



Winning with the Winner's Circle

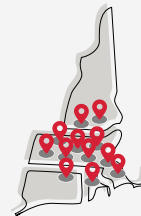


The Context

Over the years, Tavern In The Square has differentiated itself as a "polished-casual" restaurant and bar offering a complete dining experience across every occasion to the communities it serves. It is known for excellent food made daily in its scratch kitchens, a broad selection of craft beers, specialty cocktails, and a warm and inviting atmosphere.

21
LOCATIONS

FOUNDED
IN 2004



The Objective

Heading into the Fall of 2025, Tavern In The Square wanted to renew its football season relevance and engagement without alienating the guest base it has amassed, especially its robust weekend brunch guests, that are not necessarily driven to visit purely for sports.

Paytronix's Approach

As a New-England based restaurant concept, the brand knew it had the potential to engage an already strong and devoted community of New England Patriots fans. Using its Insider loyalty program, Tavern tapped into Pats fans enthusiasm with a gamified experience to build interest, grow registration, and drive incremental sales. Specifically,

- ✓ Tavern developed a monthly loyalty campaign called "The Winner's Circle."
- ✓ Ahead of every first Sunday Patriots game, Insiders had the opportunity to participate in a poll to predict the game winner.
- ✓ Insiders who guessed correctly were targeted, celebrated, and rewarded with a special and motivating reward to bring them to Tavern in the upcoming week.
- ✓ Each month, the offers grew in perceived value and richness and were communicated via site, social, and loyalty channels to drive anticipation, new registration, and participation.

Results

The ongoing campaign successfully built engagement alongside the excitement of an unexpectedly strong Patriots regular season.

In the days leading up to the poll, **new registrations grew 86%** from the beginning of the campaign to its height, and accounted for 46% of the registrations in the weeks the campaign was run.

Over the course of program **correct respondents per campaign grew 509%** - a testament to the campaign gaining momentum as the Patriots season prospects improved.

Redemption rates among winners reached 54% by the final campaign.

Over the course of the program redeemer-driven **sales grew 548%** as more insiders participated, were rewarded, and redeemed offers.



Examples of creative:

Social Execution: designed to drive interest and registration by showcasing the escalating value of prior campaign rewards.



Example of the survey creative:

This is Insider creative used to get Insiders to vote on the game winner. It also highlighted prior rewards as a means of driving upcoming participation.