Media Deck
MAY 2025

Introducing The Happiest Hour
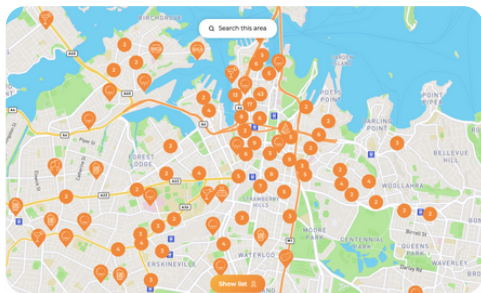**Australia's #1 pub specials platform**

Venues

Since 2004, The Happiest Hour has driven millions of people into pubs across Australia, increasing foot-traffic and revenue for venues.

Users

For our users, we're their mate who always knows the best pubs and bars to go to for epic food specials and happy hours, empowering them to get out more.

How we do it
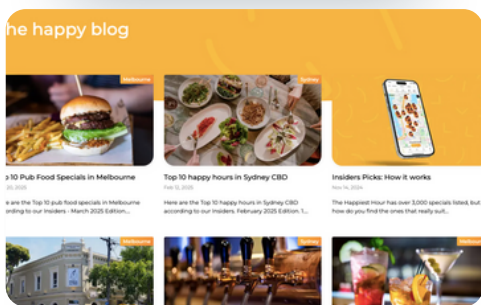

App and website
Searches per month: 150k+
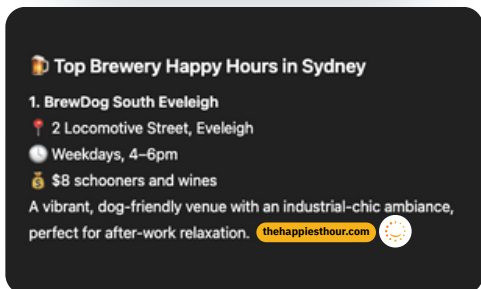

Social media
Views per month: 200k+

EDMs
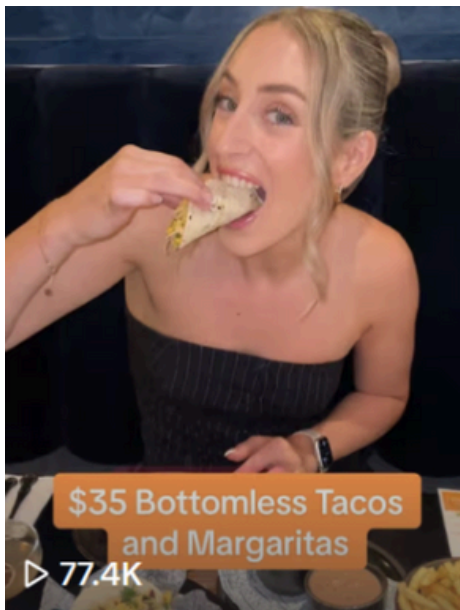Active mailing list: 45k+
Open rate: 40%+

Blogs
Views per month: 5k+

AI search
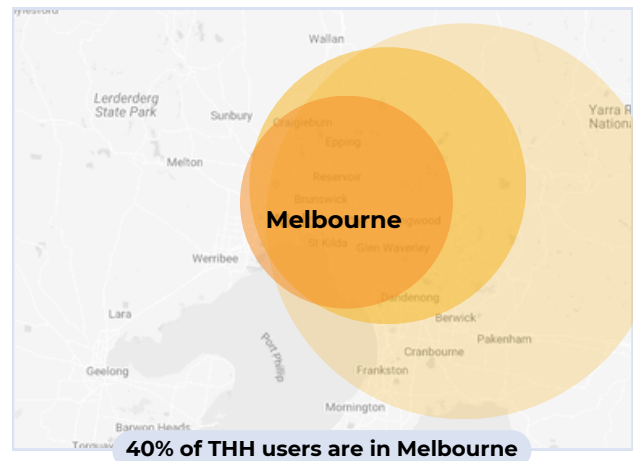Referenced in Chat GPT
per month: 50k+

How we do it

Venue visits for content generation

$35 Bottomless Tacos and Margaritas
▷ 77.4K

PSA burger & martini lovers
⊙ 2,841

⊙ 6,958

PINTXOS HAPPY HOUR SURRY HILLS
⊙ 5,372

SYDNEY SKYLINE HAPPY HOUR
⊙ 5,189

TRADITIONAL FRENCH HAPPY HOUR
KUB
⊙ 3,713

SYDNEY CBD ROOFTOP HAPPY HOUR
⊙ 6,202

THE WARATAH GOLDEN HOUR

BEHIND THE BAR
📍DOOR KNOCK

JAPANESE WHISKY AND COCKTAIL BAR HAPPY HOUR

Our audience

We can target users based on location plus food and drink preferences.

Location

50% of THH users are in Sydney

40% of THH users are in Melbourne
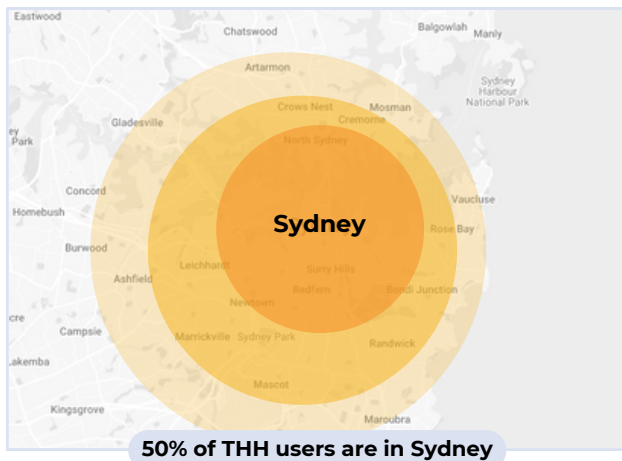
65%	**51%**	**60%**	**40%**
25-44 years of age	Female	Drinks searches	Food searches

Food / drink preferences

- Sydney Food %
- Melbourne Food %

Tacos	Pizza	Mexican	Pasta	Dumplings
59 / 47	59 / 50	56 / 44	56 / 43	55 / 40

- Sydney Drinks %
- Melbourne Drinks %

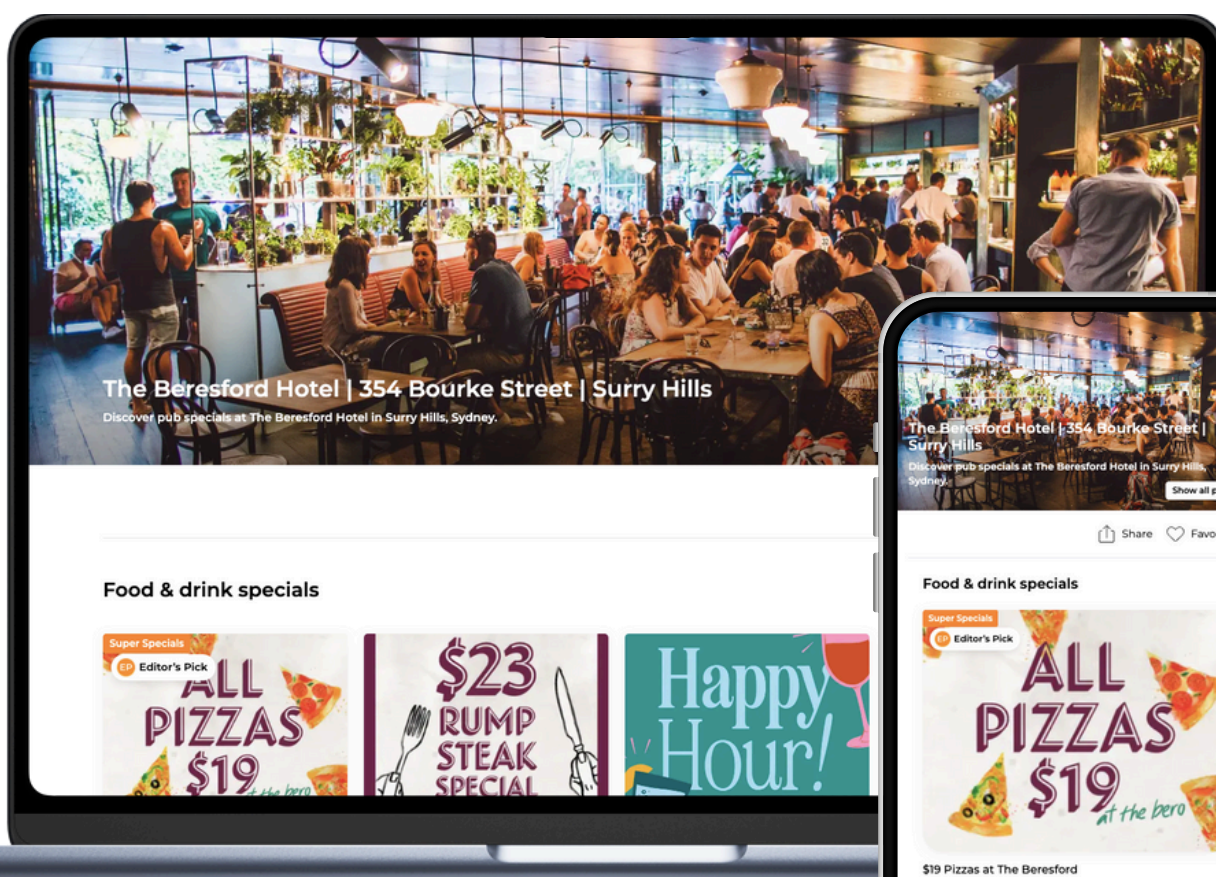| Cocktails	Wine	Spirits	Beer	Cider
82 / 70	62 / 59	60 / 52	56 / 75	28 / 26
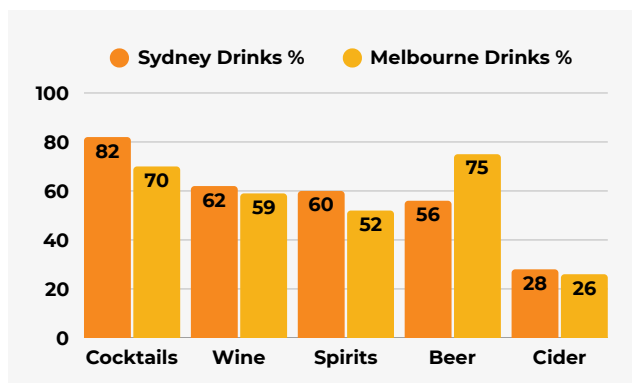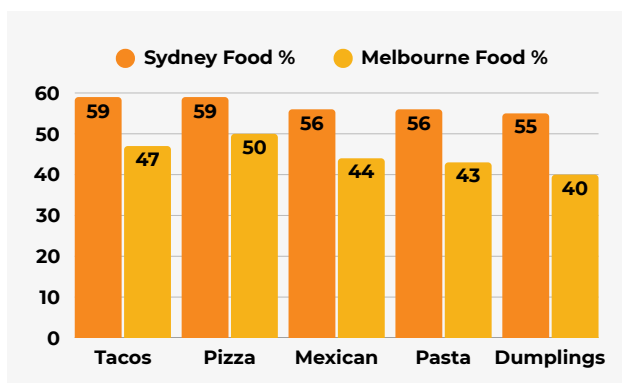
Opportunities for venues

Free listing
Venues are listed in both the app and website and will instantly be discoverable.
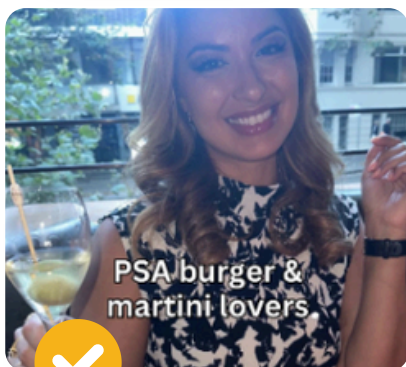
Average monthly views: 200

Opportunities for venues
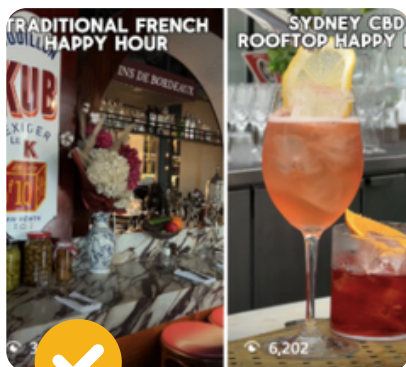

Paid premium listing
Pre-approved venues can now ramp up their exposure 100x, driving significant foot-traffic. These are crafted around the venue's goals and desired foot-traffic times and include access to the below.

Average monthly views: 25,000

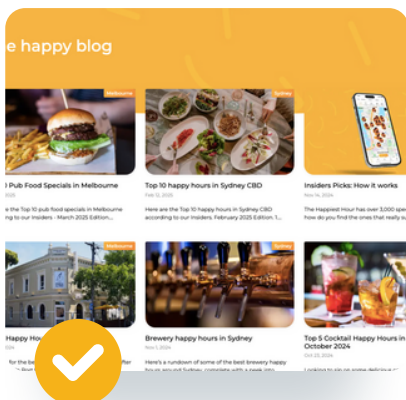### Content generation
Our team generates content of your venue.
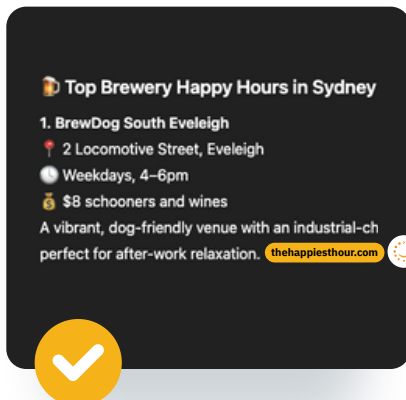

Social Media
Exposure on our socials

EDMs
Targeted EDMs sent based on location and food/drink preferences

Blogs
Your venue is featured in our blog posts.

Chat GPT optimization
Your venue is optimised to maximise discovery on Chat GPT whenever THH is referenced by AI.

Editor's Picks
Epic specials are tagged as Editor's Picks which make them more visible instantly.

Performance case study

Venue outline

A Melbourne CBD venue that is tucked away around a corner so doesn't have the luxury of many walk-ins.

The brief

They were looking to attract an after-work crowd to their 4-6pm happy hour in order to build up a better vibe for the dinner crowd.

The strategy

Since the venue had a great happy hour and lots of CBD users within a 1km radius who simply weren't aware of the venue, we turned on a boosted listing which ramped up exposure by local app users by 20x.

We sent two targeted EDMs to those in the CBD who had the target market's food and drink preferences.

We also created content for the venue for use on social media which was used both on The Happiest Hour socials and the venue's socials.

The result

"We had a significant increase in turnover thanks to The Happiest Hour and achieved the early vibe we wanted!"

Venue Manager

	February (Free)	March (Premium)
App Views	250	29,641
App Clicks	3	80
Website Views	155	11,021
Website Clicks	12	96
EDM Views		4,500
Social Reach		14,500
Blog Views		454
Total Reach	**420**	**45,616**
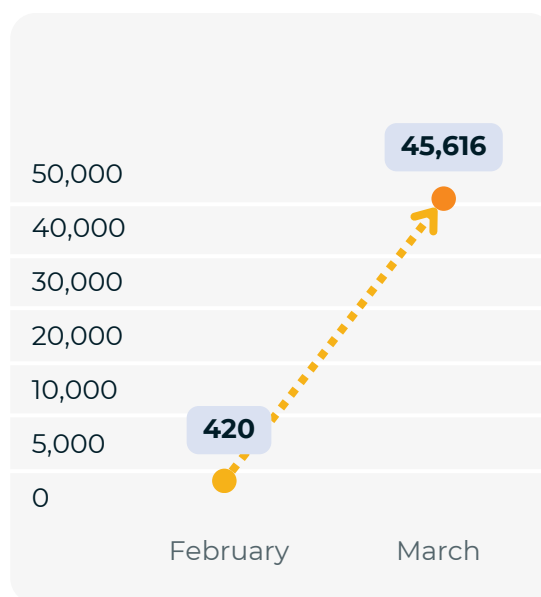
Client Feedback

"We saw a significant increase in walk-ins after using the Premium service."

Pub group operator - Melbourne

"The content created by THH was top notch and authentic, and improved our awareness in our area."

Independent bar owner - Sydney

"We appreciated the monthly reporting – it gave us clarity on what was working."

Venue manager - Sydney

Register your interest <u>HERE</u>

You'll then receive a report on the users in your area plus insights into how we can drive more foot-traffic into your venue.

You can also email info@thehappiesthour.com

the **Happiest Hour**