

CLIENT SPOTLIGHT: SPOTLUCK

Spotluck retained On The Marc Media to generate media coverage to grow visibility of its dining app in existing and new markets and to ultimately increase app downloads.



ABOUT SPOTLUCK

- Yield management dining app
- Users spin a wheel to get a deal at a local restaurant, giving diners discounts and helping restaurant owners fill seats
- #1 mobile dining app in the U.S. in the App store with over 250,000 users
- Available in 93 neighborhoods throughout D.C., Maryland, Virginia, Delaware, Pennsylvania, New Jersey and New York
- Generated \$9.6M in business for 1,300+ local restaurants

STRATEGY & EXECUTION

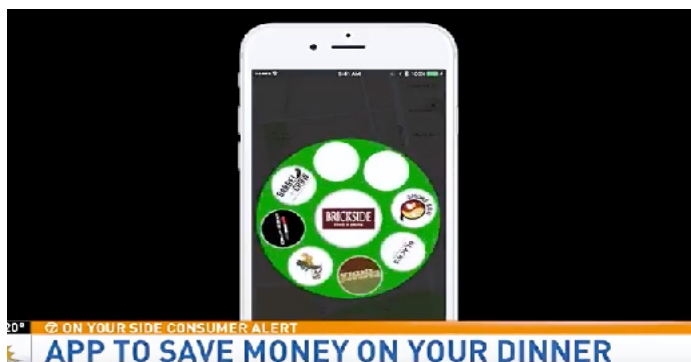
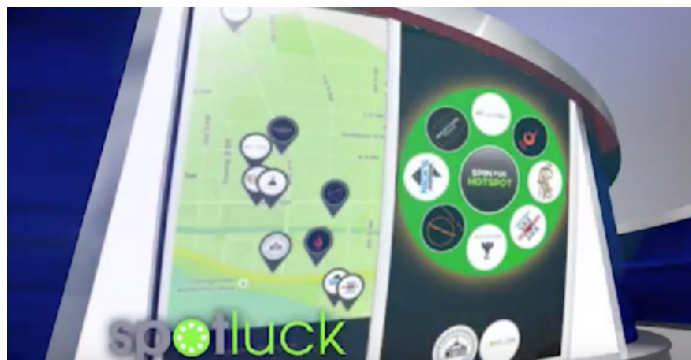
On The Marc Media used a five-step process to increase Spotluck's visibility and obtain media coverage for the app across numerous markets, which included:

- Media pitch development
- Comprehensive media list building
- Reporter outreach
- Media interview coordination & booking
- Client media training & interview coaching

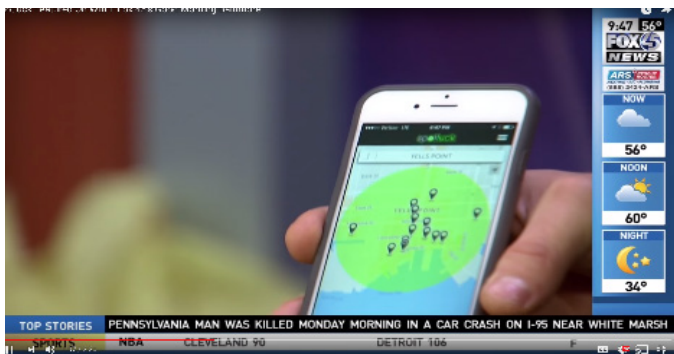
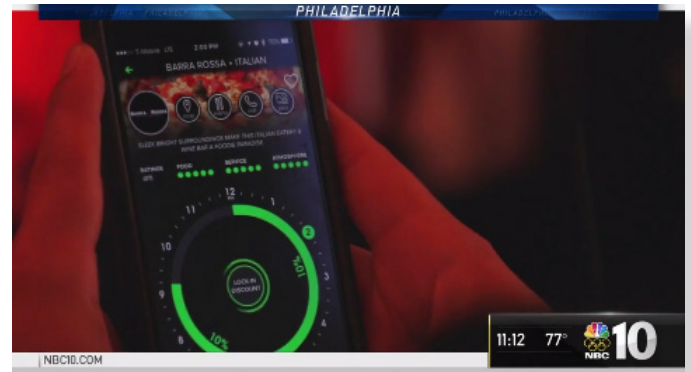
RESULTS

On The Marc Media secured dozens of media hits for Spotluck, including TV, radio, and print, meeting their goal of building mass awareness of the app in numerous markets. Coverage obtained by On The Marc Media led to thousands of app downloads and widespread visibility for the app launching in new neighborhoods. In a world with millions of apps to choose from, On The Marc Media made Spotluck's voice heard with consistent media coverage that reached and resonated with app users all across the East Coast.

TELEVISION BROADCAST COVERAGE



TELEVISION BROADCAST COVERAGE



PRINT MEDIA COVERAGE

The New York Times

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Spotluck: Spin it to win it

The Times Herald

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Spotluck: Spin the wheel and get some deals

RADIO COVERAGE

