

Eat Out and speak out... online

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Eat Out is inviting its audience of food lovers to have a say in the next step of the brand's evolution, through an online survey on www.eatout.co.za, which will go live on 20 February.

Initiated by New Media, the company behind the Eat Out brand, the survey will gather feedback from the South African food community, which will serve to play an important role in shaping the brand in the future, says Aileen Lamb, incoming General Manager for Eat Out.



The survey will cover all facets of the brand, including the website, weekly e-newsletter, Twitter, Facebook, Pinterest, annual glossy magazine and the Eat Out Restaurant Awards. It will be publicised through the Eat Out website, which has over 140 000 unique browsers and the weekly newsletter, which reaches 25 000 subscribers.



The online survey is part of a 360° approach to elicit feedback from SA chefs, restaurateurs and media as well as the Eat Out audience. "While we've always been proactive about engaging with our audience, we're now embarking on a full-out public campaign to get everyone's point of view, so that we can grow Eat Out from a well-established and respected brand into one that even more vibrantly and usefully links the South African food community," said Lamb.

"The online survey is open to anyone, and we encourage all Eat Out fans to participate. The results will form part of the brand's strategy and direction, and we hope to get a significant response to this call for feedback."

The results of the survey will be announced in March 2013.

To take part, go to www.eatout.co.za.

Look for the Eat Out page on Facebook or follow @Eat_Out on Twitter.

For more information about New Media, please visit www.newmediapub.co.za or follow @NewMediaZA on Twitter.

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