

BOW MARKET



PARTNERSHIP

2022


BOW

WHO WE ARE

Bow Market is an award-winning shopping and dining destination located in Union Square, Somerville. Once a vacant storage building, it is now home to 30+ independent food, art, and retail shops, a brewery, wine bar, and comedy club — all nestled around a public courtyard.

Since its opening, Bow Market has quickly become a hub for the area's most creative and collaborative. From chefs and comics to DJs and designers, it's a must-stop-spot for the best in small business and local entertainment.



A photograph of an outdoor cafe at night. The scene is illuminated by warm string lights hanging from a tree on the left and starburst lights. In the foreground, there are wooden planters. The background shows a paved patio with black metal tables and chairs. A large glass window on the right reflects the interior of the cafe, where people are visible. The overall atmosphere is cozy and inviting.

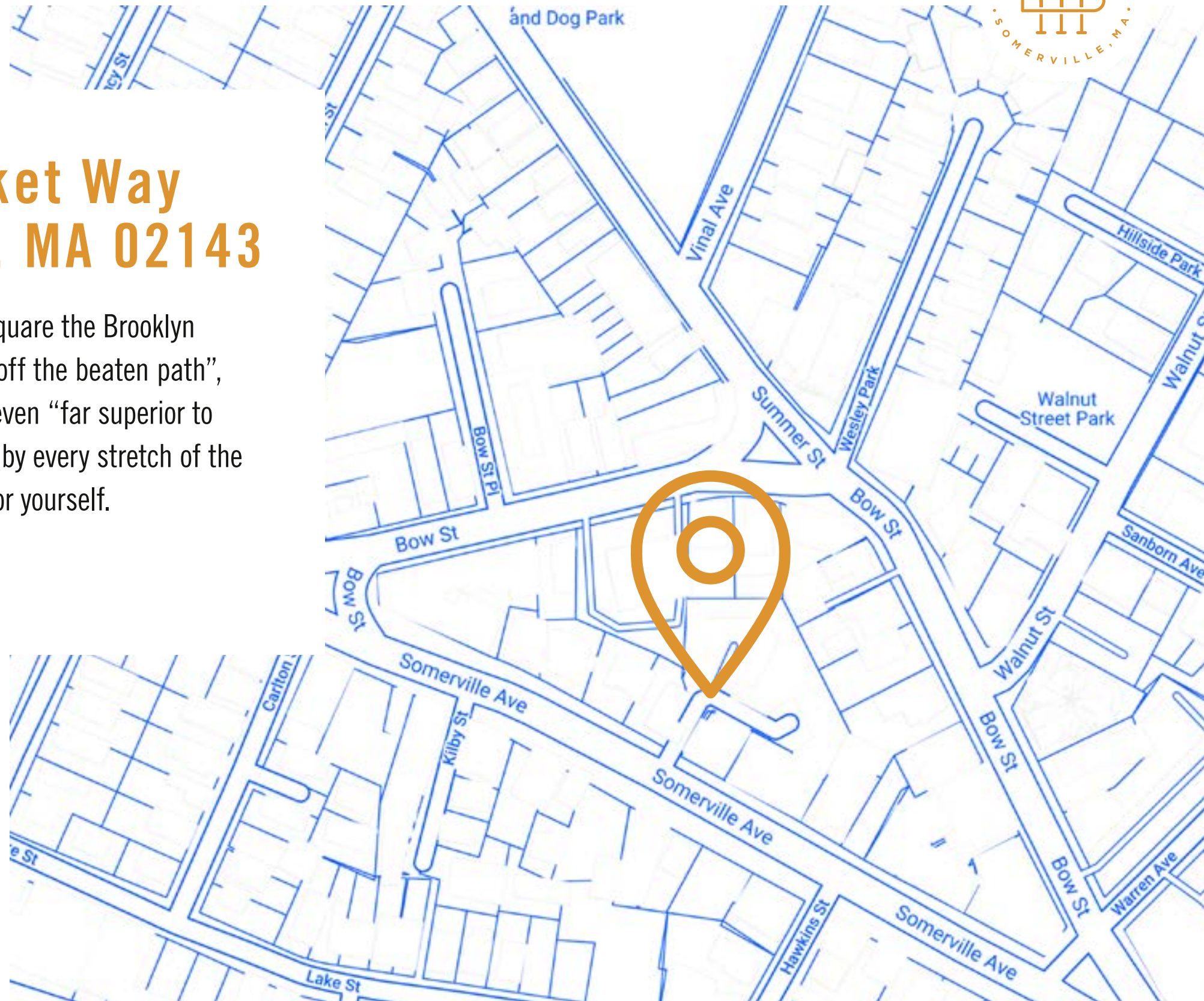
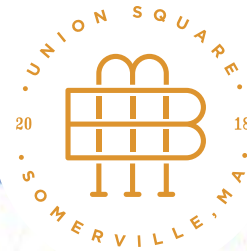
“At Bow Market, an evening can unfold without advance planning or monetary investment. Want an empanada? Spend \$3.25 to try one. Game to see a jittery comedian? Right this way. A night here feels David Lynchian — ripe with possibility, populated by nocturnal characters, each harboring a special story. Close one door; open the next.”

***Scenes from a Friday Night* by Kara Baskin
Front page of The Boston Globe**

WHERE WE ARE

**1 Bow Market Way
Somerville, MA 02143**

Some people call Union Square the Brooklyn of Boston. Others call it “off the beaten path”, “charming”, “eccentric”, even “far superior to [other neighboring areas] by every stretch of the imagination.” Come see for yourself.



AT A GLANCE

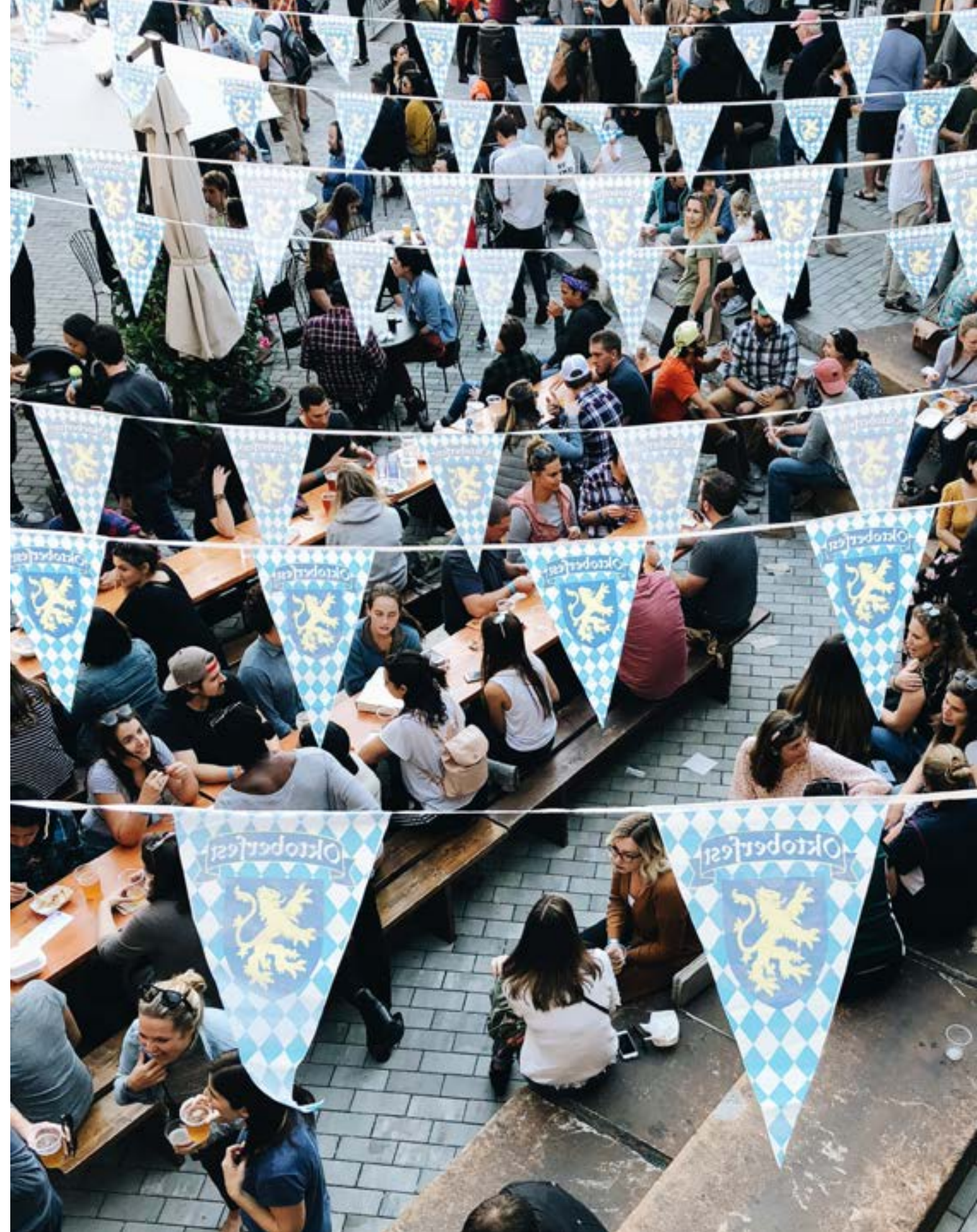
**Bow Market is open every day
7:00 a.m. - 12:00 a.m**

Avg. Saturday attendance: 3,000-5,000 people

Avg. weekly attendance: 7,500-11,500

@bow.market IG community: 28.4k

Total Bow Market IG community: 100K



KORBEL X BOW MARKET: NYE 2019 RECAP

In support of the Korbel New Year's Eve Party, we ran a paid digital campaign, shared via our social and email platforms, and worked in collaboration with the Bow Market business community to extend our reach, pre and post-event.

Digital Promotion	Reach
Bow Market Paid Facebook Campaign	70,848
Bow Market Organic Facebook - Pre	6,460
Bow Market Instagram - Pre	31,243
BM Partner Instagram - Pre	15,607
Bow Market Email Campaign	2,134
Bow Market Instagram - Recap	10,607
Bow Market Facebook - Recap	2,728
Total Reach:	139,627

On-site Guests: 512

Ticket Sales: 362

Comedy Show attendees: 150

KORBEL.
CALIFORNIA CHAMPAGNE



TILLAMOOK X BOW MARKET: #MELTYFEST 2019 RECAP

Traffic Count for Sampling Day: 1952 guests

Samples Served: 700 sampling trays (3000 single serve cups)

Day-of Menu Collaborations Sold

Remnant Brewing Affogatos: 23

Maca Ice Cream Sandwiches: 14

Buenas Empanadas + Chimichurri Butter: 110 empanadas + 1 4-pack of butter

Canopy Room Boozy Floats: 20

Hot Box: N/A

Week-long Menu Collaborations Sold

Maca: 39 ice cream sandwiches

Buenas: 568 empanadas

Hot Box: 878 pizzas



ETSY + AMERICAN EXPRESS SMALL BUSINESS SATURDAY

In its 9th year, American Express' Small Business Saturday teamed up with Etsy to support small businesses around the country. Bow Market was chosen as Boston's site for their community spotlight.

Highlights

Hosted 45 independent, local businesses for the day

Total attendance: 5,000 people

Family-friendly photo booth



TOPO CHICO

APRÈS SKI 2022

PHOTO BOOTH

Topo Chico brought their refreshing beverages and exclusive swag to Bow Market's annual Apres Ski event, where we combined forces to activate an outdoor photo booth installation and costume contest. Guests got their photos taken at the branded photo booth then our online community voted on the winner. The photo booth competition was stiff, with a special grand prize sponsored by Topo Chico and our Bow Market business co-hosts, Blue Bandana Relics and Remnant Brewery. The result: in-person brand engagement and broad-reaching social media impressions.

Highlights Topo Branding

- DIGITAL & PHYSICAL FLYERS
- SAMPLING CART & COOLERS IN COURTYARD AND UPSTAIRS LOBBY
- GIFT BAG
- PHOTO BOOTH
- SWAG GIVE-AWAYS



2 Bow Market Instagram Posts:

16,032 Impressions

7,302 Accounts reached

2 Bow Market Instagram Stories:

1,613 Impressions

POLARFLEECE APRÈS SKI

Polartec has been an outdoor industry icon for over 100 years. This year, they brought an old brand out of the vault, Polarfleece. To help them build brand awareness of the consumer-facing line, we hosted Après Ski, an afternoon activation complete with a pop-up retail shop, customized gear, and lift ticket for signature food and drinks.

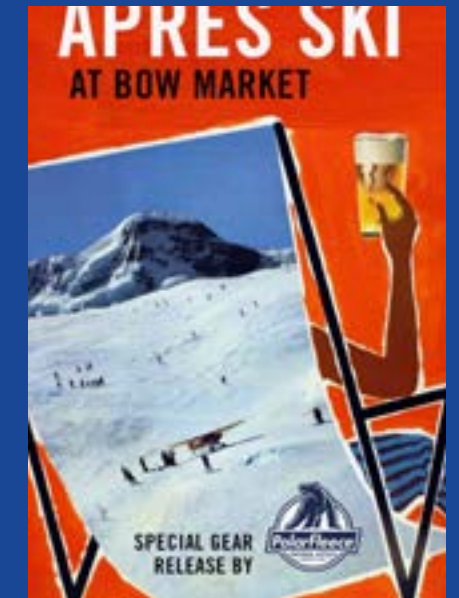
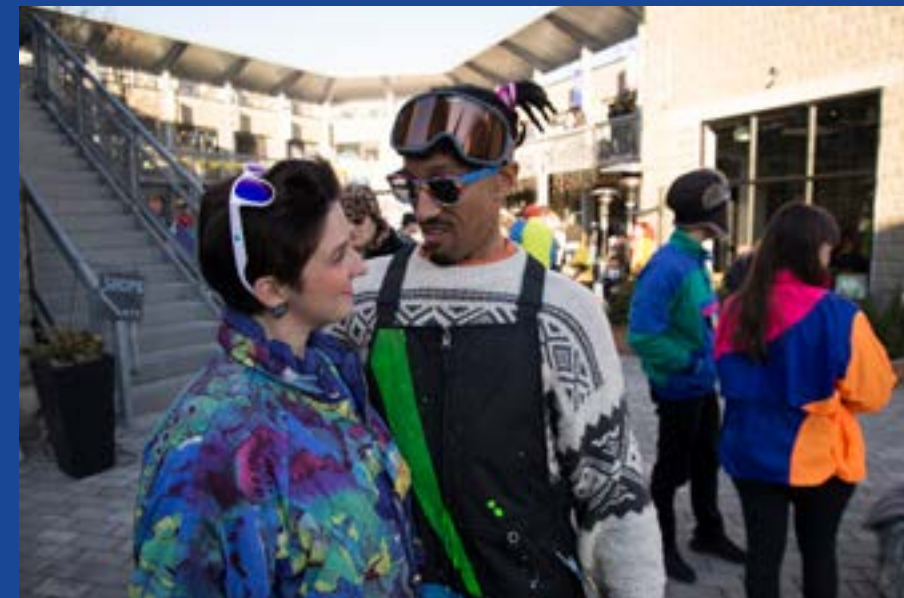
Highlights

Total attendance: 2,300

Best sales day since brand launch

Campaign reach through social advertising: 62k

Digital engagement: 68% women age 25-32, 32% from Boston



SPIKED HOT CHOCOLATE
FIRE PITS ARTIFICIAL SNOW MAKER

COURVOISIER

FEED YOUR SOUL

Feed Your Soul, a pre-thanksgiving soulful celebration, organized by Black Owned Bos. in partnership with Bow Market, featured a pop-up market of black retail vendors, soul food specials from our food vendors, as well as live entertainment and music. As part of the Feed Your Soul event, Courvoisier took a multiple-prong approach to sponsorship, including onsite sampling in our outdoor courtyard, a featured specialty cocktail at Variety Bar, a branded prize for the first place trivia winner, and a live art installation.

Highlights Courvoiser Branding

- DIGITAL & PHYSICAL FLYERS
- LIVE ART
- GIFT BAG
- TRIVIA QUESTION
- COCKTAIL SPECIAL ON COURTYARD AND INDOOR DINING MENU
- BAR CART

Onsite Guest Count: 3,000



Liquid to Lips

Courtyard Sampling Outside

Variety Bar Sampling Inside

Specialty Cocktail from Variety served both inside and outside

Socia Media

26.6K Impressions over 3 Bow Market Instagram posts

3.4K Impressions over 4 Bow Market Instagram stories

PRESS



Read what people are writing about Bow.

A night out in Union Square, another in the Seaport [The Boston Globe](#)

Your Guide to a One-Stop Food Crawl at Bow Market in Somerville [Boston Magazine](#)

How to spend a day at Somerville's new Bow Market [Metro US](#)

A guide to Bow Market in Somerville, opening this weekend [Boston.com](#)

What's New: Bow Market [broadcast on WCVB, Channel 5](#)

Over 100+ mentions of Bow Market in [Eater.com](#)

What's New: First Courses in [Scout Somerville](#)

A field guide to 16 essential vegetarian restaurants in [Boston.com](#)

BOW

THANK YOU!

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