

Client Case Study: Flave



Flave

Industry: Technology
Location: Baltimore-D.C Metro Area

Our Role

Flave is a startup app that rewards users for taking photos of their food or drink at local restaurants. Users can filter based on location to find local restaurants and can win prizes by placing on the app's leaderboard. The startup aims to help restaurants increase discoverability, loyalty, and branding awareness.

Flave requested Loyola Consulting Group support in live marketing execution to target and reach the college student market.

Solution

LCG worked with Flave to create interactive marketing strategies, improve app usability, and increase attraction to an 18-24 year old target demographic. The team performed user experience research and provided recommendations to allow users to upload photos from their camera library; add filters and enhancements to photos; and create profiles that contain past submissions, favorited restaurants, and app highlights. Additionally, the team developed social media and promotional content that was utilized to market their two pop-up events on Loyola's campus.

LCG Team Composition

Consultant - Taylor O'Brien

Analysts - Jaime Hynes, Grace Noonan, Maeve O'Brien, Isabella LoRusso

Apprentices - Viviana Martinez, Trey Perry

Business Results



2 pop-ups organized around Loyola Campus and provided proper contacts for future pop-ups



Provided Flave with 15+ graphics for Instagram posts & stories, as well as graphic ideas for t-shirts and posters



Obtained and engaged 30 new users



"We could not ask for a stronger group of LCG students. They truly dedicated time towards learning our product. The team was very vocal and we found immediate success with the ideas and proposals that they provided. Working with the LCG students was an invaluable experience!"

Derek Battle
Flave, Co-Founder