



## Case Study

# ENABLING SYRVE TO BE A TRUSTED VOICE IN THE UK HOSPITALITY SECTOR

## Background

Syrve is an all-in-one, cloud-based electronic Point of Sale (ePOS) and restaurant management system that captures real-time data to automate both front-of-house and back-of-house digital infrastructure.

## Challenge

Syrve wanted to build its profile as a **trusted voice** in the hospitality and restaurant sector, with UK restaurants actively looking for the right tools to help them thrive and grow against the background of a challenging economy. There was a clear opportunity for the organisation to position itself as both an enabler and educator.

With a six-month campaign window, it was important to **establish visibility quickly, build credibility** in the trade press and **respond to wider national conversations** affecting hospitality businesses. There was a clear opportunity for Syrve to position itself as both an enabler and educator for restaurant operators navigating rising costs, operational pressures and changing customer expectations.

## Approach

The Whiteoaks team developed a **focused PR programme** to build Syrve's visibility across national, business and hospitality trade media.

The campaign combined thought leadership articles, news hijacking commentary and press releases to position Syrve in relevant conversations affecting the sector. Rather than focusing only on product messages, the programme connected Syrve's expertise to the commercial and operational challenges facing UK restaurants.

As part of this activity, Whiteoaks extended Syrve's visibility **beyond** the hospitality trade press, securing national coverage in LBC and City AM. These opportunities enabled Syrve to comment on wider issues affecting hospitality businesses, including business rate relief, rising operating costs and the impact of government policy decisions on the sector.

This national visibility was supported by targeted trade media activity, with coverage and commentary secured in titles including **The Caterer**, **MCA Insight** and **Bar Magazine**. Through these opportunities, Syrve contributed to industry conversations around technology adoption, operational efficiency and the role of AI in hospitality.

Chris Teague, Managing Director of Syrve, acted as the main spokesperson across much of the campaign, helping to build his media presence and associate Syrve with timely issues affecting UK restaurant operators. during peak industry moments.

To ensure Nevia's content remains aligned with best practices and audience expectations, **Whiteoaks conducts quarterly audits** of own channels and **half-yearly competitor audits** to benchmark activity against key industry players and identifying **new opportunities** to differentiate.

## Results

### Visibility

- 45% of coverage in Tier 1 publications
- An average domain authority of 42

### Engagement



Total audience reach was **3.18 million**



National coverage in **City AM** and **LBC**

## Impact

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Syrve achieved its goal of **increasing visibility** among the UK hospitality and restaurant sector. The campaign built awareness of the organisation's **unique value proposition** in key titles, including **national placements**, enhancing credibility in the market. Chris Teague was positioned as a prominent voice on evolving and new issues affecting the industry across the campaign. He was able to not only showcase his expertise in the industry but also build his personal presence in the media.

“Working with Whiteoaks was a joy from the very beginning. You can tell that the whole team takes real pride in both their work and the results they deliver. They were great communicators throughout and always very transparent about their activities, with regular updates and reports presented in a clear and engaging way. They built valuable connections on behalf of Syrve, and the coverage they secured had a significant impact on our pipeline. It helped raise our profile and build trust in a new market.”

*Anna Warchol,  
Head of Marketing, Syrve*

“The PR programme for Syrve helped enhance the organisation's visibility and credibility in the market, with reach from coverage in national titles discussing some of the most pressing issues facing the UK's hospitality industry. It's been great to see enhanced awareness of the Syrve name and the unique impact it can have on the sector.”

*Hayley Goff,  
CEO, Whiteoaks*