

leap group x

*electric  
pickle*



# Overview

Electric Pickle isn't just another pickleball venue—it's a new category of social entertainment. Launched in December 2024 by Paul Frederick, co-CEO of Eureka! Restaurant Group, and backed by Knighthood Capital Management, the concept fuses pickleball, global cuisine, and nightlife into one high-energy, lifestyle-first experience. Its flagship venue in Tempe, Arizona, is the prototype for a national expansion, with locations planned in Las Vegas, Reno, Rancho Cucamonga, Katy (TX), and Roseville (CA).

This is leisure reimaged—a hospitality-led brand that invites guests to play, dine, and stay awhile. It's the type of experience-forward concept that aligns closely with what Hilton delivers at its resort properties and timeshare destinations.





# Challenge

How do you create instant traction for a brand-new concept—especially one that lives at the intersection of sports, hospitality, and entertainment?

Electric Pickle needed a launch strategy for their very first location that not only attracted the right demographic but also converted curiosity into bookings and repeat foot traffic, all while working within startup-sized media budgets.



# Solution

Leap Group built a full-funnel, insight-driven marketing ecosystem, combining performance media, geo-intelligence, and creative engagement to drive measurable demand from pre-launch through post-opening.

## Strategic Media Launch

**We activated a phased media plan across Meta and Google:**

- **Pre-Opening (Awareness + Lead Generation):**  
Meta campaigns drove 555 leads at \$6.44 CPL—well under the \$45 industry benchmark. Engagement topped 53,000 interactions with content focused on the fusion of food, play, and anticipation.
- **Post-Opening (Consideration + Retargeting):**  
We shifted to a traffic-optimized approach, achieving a \$0.32 average CPC. Facebook drove nearly 70% of total link clicks at \$0.34 CPC, building a retargeting pool for ongoing conversion.
- **Scalable Growth Strategy:**  
We modeled three future-forward options—Meta-only, Google-only, and a full-funnel hybrid. The Meta + Google combination was recommended to balance awareness and action across new markets.





## Location Intelligence + Persona Development

Placer.ai and mobile geo data were used to identify high-propensity audiences and behavior patterns:

- Visitors skewed 35–54, single, affluent (\$132K HHI), and highly mobile
- Average of 1.8 cars per household, employed, spending \$85/week on food and drink
- High crossover traffic with gyms, Main Event, and Dick's—signaling partnership potential





## Engagement-Centric Content Strategy

Our creative strategy kept the brand top-of-feed and top-of-mind:

- Reels and food-centric short-form videos were prioritized for Meta's algorithm
- A \$500 monthly "Boost Reserve" amplified top-performing posts around key events
- Messaging and visuals were consistently branded to support recognition and loyalty
- Meta Custom Audiences were leveraged to re-engage warm audiences and maximize exposure





Results at a Glance

Metric	Pre-Opening	Post-Opening
Leads Generated	555	131
Avg. CPL	\$6.44	\$8-\$14
Link Clicks	4,037	2,415
Avg. CPC	\$0.52	\$0.32
Primary Audience	Ages 35-54	Female (74%)





# Why This Matters for Hilton

Electric Pickle demonstrates how experience-first hospitality concepts can build demand, loyalty, and momentum when powered by the right mix of insight and execution.

- **We know how to market hybrid hospitality concepts**
- **We activate lifestyle audiences across food, play, and wellness**
- **We build scalable media frameworks for national growth**
- **We turn data into desire—driving foot traffic, bookings, and brand equity**



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