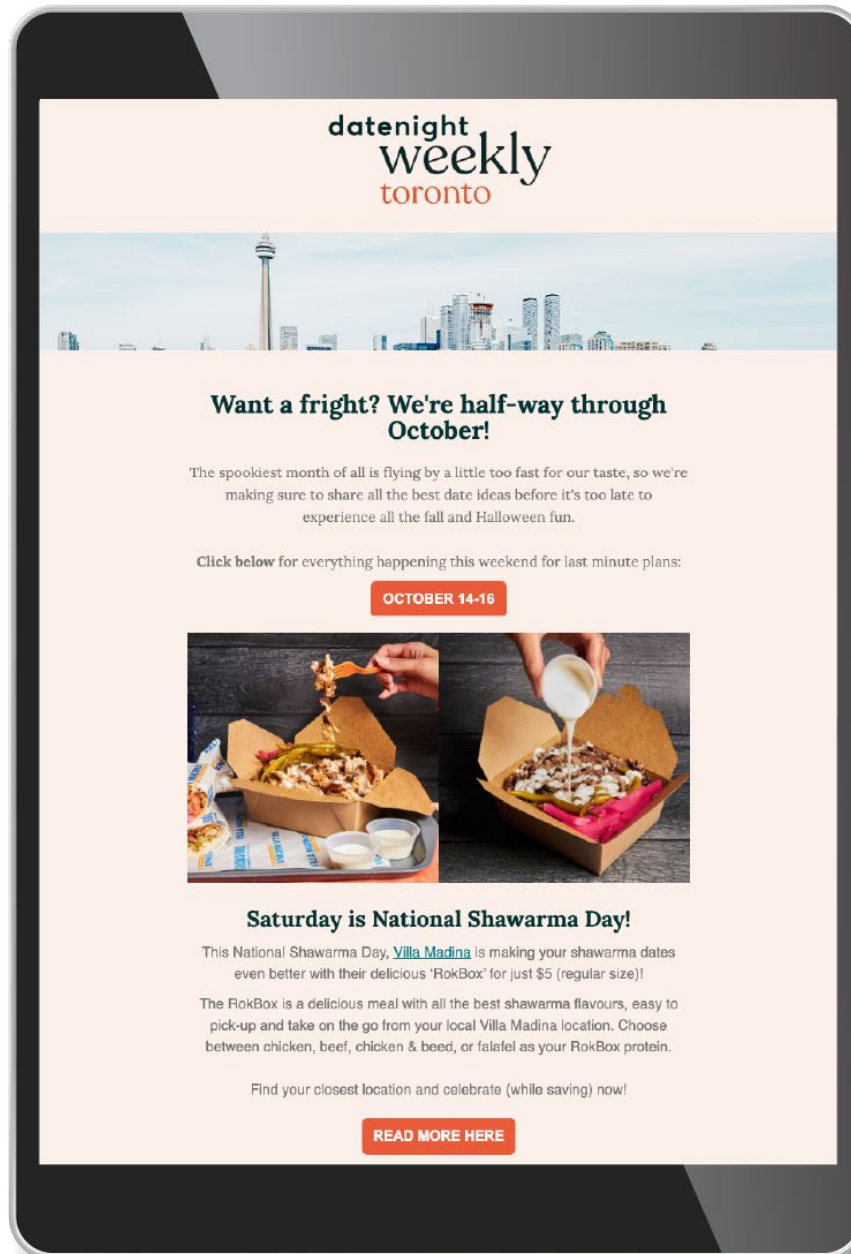
E-blast Insights:

Sent to: 6,823 subscribers

Opens: 909

Total Clicks: 99

Giveaway Clicks: 21



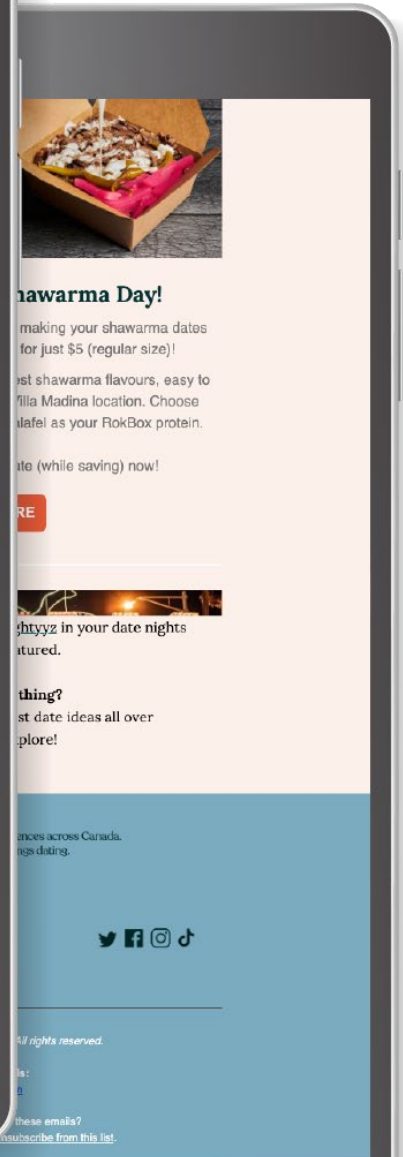
Saturday is National Shawarma Day!

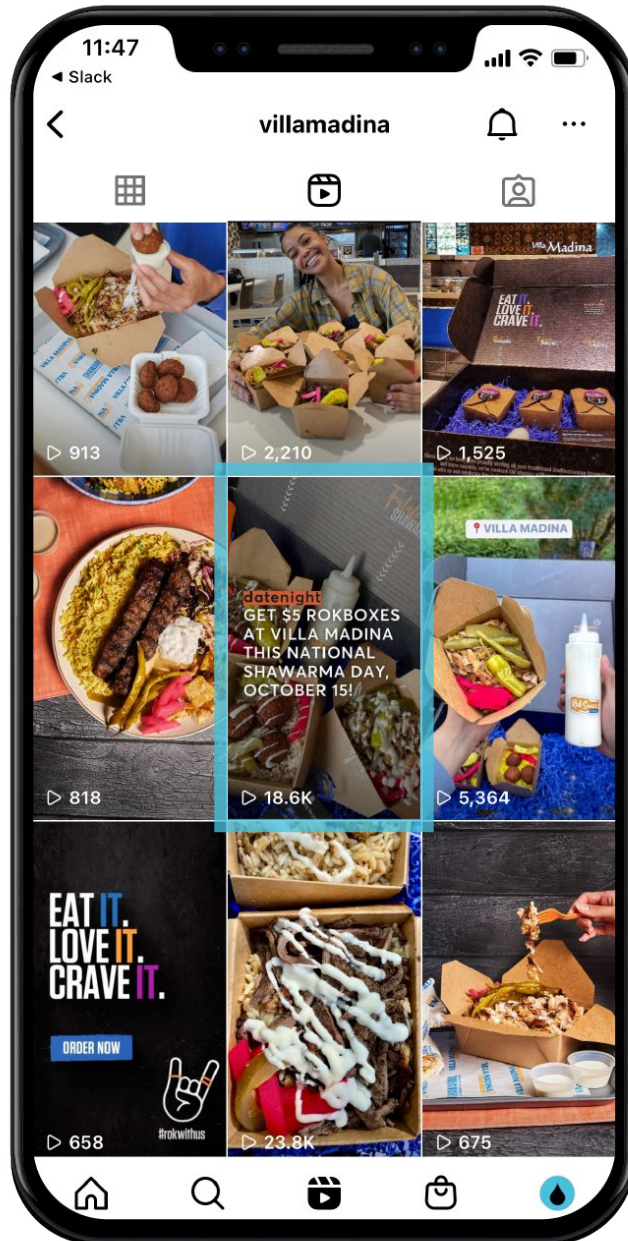
This National Shawarma Day, [Villa Madina](#) is making your shawarma dates even better with their delicious 'RokBox' for just \$5 (regular size)!

The RokBox is a delicious meal with all the best shawarma flavours, easy to pick-up and take on the go from your local Villa Madina location. Choose between chicken, beef, chicken & beef, or falafel as your RokBox protein.

Find your closest location and celebrate (while saving) now!

[READ MORE HERE](#)





Custom Instagram Reel

DateNight YYZ created an Instagram reel filmed at a Villa Madina food court location in a mall. The reel showed an influencer picking up their shawarma kit and featured behind-the-scenes footage to promote the Villa Madina brand.

The reel was posted as a collaborative post to boost audience engagement and maximize visibility.

The following accounts shared the reel:

- @datenightyyz (Toronto)
- @datenightcanada (Canada)
- @datenightcapital (Ottawa)
- @datenightquebec (Quebec)
- @datenightyyz (Calgary)
- @datenightyeg (Edmonton)



The Giveaway

DateNight YYZ hosted a giveaway for five shawarma kits. Their large, loyal follower base played an important role in amplifying our message to increase awareness of the promotion. The winners were invited to pick up their shawarma kits from Villa Madina's Eaton Centre location on October 15th.



PAID MEDIA CAMPAIGN

Ad creative

Use a post

How do you want your ad to look?

Description

Help us celebrate National Shawarma Day with \$5 RokBox's!

Join us at any @villamadina location on October 15th and enjoy any small RokBox for only \$5 when you order online or on our Villa Madina mobile app.

Tag a Shawarma lover below!

Media 1/5 · Select multiple images or videos to create a carousel.

Select media



Edit options

Thumbnail

Choose the image people will see before your video plays.



Button label

Learn more

Website URL

<https://villamadina.com/sharwama-day/>

Ad preview



See all previews

Estimated daily results

Estimated Reach Unavailable

NATIONAL SHAWARMA DAY!

\$5

SATURDAY, OCTOBER 15

HAPPY NATIONAL SHAWARMA DAY

ANY ROKBOX

Regular size RokBox only. AVAILABLE when you order online or on our mobile app or in store. Tax applicable on all offers.

Organic social media traffic can take days to build due to the algorithms at work behind the scenes. If you're running a short campaign, that ramp up time can cost you visibility and leads. With paid social media, your campaign can get started with an extra boost at a speed that organic posts just can't match. In addition to sustaining views, traffic, and engagement for as long as your credit card can stand, you'll have the benefit of retargeting consumers with your ads to achieve an advertisement frequency that you can control.

OCTOBER 16

**SHAWARMA PLATTER +
MID POP**

AVAILABLE ONLY when you order online or on our mobile app. Tax applicable on all offers.

Facebook & Instagram Promotions

Media buys through Instagram and Facebook are an essential component of all of our social campaigns. The ability to get our messages in front of relevant consumers who are within our target demographic makes our ad spend extremely effective.

Our promotion efforts included:

- Paid promotions through our channels
- Location-targeted/general promotions
- Motion graphic and static posts
- CTA: villamadina.com

Targeted Interests:

Turkish cuisine, Middle Eastern cuisine, Food, Mediterranean cuisine, Israeli cuisine, Arab cuisine, foodies

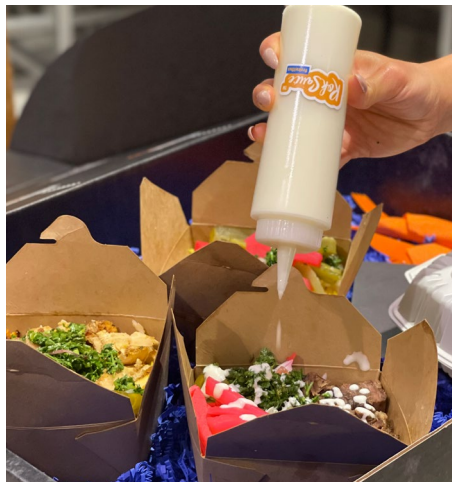
CTA:

All paid media directed users to a custom landing page that featured the campaigns promotions.











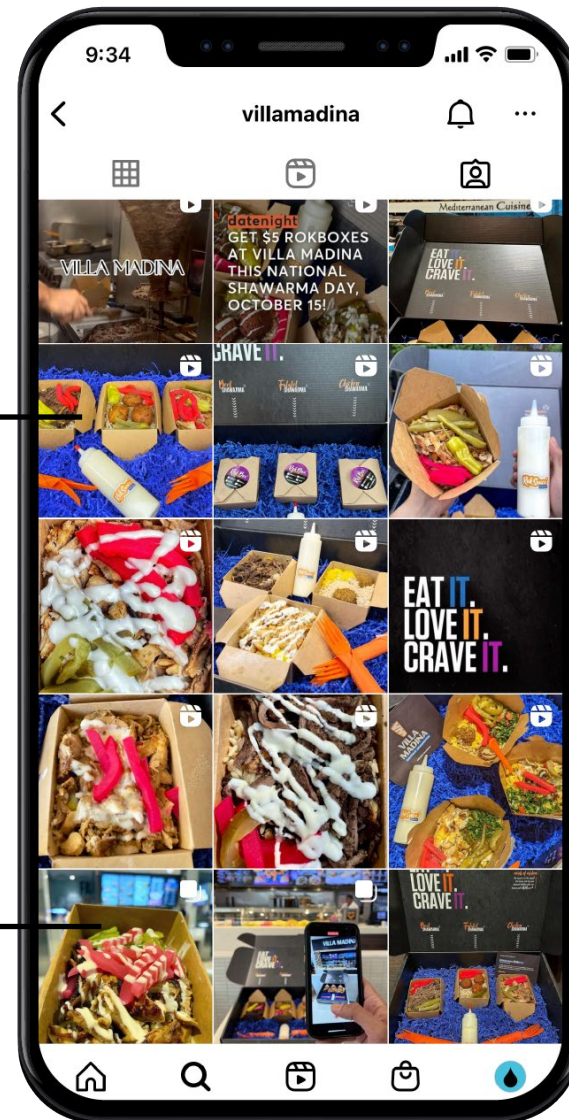
THE RESULTS

The Content



The Organic Engagement

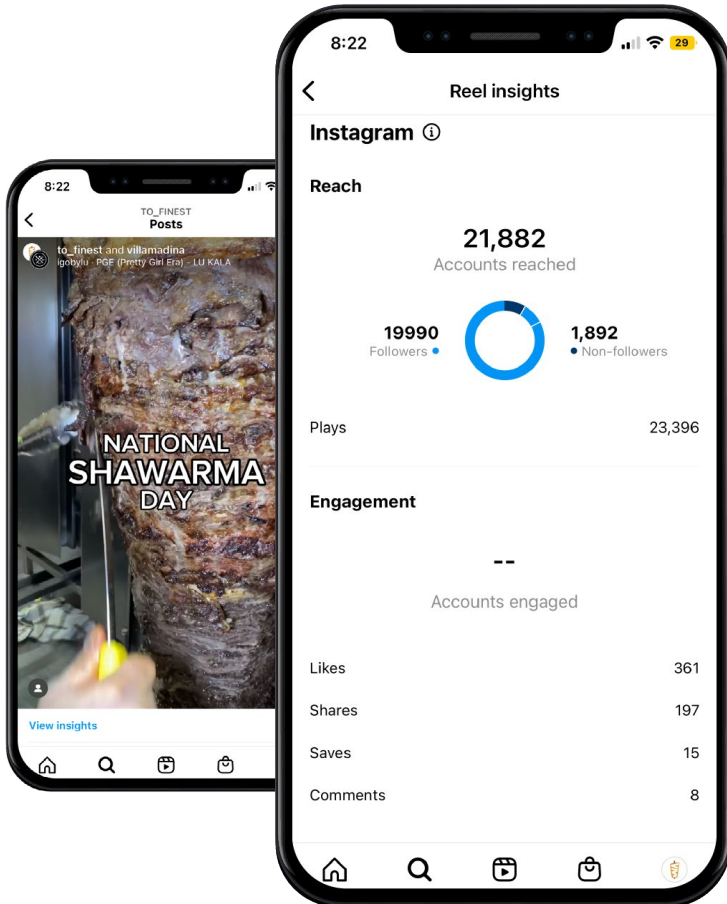
-  **lunches_by_lindsay** Soooo hard to choose just one!!
5w 1 like Reply Send
-  **inlawland** Oh man, this is making me NEED shawarma!
5w Reply Send
-  **uncle_kaleb** Yessssss falafel!!! Those huge piles of salads are my dream.
5w Reply Send
-  **sellyfooddiary** Shawarma will always leave me so satisfied 🥰🔥
5w 1 like Reply Send
-  **foundintoronto** Everything looks yum!! 🍴
5w Reply Send
-  **diningwithchris** @thismamadontcook omg what?! That's so surprising!!! 🤔 my family lives off Villa Madina when we go shopping at the mall!
5w 1 like Reply Send
-  **consumedbyarnie** Can't wait for Saturday!
5w 1 like Reply Send
-  **honeychews** That's such a great deal! 🙌
5w 1 like Reply Send



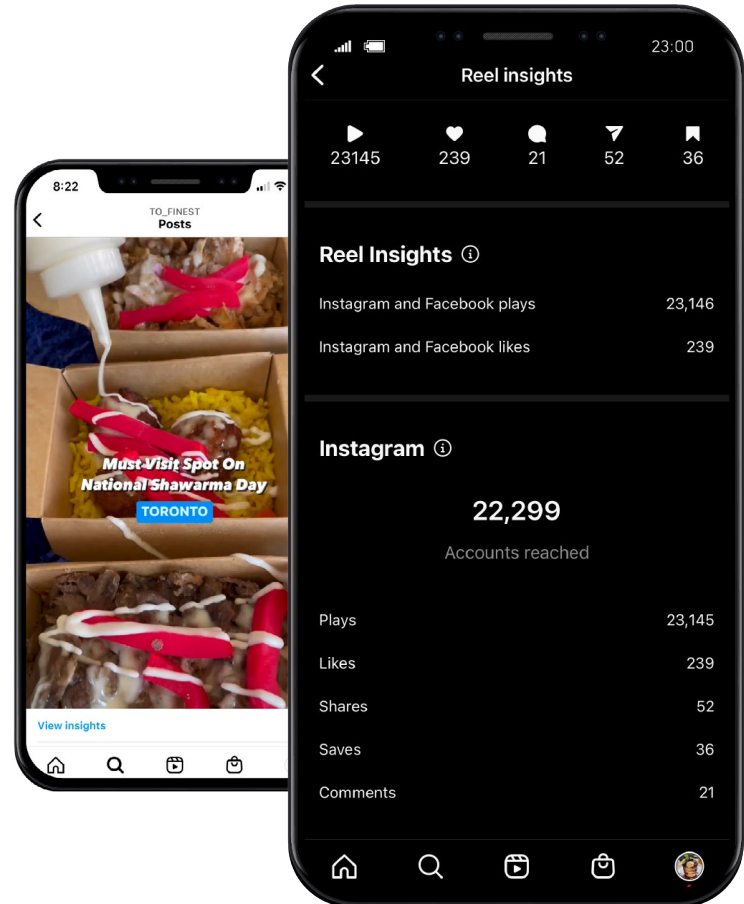
The following is a screengrab of the “tagged section” on the Villa Madina Instagram profile.



Paid Influencer Results



@to_finet



@eatsconnoisseur



The Data

	2021	2022	%
Net Sales (SS)	-	-	+96%
Customer Count	-	-	+75%
\$5 RokBox Sold	-	-	+534%



THE IMPACT

31 INFLUENCERS

=

832K

Reach

129K

Impressions

41

Feed Posts

981

Comments

3,583

Likes

75

Stories









Rok With Us for National Shawarma Day // Case Study

