

# A FRESH APPROACH AT BELOW DECKS

Following their 2021 refurbishment, Treat helped Below Decks build a vibrant community of locals and tourists with PR, social media and more.



## AT A GLANCE

### Challenges

- Restore customer trust
- Keep the business open 364 days a year
- Draw in new customers from across Torbay
- Improve awareness of Beacon Quay
- Increase organic social media presence and engagement

### Benefits

- Steady flow of locals & tourists.
- PR and social media reached over 125,000 people on opening weekend.
- Facebook and Instagram engagement doubled.
- Professional management of reviews.

"We've had excellent feedback from our customers and suppliers. Below Decks is all about our people and our great location and you've captured everything perfectly - showcasing our crew members and proving we are one of the best restaurants in the Bay. **You've engaged the whole community; this PR and social media campaign is exactly what we wanted.**"

**Gregory Shadbolt**  
Owner, Below Decks

## OBJECTIVES

This mainstay of Torbay hospitality aimed to fulfil their commitment to the local population, and create a community of devoted local customers. The new owner, Gregory Shadbolt, wanted to weave Below Decks into the day-to-day lives of local customers with social media and PR.

## THE APPROACH

To achieve this ambition, Treat carried out depth interviews with key stakeholders, and developed customer personas to help inform style and design choices. We developed the hashtag #LiveTheBDLife, underpinning Below Decks as a lifestyle, with food and drink on offer morning, noon and night. Targeted Facebook ads featured live music, Sunday roasts and the new seasonal menus. Prominent local billboard advertising featured the faces of Below Decks. Professional management of Google and TripAdvisor reviews assured a cooperative and competent response to every customer concern and kudos.

## OUTCOMES

### PRESS AND MEDIA FEATURES

Featured in Devon Live as the most popular article for the Easter opening weekend, including a video feature.

### META PLATFORM ENGAGEMENT

Facebook following doubled with the most popular reel earning 340k views and 1k likes. Instagram following increased by one-third with the most popular reel earning 75k views. The Baywatch stories campaign provided a weather report, tide times and ferry information every morning, all summer long, for increased engagement and a community feel.

### BESPOKE HASHTAGS PROVIDE A PLATFORM

#LiveTheBDLife reimagines Below Decks as a lifestyle, while #BeaconQuay draws awareness to the community and sets the scene for future merchandising opportunities.

