



OVERVIEW

- In honor of National Seafood Month, J.J. McDonnell hosted a month-long **Seafood Crawl** to showcase **26** local restaurants in the greater Maryland area
- Restaurants were invited to put their own spin on a **crab cake dish** for ticket holders to try their dish and judge based on Taste, Appearance and Creativity
- The primary goal for J.J McDonnell was to boost visibility and increase sales
 - **25 new accounts** were brought in
- The **Welcome Message, Interactive Map, In-App Voting, QR Code Scanner and User Display Ads** were used to:
 - Share event information
 - Help attendees find participating restaurants
 - Ensure attendees received only one free dish at each location
 - Host the voting for the contest
- Restaurants were located in the following counties:
 - Baltimore County, Baltimore City, Anne Arundel County, Frederick County, Prince George's County, Harford County, Montgomery County, District of Columbia
- Event Duration: October 1st - 30th, 2023
- Total Tickets Sold: **155**



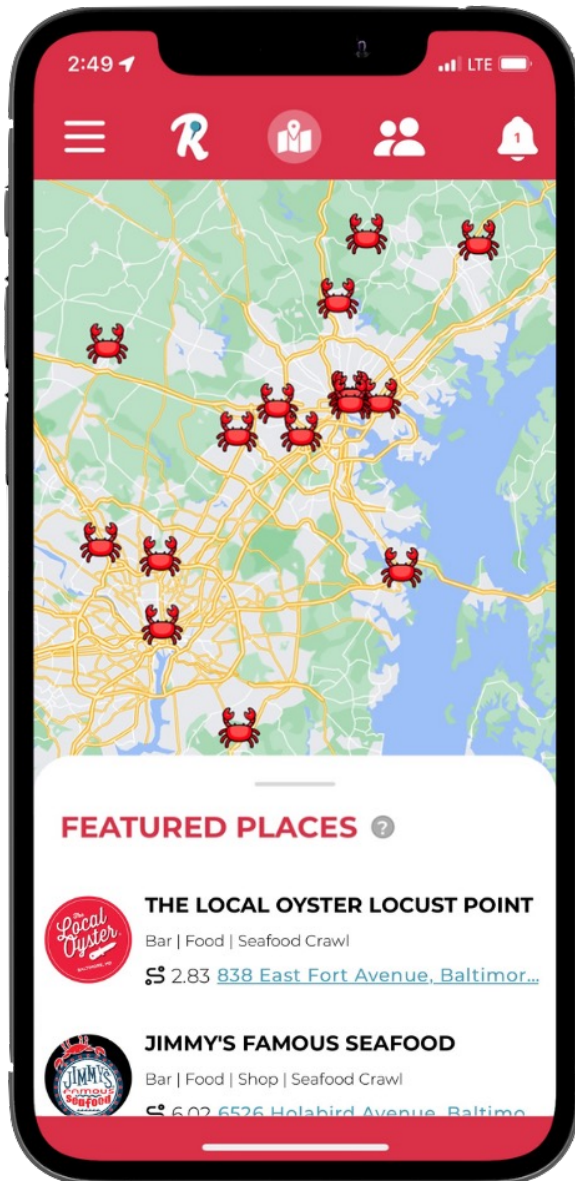
WELCOME MESSAGE



- The Full Screen Welcome Message displayed immediately upon opening the Let's Rallie app in the greater Maryland area
- Ticket holders were greeted with relevant links to help navigate their way around the month-long event
- Duration: October 1st – 30th
- Total Views: 1,497
- Total Clicks: 1,078
 - Website: 102
 - View Interactive Map: 588
 - Rate Your Crab Cake Dish: 228
 - How to Crawl: 98
 - Purchase Tickets: 47
 - Donate/Sponsors: 15



INTERACTIVE MAP



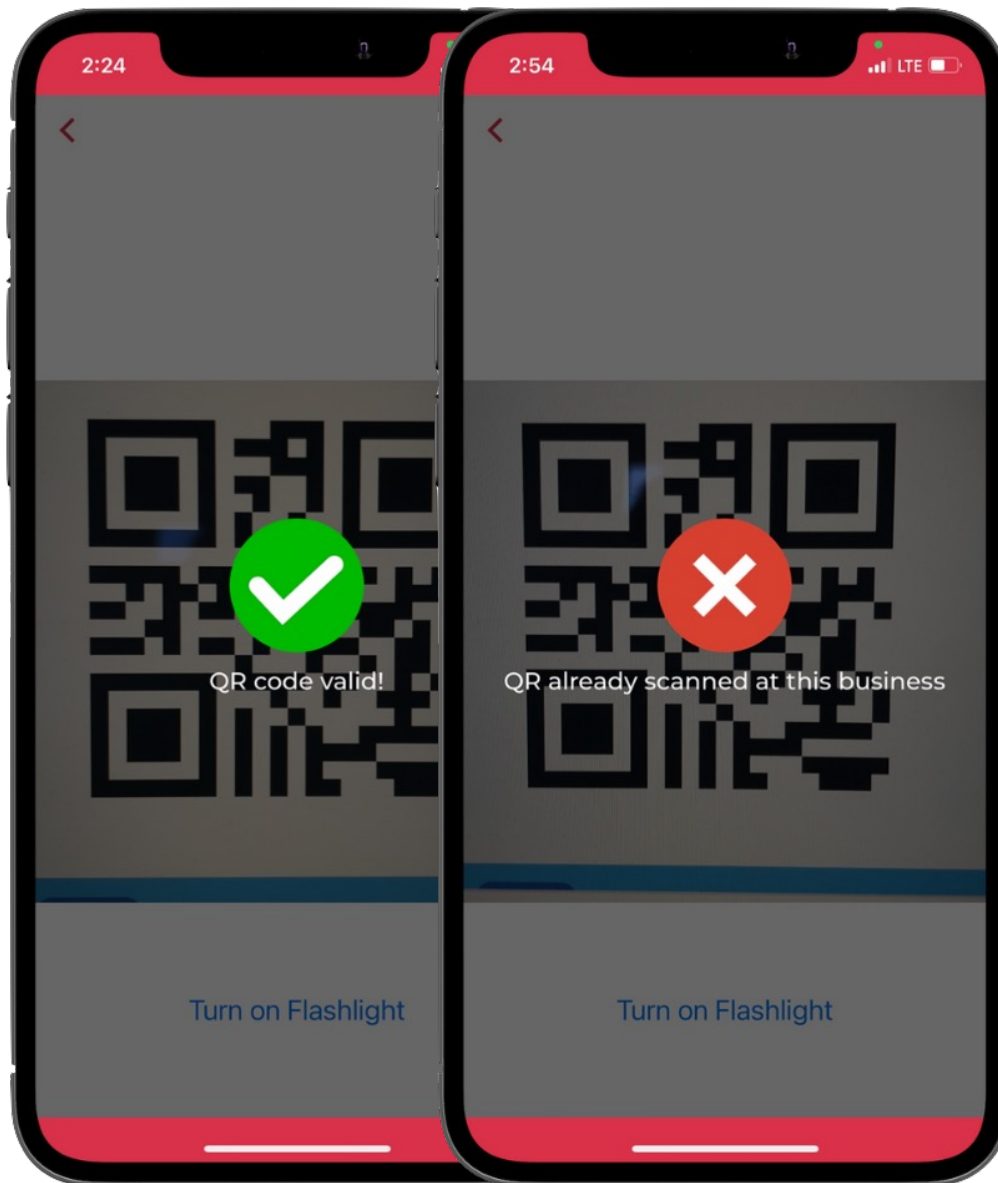
- The Full Screen Welcome Message contained a button that allowed ticket holders to view the **Interactive Map**
- The map helped users find the participating restaurants in the greater Maryland area
- **Crab Icons** highlighted restaurant locations and appeared during the operating hours of each business
- The Interactive Map was visited **588** times
- Total Restaurant Views: **16,265***
 - Avg. Views per Restaurant: **626**
- Total Restaurant Clicks: **438****
 - Avg. Clicks per Restaurant: **17**

**A View is logged when the location is visible to a user on the Interactive Map*

***A Click is logged when a user taps on that location and visits a Business Profile for more information*



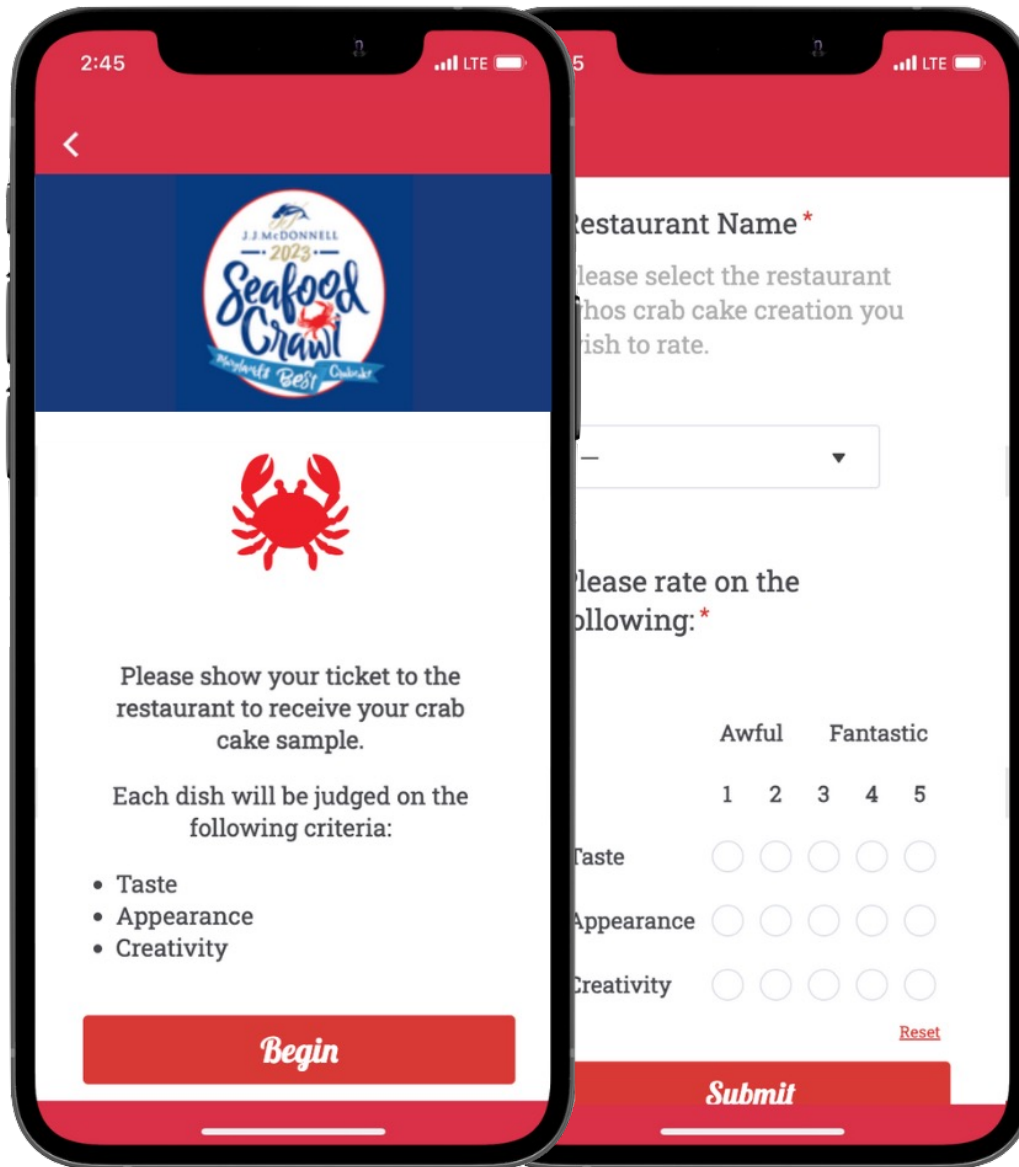
QR CODE SCANNER



- Each participating restaurant had access to a **QR Code Scanner** within their Business Profile
- Restaurants were instructed to scan the ticket holders before serving their crab cake dish
- This ensured that ticket holder only received one dish per location
- Total Number of Scans: **308**
 - Avg. Number of Scans per Restaurant: **14**



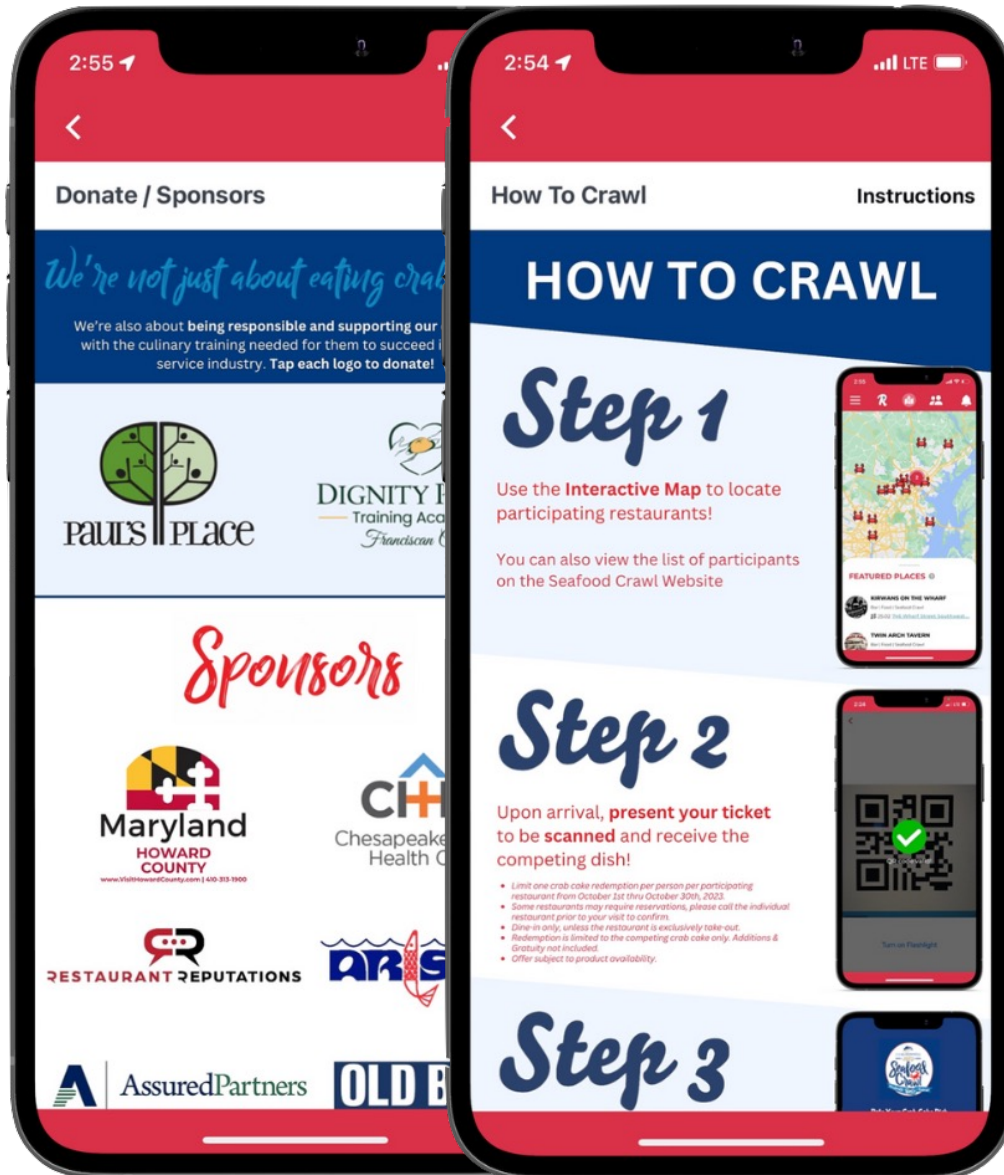
IN-APP VOTING



- The Full Screen Welcome Message contained a button that allowed attendees to **submit their votes** for the Seafood Crawl
- Once ticket holders finished their dish, they were prompted to rate each crab cake creation based on **Taste, Appearance, and Creativity**
- **264** votes were collected
- **Winners**
 - **Taste:** Manor Tavern
 - **Appearance:** Tillery
 - **Creativity:** Libs Grill Belair



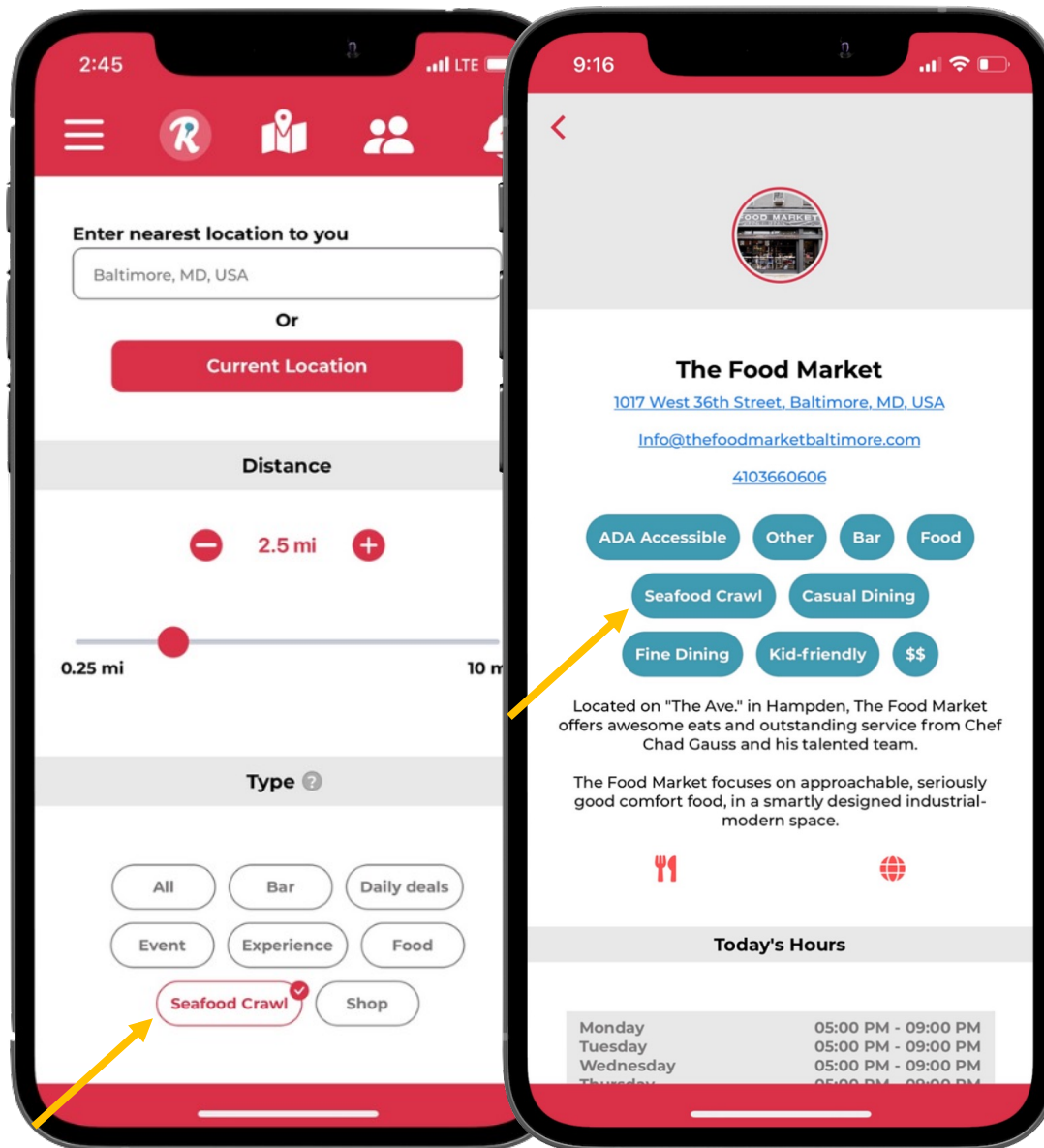
MORE INFORMATION



- The Full Screen Welcome Message contained buttons that provided the public with more information about the event
- One button contained information on how to Donate and included the list of Sponsors
 - Total Clicks: 15
- Another button contained instructions on How To Crawl
 - Total Clicks: 98



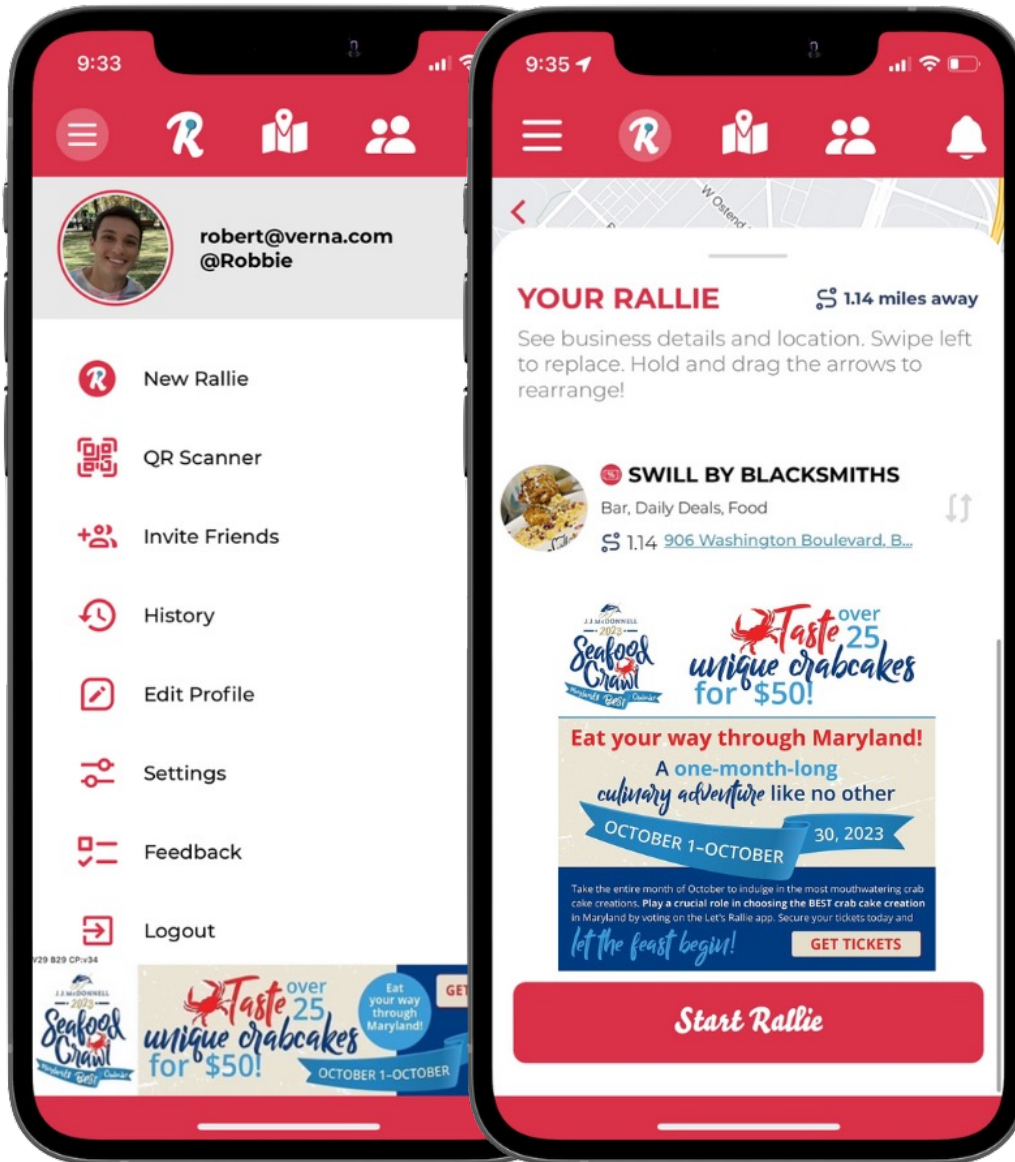
CUSTOM ITINERARY FILTER



- The Seafood Crawl filter was used as an additional way for users to locate nearby participating restaurants
- The filter could be selected during the itinerary creation process
- This was included on the **Business Profiles** for users to see when viewing more information
- The Seafood Crawl filter was used 60 times



USER DISPLAY ADS



- In-App Display Ads were used to help promote the event
- Display Ads are shown on the Home and Your Rallie screens inside the app
- Ads linked out to the Seafood Crawl website to learn more and purchase tickets
- Total Views: 4,137
- Total Clicks: 116



RALLIE OUTREACH TEAM



In addition to the In-App operations, the **Rallie Outreach Team** helped with the following tasks:

- **Phone and Email** outreach to secure participating restaurants
- **Instructional materials** to help both Users and Businesses understand the Seafood Crawl
- **Tech Support**
 - Onboarding businesses
 - Assisting with business questions
 - Assisting with user questions
- **Social Media**
 - Collaboration
 - Influencer outreach

