MANGO'S TROPICAL CAFE

MEET ME AT MANGO'S

Mango's Tropical Café, one of Orlando's most vibrant entertainment venues, sought to elevate its position as the premier dinner-and-show experience on International Drive. Known for its high-energy performances, Latin-inspired cuisine, and immersive atmosphere, the venue partnered with evok to attract both business and leisure travelers while driving weeknight reservations and expanding weekend programming.

To meet these goals, evok developed a fully integrated campaign that united digital, print, and out-of-home media to engage travelers at every stage of their journey—from trip planning to on-site decision-making. By combining bold creative with precise targeting, we positioned Mango's as the ultimate destination where work and celebration meet, turning Orlando visitors into loyal patrons and event planners into repeat partners.

INDUSTRY
RESTAURANT

AUDIENCE
BUSINESS & LEISURE TRAVELERS VISITING ORLANDO CONVENTION ATTENDEES ON INTERNATIONAL DRIVE SEEKING DINING, ENTERTAINMENT, AND GROUP EVENT EXPERIENCES.

CATEGORY/TACTICS
PRINT
DIGITAL ADVERTISNG
OUTDOOR ADVERTISING
MEDIA PLANNING
CREATIVE DEVELOPMENT

Your night should be filled

Meet Me at Mango's - I Drive and Sand Lake Rd

With friends, fun, and festivities.

Meet Me at Mango's - I Drive and Sand Lake Rd

Food, Fun and Flavor

Only at Mango's

RESERVE YOUR TABLE NOW >

Digital Banner Ads

IDEAS.

Mango's Tropical Café is a 200-seat dinner and show night club concept and is the highest grossing attraction on International Drive, the epicenter of Orlando's competitive tourism district. As their advertising agency, our objective was simple: drive more individual and group business in an effort to increase weeknight seating and add additional shows on weekends.
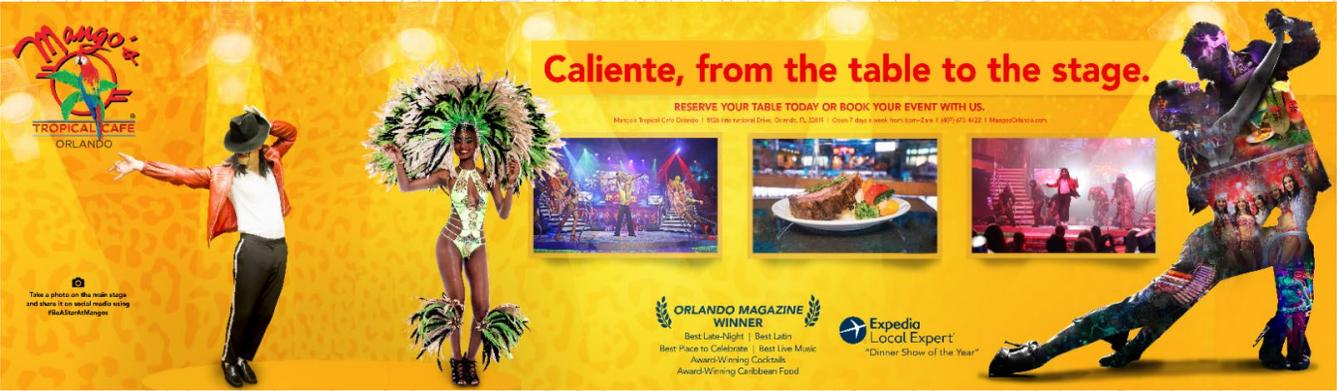
Static Banner Ad

Print Ads

🚀 WORK.
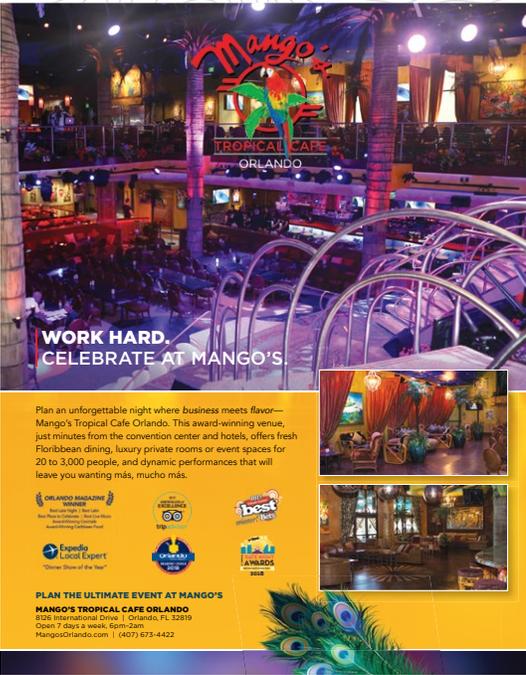
Evok designed, developed and implemented an integrated on and offline media campaign that specifically targeted both business and leisure travelers from the moment they began to plan, and then confirmed, their Orlando visit/vacation. We continued to track and serve advertising to those travelers once they arrived in market. For digital ads, we made it easy to click through to reservations, whether on mobile or desktop.

We displayed out-of-home ads, including backdrops, at convention centers and conference halls to provide business travelers with an interactive experience.

Print Ad

Backdrop

RESULTS.

850
reservations per month

240
average weeknight reservations;
an increase from 70

19:1
return on investment

24%
increase in sales

new shows
added on Thursdays and Sundays

KEY TAKEAWAYS

- A fully integrated campaign united digital, print, and out-of-home media to connect with both leisure visitors and convention travelers, expanding Mango's reach across multiple audience segments.

- Strategic targeting along the travel journey—from trip planning to on-site engagement—drove measurable increases in awareness and direct reservations.

- Performance monitoring and message optimization delivered tangible ROI, with average weeknight reservations rising from 70 to 240 and total monthly bookings surpassing 850.

- Creative positioning as the ultimate "work hard, celebrate harder" experience resonated with business travelers, fueling a 24 percent increase in sales and the addition of new live shows.

- The collaboration between Mango's Tropical Café and Evok Advertising demonstrated how data-driven strategy and dynamic creative can transform a nightlife venue into a destination brand.