

The background features a dark red field with numerous thin, light orange lines radiating from the bottom center towards the top corners. At the base of these lines, centered at the bottom, is a larger, multi-pointed starburst shape in a golden-yellow color.

LAUNCHING A VIRAL CONCEPT.

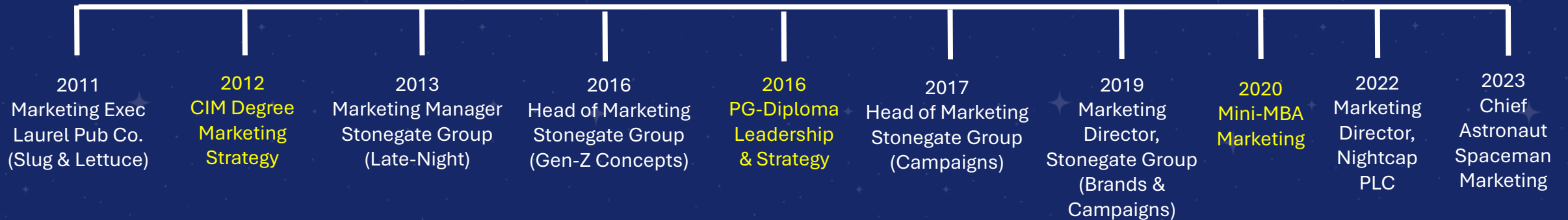
Alan Armstrong

My bar to boardroom story

OPERATIONS LIFE



MARKETING LIFE



“One small step...”

Jukebox
BINGO


clean
break

PUB
QUIZ
COM

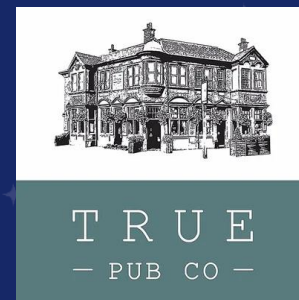


SPACEMAN
HOSPITALITY MARKETING AND BEYOND!



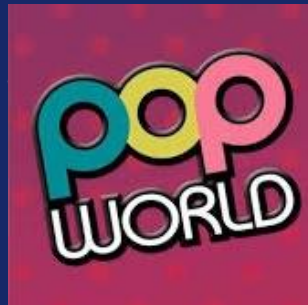
WINDMILL
ESTD 1998
Taverns
GROUP

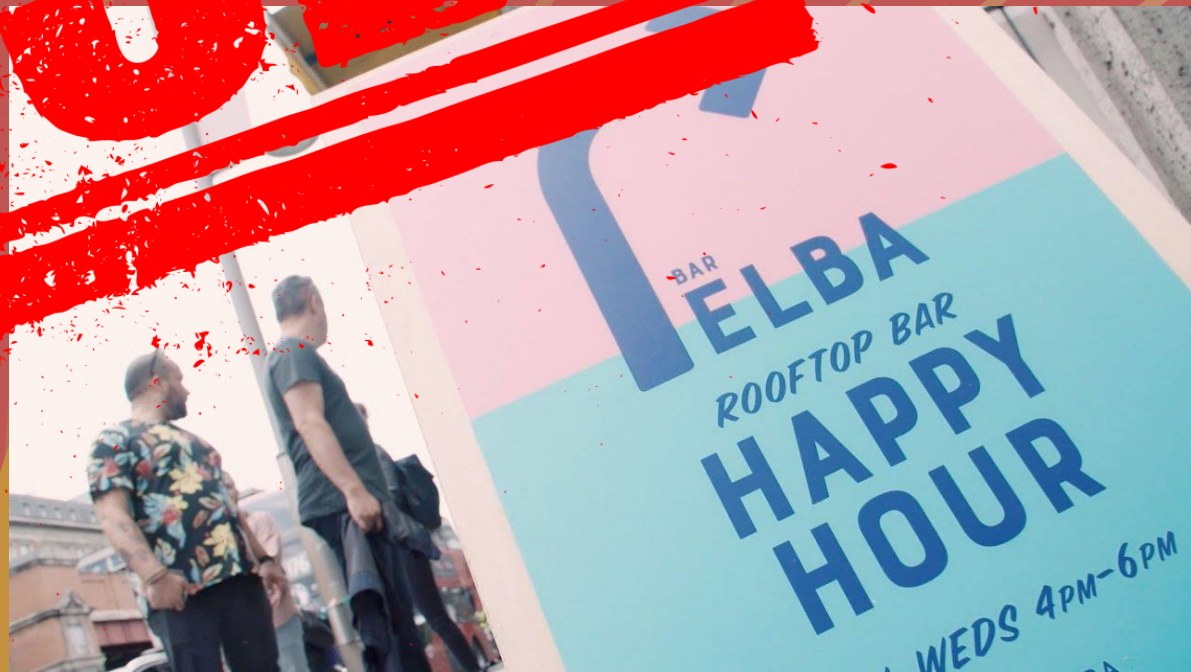
QUEENS



Launch Experience

- Involved in 7 new venue openings as an Operator including £2m Revolution Bar.
- Assisted national roll-out of Slug and Lettuce brand.
- Grew the Popworld chain from 1 to 45 venues across the UK.
- Led a CAPEX team at Stonegate to deliver circa 300 new pub openings per year
- Launched a new premium pub food concept for Stonegate Group.
- At Nightcap, opened 6 new sites in 6-months (Tonight Josephine, Blame Gloria etc)
- Currently launching a new premium Steak restaurant in Birmingham for end of November.





EST · 1847

SEARCYS

CHAMPAGNE BAR





CIRCE'S

WATERLOO ROOFTOP



About Circe...

Circe (/ˈsɜːrsiː/; Ancient Greek: Κίρκη : Kírkē) is an enchantress and a minor goddess in ancient Greek mythology and religion.[1] In most accounts, Circe is described as the daughter of the sun god Helios and the Oceanid nymph Perse.

Circe was renowned for her vast knowledge of potions and herbs.

Through the use of these and a magic wand or staff, she would transform her enemies, or those who offended her, into animals.



Circe's Brand Spark



MISSION

Why our brand exists

To create a legendary rooftop escape

VISION

Where we are heading

Be the most talked
about rooftop in London

PROPOSITION

*What sets us apart
from our competitors*

Rooftop Revelry

SOUL

Our North Star

DIVINE ENCOUNTERS

VALUES

Principles that guide us

- Myths Made Modern
- Enchanting Interactions
- Inclusive Celebration
- Elevate the senses

PERSONALITY

How we look, feel and talk

Alluring
Sassy
Inviting

REASONS TO BELIEVE

Why we can be believed

- Prime Location
- Spectacular Hosting

BENEFITS

Why choose us

- Exceptional Hospitality
 - Escape Reality
- Big space, big views
- Make it your own

Creating a launch plan with intent



Launch Phases

Phase 1:
Get
Organised

Phase 2:
Drive
Awareness

Phase 3:
Provoke
Interest

Phase 4:
Incite
Desire

Phase 5:
Motivate
Action

Phase 6:
Perfect
Execution

T-minus
8 weeks

T-minus
6 weeks

T-minus
4 weeks

T-minus
3 weeks

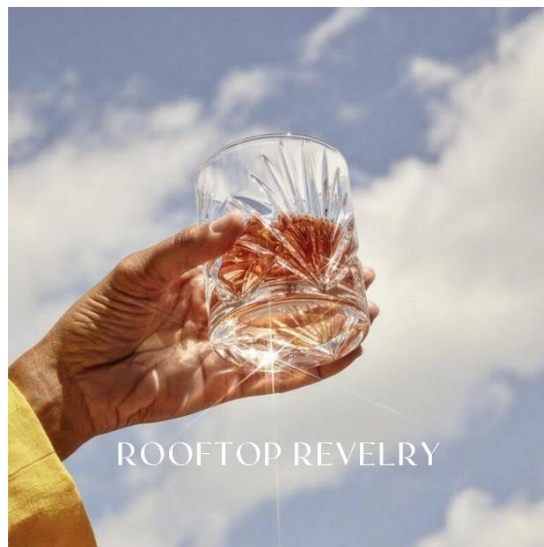
T-minus
2 weeks

Go-Live!



**DRIVING
AWARENESS.**

Driving Awareness: Teasing



Drive awareness: Influencers





**PROVOKE
INTEREST.**

Provoke Interest

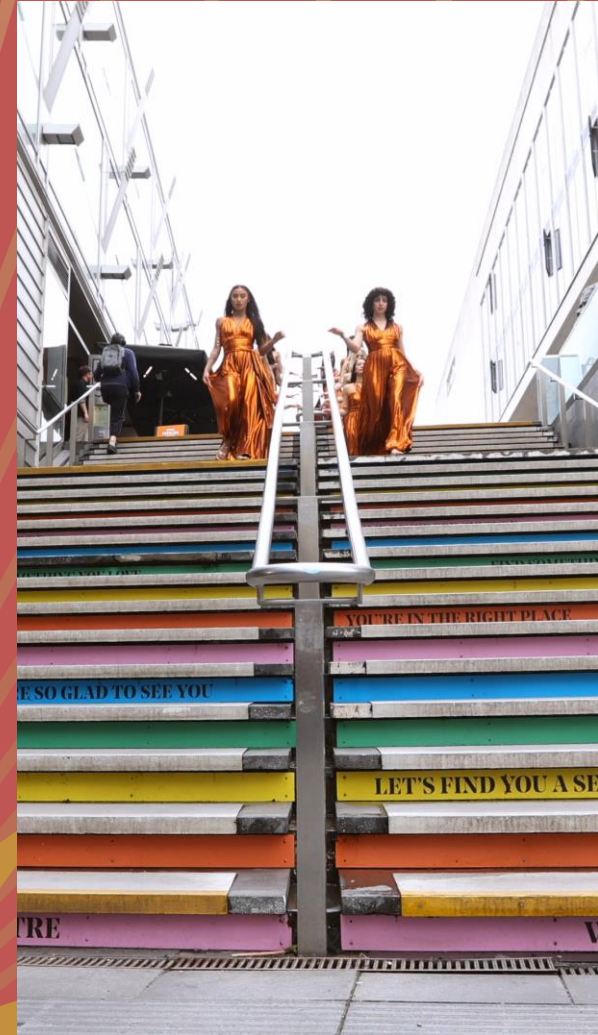
PR Stunt 1:
Circe is coming



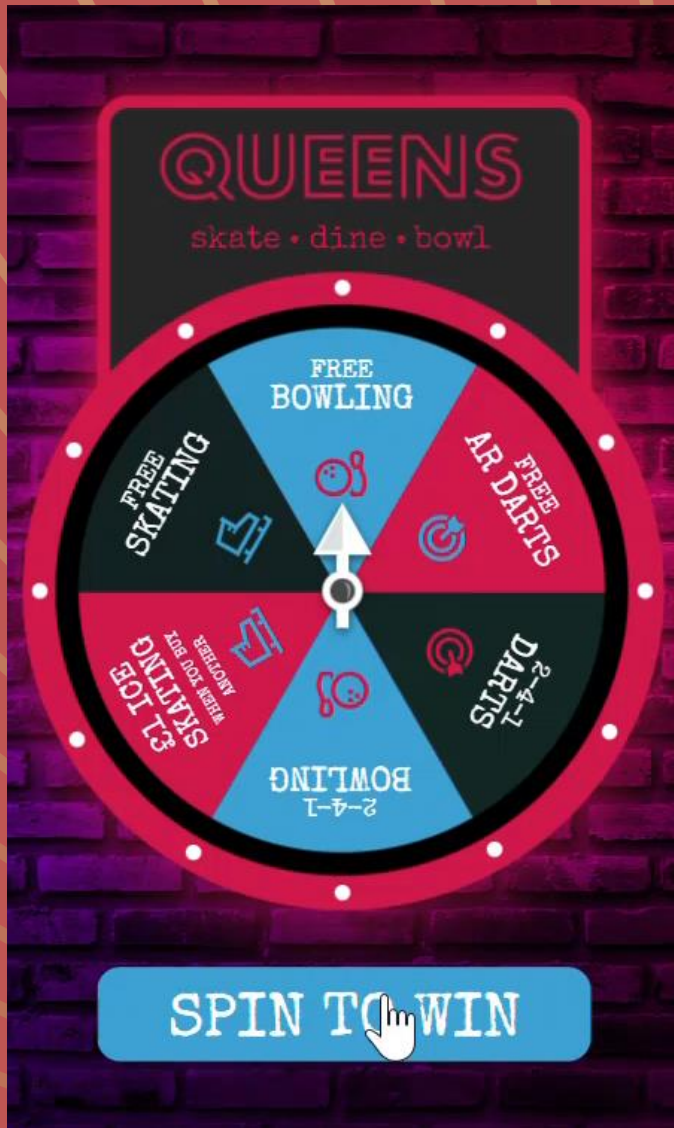
PR Stunt 2:
Circe is here



PR Stunt 3:
Who is Circe?



Provoke Interest: Gamification



Provoke Interest: Gamification

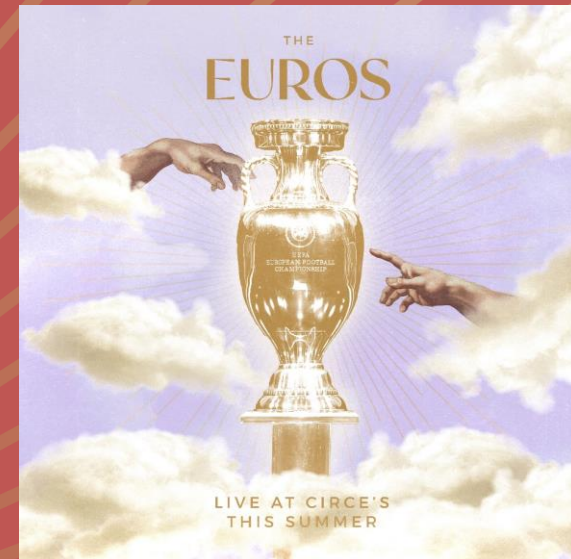
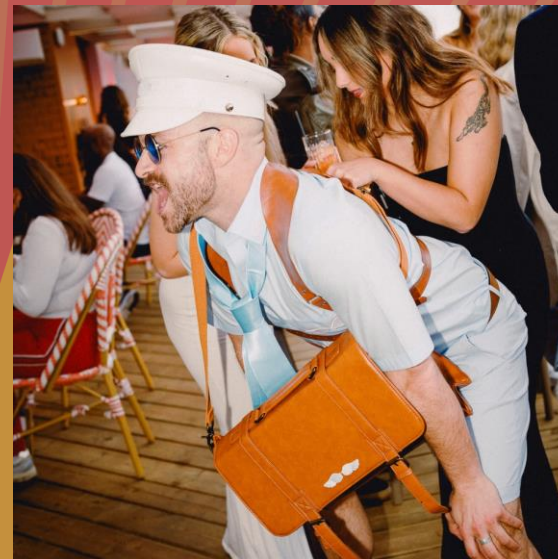
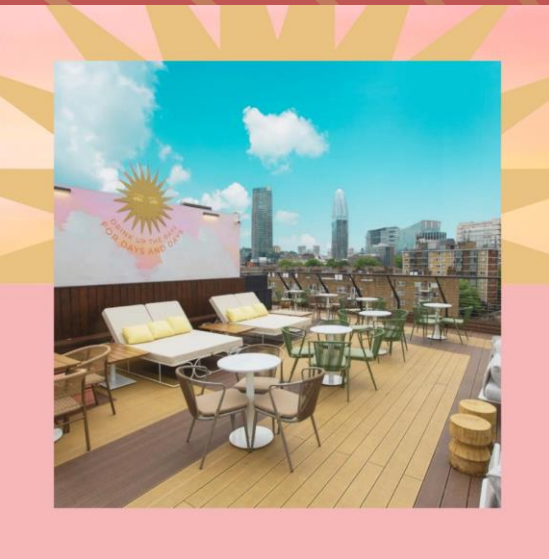
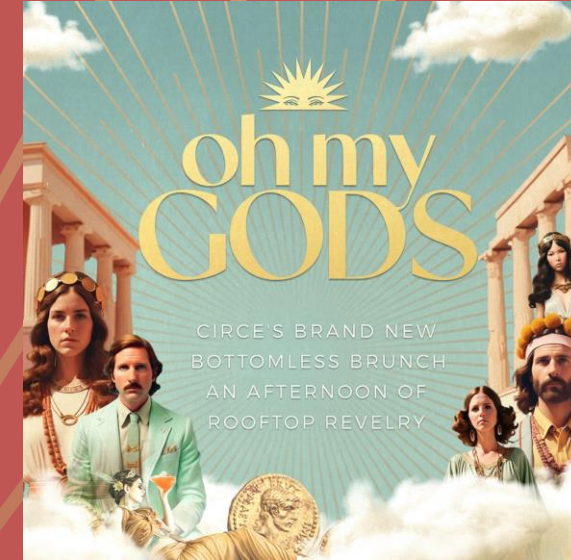


- ✓ London Cocktail Club = +72% in data collected over December.
- ✓ Queens Skate/Dine/Bowl = Increased email CTR from 0.5% to 4.4% in one campaign
- ✓ Ninja Warrior = 5,500 spins and pieces of data collected in just 3 months. 2000 opens, 1100 CTR and 150 redemptions (15%)



**INCITE
DESIRE.**

Incite desire: Great content



Incite Desire: Unmissable Events

Launch Party



OMG Brunch



Saturday Nights



Incite Desire: Going Viral



Performance

Reach ⓘ

940.5K ↑ 753.6%

Content interactions ⓘ

43K ↑ 1.2K%

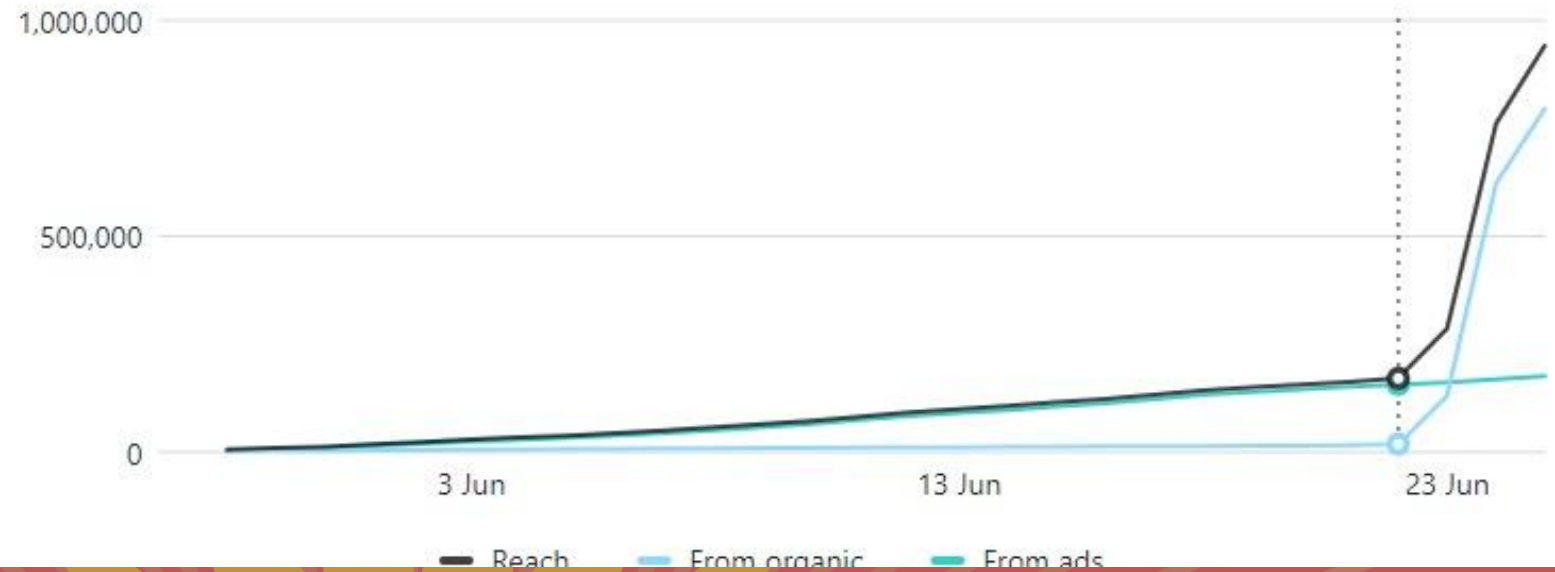
Followers ⓘ

Lifetime

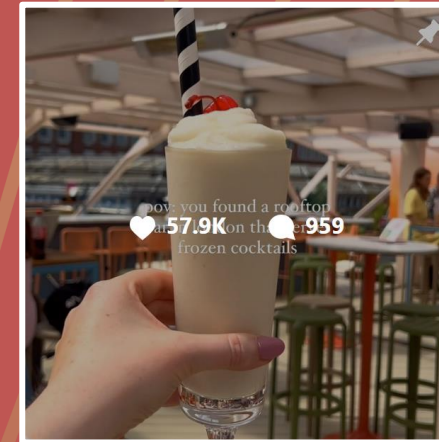
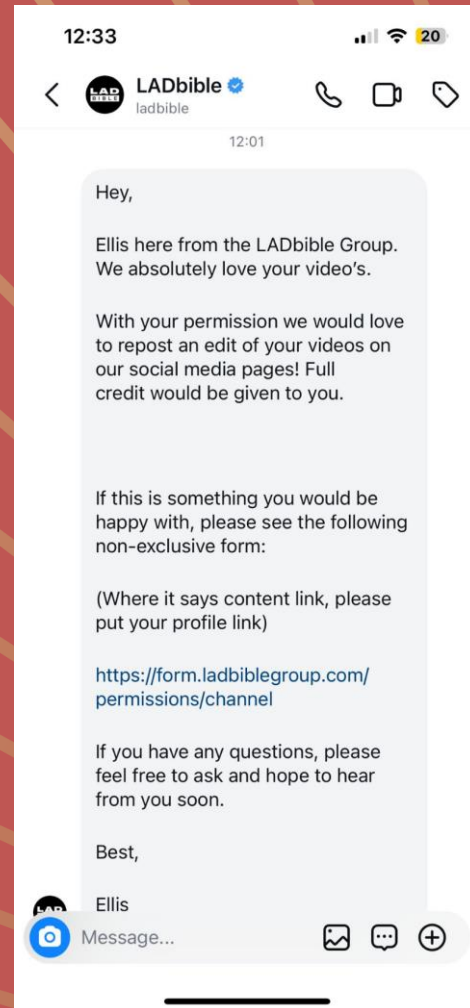
8.3K

Link clicks ⓘ

11.6K ↑ 121.8%



Incite desire: Going Viral





**MOTIVATE
ACTION.**

Motivate Action: Follow-up Email



YOU'VE ALL SEEN IT ON INSTA... NOW TRY IT FOR FREE!

To celebrate getting over 1 million views of our Frozen cocktail reel on Instagram, we've got an special offer just for you!

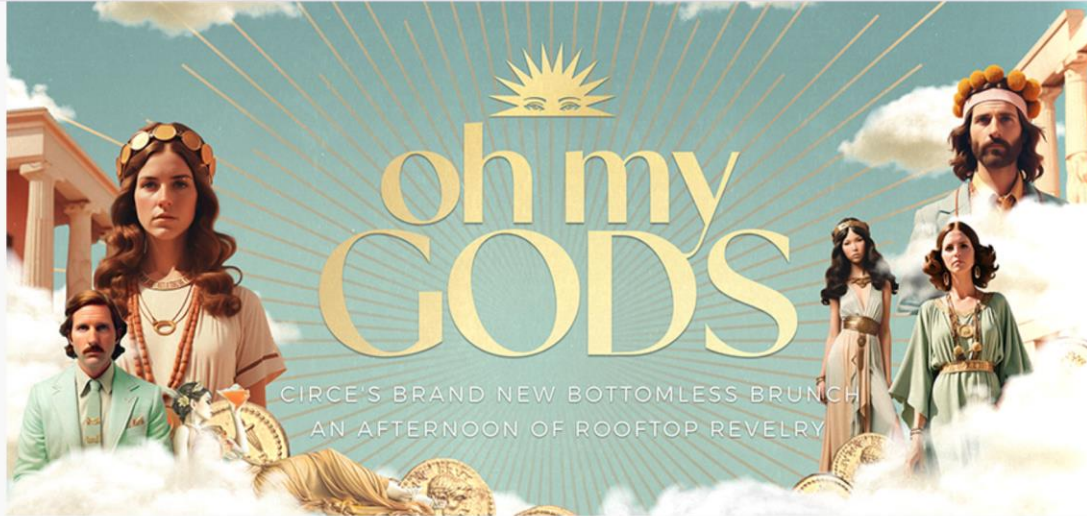
This coming Friday, we invite you to cool down at Circe's rooftop in Waterloo with 2-4-1 on all frozen cocktails. Just choose from a refreshing Pina colada, sumptuous Strawberry daiquiri or a perfect Passion fruit Margarita, and then watch it poured in seconds from our frozen cocktail machine!

Simply click the link below to download your exclusive voucher code, show it to a member of our team, and then enjoy buy one, get one FREE on all frozen cocktails from 8pm on any Friday in June and July...

REDEEM NOW

Sent to 3532, 48% Open Rate , 7.57% CTR, 40% POP rate.

Motivate Action: Lead Gen Comp



We're giving away 50 pairs of VIP tickets to our "Oh My Gods" Brunch launch on Saturday 1st June at 1pm.

Please enter your details below to enter our prize draw to win a FREE pair of tickets

First name *

e.g. John

Last name *

e.g. Smith

- ✓ 148 Entries
- ✓ 1 Lucky winner
- ✓ 52 extra seats sold by calling all the entrants.

Motivate Action: Sign up Journey



Motivate Action: Newsletter comms

Subject	Date	QTY sent	Open Rate	CTR	PoP rate
Free drink Summer Party	28/08/2024	8869	44.40%	2.29%	(Pending)
Win Brunch Tickets	14/08/2024	8659	52.35%	12.95%	(Pending)
Heatwave Alert	01/08/2024	8233	45.44%	3.23%	3.31%
She comes Alive at night	17/07/2024	6257	45.10%	3.95%	29.27%
2-4-1 Frozen Cocktails	27/06/2024	3532	48.27%	7.57%	40.31%
Bring a friend for FREE	19/06/2024	2093	51.36%	5.77%	1.61%
New weekly line-up revealed	12/06/2024	1639	48.08%	5.96%	10.64%
3 Amazing Reasons to revel with us	03/06/2024	1141	51.27%	14.53%	14.12%
Now open	23/05/2024	907	54.13%	12.63%	12.90%
VIP Brunch tickets comp.	17/05/2024	806	57.32%	47.40%	5.94%
Launch party priority tickets	08/05/2024	427	72.37%	45.63%	6.38%
		3869	52%	15%	14%



**PERFECT
EXECUTION.**

Happy Customers

Circe's Rooftop Waterloo

117 Waterloo Rd, London SE1 8UL, United Kingdom

[Write a review](#)

4.7 ★★★★★ 639 reviews Reviews aren't verified ⓘ

✓ All birthday 17 brunch 11 stairs 9 hospitality 9 +6

Sort by

✓ Most relevant Newest Highest rating Lowest rating



Orsolya Alapi

Local Guide · 42 reviews · 193 photos

★★★★★ a month ago

£30–40

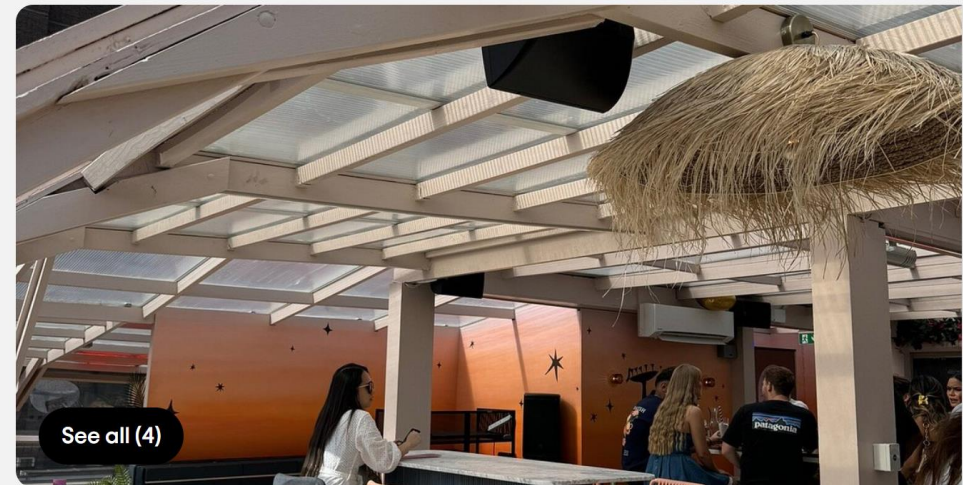
Cool rooftop bar and restaurant in Waterloo. The prices are reasonable, staff is super friendly, and the food and cocktails are lovely. In the summer this is an awesome place to either chill in the afternoon or party in the evening. ... [More](#)



Circe's Rooftop Waterloo Unclaimed

●●●●● 3 reviews #9,606 of 15,406 Restaurants in London | Bar, Pub

📍 117 Waterloo Road, London SE1 8UL England | 📞 + Add phone number | 💻 + Add website | ⌚ Open now



[See all \(4\)](#)

Ratings and reviews

4.5 ●●●●● 3 reviews

#9,606 of 15,406 Restaurants in London

There aren't enough food, service, value or atmosphere ratings for Circe's Rooftop Waterloo yet. Be one of the first to write a review!

Details

CUISINES

Bar, Pub

MEALS

Lunch, Dinner

[View all details](#)

Instagram Followers

circes_rooftop

Edit Profile

View archive

Ad tools



116 posts

17.7K followers

107 following

Cocktail bar

🌞 Circe's Waterloo Rooftop

🌆 Set high above London's bustling streets with panoramic views of the City skyline

👉 ... more

🔗 linktr.ee/circes_rooftop

471K accounts reached in the last 30 days. [View Insights](#)



WHAT'S ON



OFFERS



MENUS



AREAS



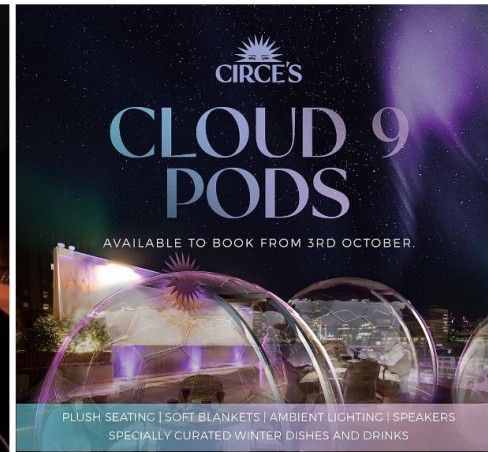
New

📱 POSTS

🎬 REELS

🔖 SAVED

🏷️ TAGGED



FOLLOWERS

17

Previous period

100%

11

WEBSITE CLICKS

20

Previous period

100%

0%

Previous year

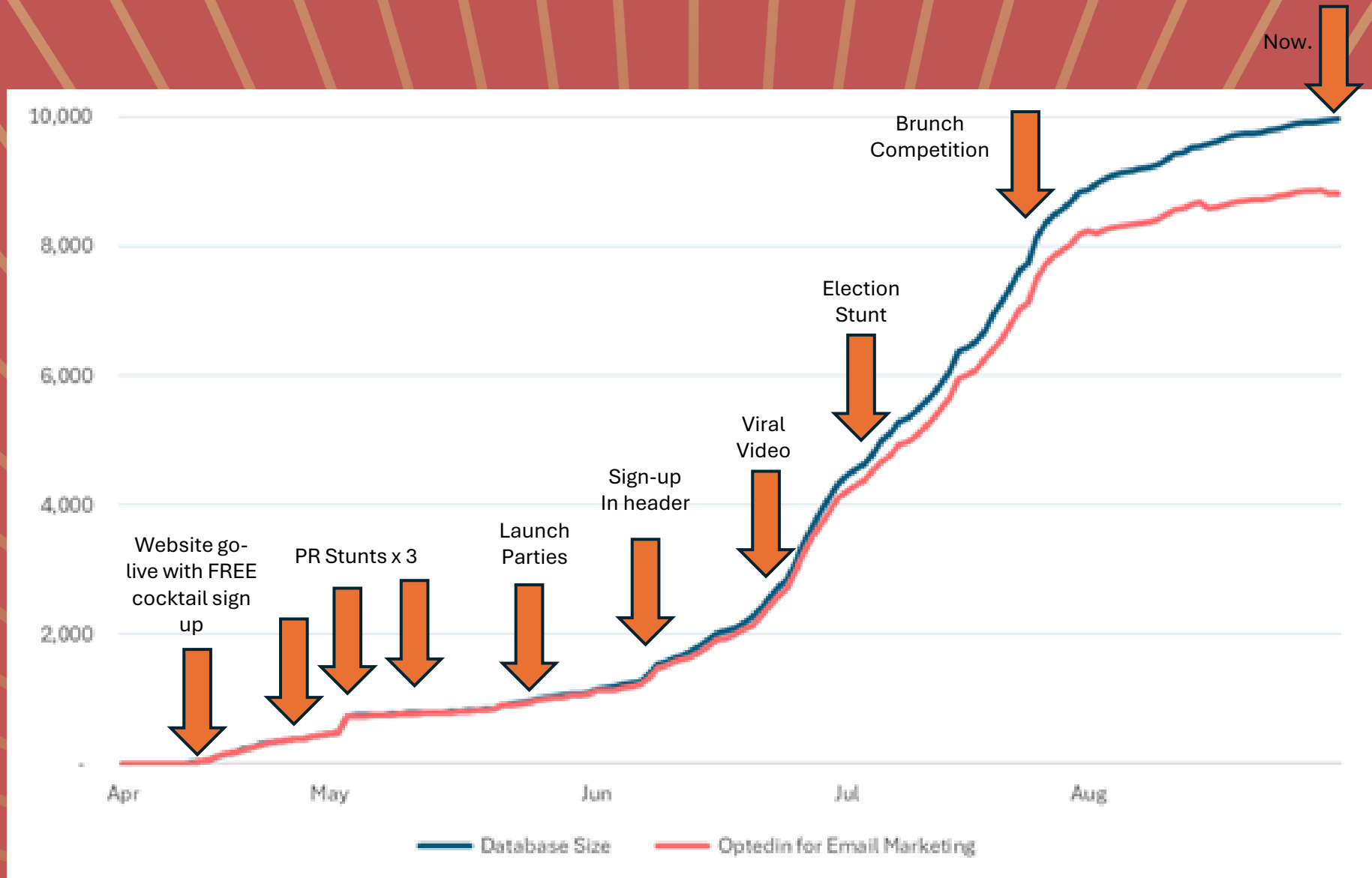
100%

050

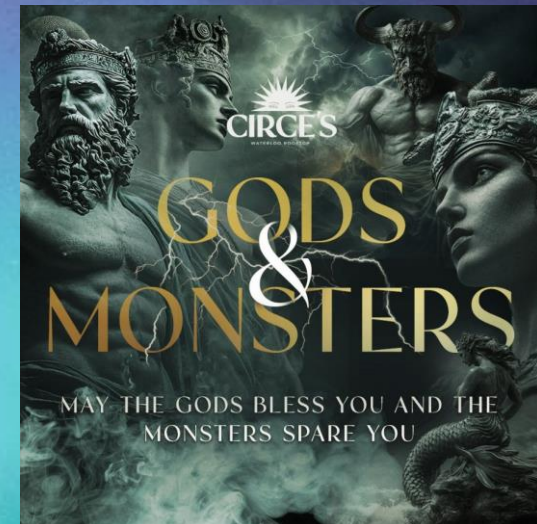
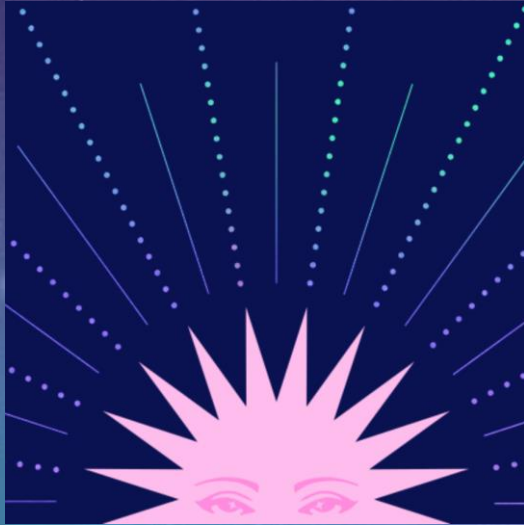
Previous year

100%

Airship CRM Sign-Ups



What's next for Circe?





THANK YOU.