

## CASE STUDY

**Client:** Hayes & Jarvis

**Campaign:** [Cuisine Hotspots](#)

**Markets:** UK

**Services:** Creative Campaign development and Strategic Outreach and Technical SEO



### The objectives:

The overall objectives were to:

- Generate high authority links
- Increasing organic search engine rankings, thus increasing traffic.

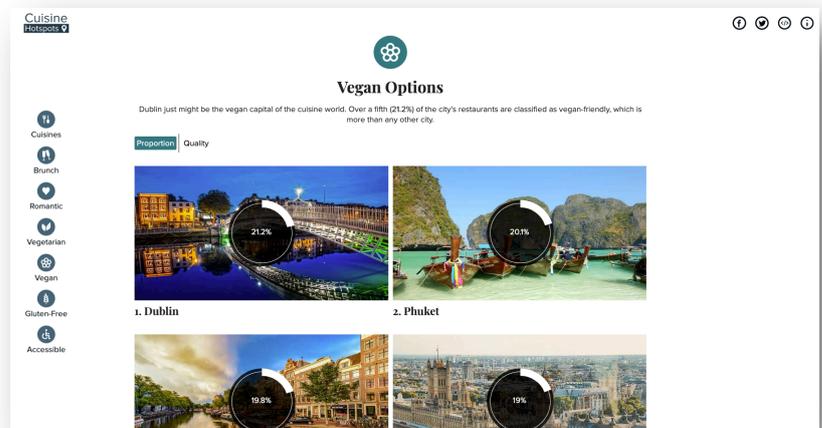
### What we did:

Would you be surprised to learn that Dublin is the world's vegan capital? We've trawled through TripAdvisor to find out which cities contain the greatest proportion of highly rated restaurants for specific cuisines, occasions and dietary requirements.

We began our analysis with a seed list of the 50 most-visited cities in the world. We then scraped TripAdvisor between 30 July 2019 and 1 August 2019 to find the cities with the highest proportion of a particular restaurant's cuisine (or dietary requirement or theme), and the highest proportion of high-quality restaurant cuisines. Restaurants were counted as 'high-quality' if they received 4.5 stars or above on TripAdvisor.

Through our research we were able to uncover interesting and little-known facts about some of the most popular cities in the world, such as that Cancun is the best place to eat Italian food, and Las Vegas serves the best Japanese food and Prague is best for Indian! We also enabled journalists to write listing articles, the most popular being about the most vegan-friendly cities in the world.

Combine all this interesting content with our on point designs this piece was always destined to go viral!



**The results:**

- **A unique and interesting creative campaign** was produced which tapped into general interests of the British public, especially travellers and foodies.
- **81 linking root domains** from some of the biggest authority sites including; [Forbes](#), [Business Insider](#), [Huffington Post](#), [MSN](#), [Yahoo Finance](#), [The Irish Times](#), [Statista](#) and [Sunday Times South Africa](#).



- Total views estimated to be around **821,674**
- A Linkscore of **5,241** points.
- **Over 11,000** social shares from some high profile accounts.