

# A cocktail of Success: Marketing Strategy and Competence



Kuckoo, a prominent chain of cocktail bars with locations across the United Kingdom, approached BPO with a desire to grow their business and revamp marketing efforts.

The team recognised the need to establish a cohesive marketing strategy, enhance their in-house marketing capabilities, and elevate their brand presence in the competitive hospitality industry.

BPOs engagement with Kuckoo aimed to address the following objectives:

- 1. Develop a Comprehensive Marketing Strategy:** Create a robust marketing strategy that aligned with Kuckoo's brand identity and goals, ensuring consistency across all locations.
- 2. Enhance In-House Marketing Competence:** Provide training and knowledge exchange opportunities to bolster the marketing team's skills and expertise.
- 3. Drive Growth and Expansion:** Implement effective marketing campaigns to attract new customers and increase reservations across Kuckoo locations.

## Results and Impact

By addressing their marketing challenges and enhancing in-house competence, Kuckoo are making steps to achieve significant growth and solidifying its position as a leader in the competitive cocktail bar industry. Some key results include:

- **Digital Transformation:** The marketing team demonstrated improved competence in digital marketing, leading to increased following and engagement on social media (+31%)
- **Increased reservations:** Table reservations have increased by 1000% within the first 5-months of implementation.



**31% increase in  
social followers**



**1000% increase  
in bookings**



**Clearly defined  
strategy and plan**