

The Second Stadium: Transforming Cactus Club into Vancouver's World Cup Hub

Presented to: Cactus Club Cafe
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Lin

The Second Stadium Campaign Overview

Executive Summary



Objective

Position Cactus Club as **Vancouver's go-to destination for the 2026 FIFA World Cup** boosting foot traffic, increasing average check size, and strengthening brand affinity through **elevated fan experiences**.

Core Insight

Fans treat major tournaments as special occasions where they **indulge more, return more often, and seek communal experiences that replicate stadium excitement;** without the stadium hassle.

Strategy

MENU

Release limited time, FIFA centric menu items, with mystery drops for exclusivity

MATCHDAY

Simulate the FIFA stadium experience in Cactus Club

MOMENTS

Reflect stadium-like experiences on social media

KPIs

35%

Increase in matchday traffic compared to the same period last year

98%

Of seats with clear screen visibility (from customer feedback polls)

1M+

Total impressions across IG and TikTok during the tournament window

Meet Sandra: The Soccer Fan

Target Audience

Primary Audience:



Sandra Chen

28 years old

Calgary

Social



Treats match days like a mini vacation and **indulges outside her routine**



Seeks **shareables, easy ordering, & exclusive** items



Loves **event energy & social media** moments

Pain Points:

1. **Couldn't get World Cup tickets** for all games
2. Hard to find a place where her whole group can **watch together**
3. Doesn't want to **miss big match moments** because of slow service

Source: Seaman, A. N., & Franzidis, A. (2022), Kelly, J. (2022)

Secondary Audience:

15 - 45 year olds

Casual sports fans in Vancouver

Soccer enthusiasts from around the world

Restaurant enthusiasts

International students in Vancouver

Coworkers watching matches after work together

Limited Edition Menu

Pillar 1: Restaurant Activation Strategy



Sports games trigger above-average spending where fans adopt an indulgent mindset



Fans actively seek themed food and drinks that feel tied to the event.



LT menus increase order frequency and drive trial of new items.



Competitors rely on generic pub food, not tournament-aligned offerings.

73%

Of people see LT offers as a positive change from the regular menu

45%

Of people say LT offers give them a reason to check in to see what a brand is offering

Source: Seaman, A. N., & Franzidis, A. (2022), Kelly, J. (2022)



Introduce a **global, tournament-themed limited-time (LT) menu** to capture elevated fan spending.

A **mystery dessert** will also be available every game day, inspired by a fusion of the teams playing, building exclusivity, and encouraging repeat visits.

Cactus Club Matchday Experience

Pillar 2: Restaurant Activation Strategy



What Fans Expect in the FIFA Stadium

Pre-game rituals and halftime engagement

Restricted visibility from some seats

Collective emotion and hyped atmosphere

Large crowds and long wait times

High cost, low quality concessions

Expensive, difficult to secure tickets

How Cactus Offers the Best Alternative Experience



Countdown to Kickoff

Sets the tone and builds anticipation before each match.



Halftime Micro-Engagement

Quick polls, fan reactions, predictions, and games.



Optimized Viewing From Every Seat

Strategic screen placement that ensures no obstructed views; something real stadiums can't guarantee.



Immersive Sound Layering

Curated crowd roars and ambient stadium audio



Comfort

No overcrowding, better service, premium food, comfortable seats, and an elevated environment.

Capturing Matchday Moments

Pillar 3: Digital Activation Strategy

Pre-Match Hype

Pre-Tournament Teaser Video



Introducing the upcoming Second Stadium campaign, to build early excitement ahead of launch.

LT Menu Reveal on Instagram Story



Showcasing each limited-time menu item daily, building anticipation and familiarity before launch.

Exclusive Dinner for Influencers



Private event for influencers, featuring the LT menu and atmosphere using a live sports game. In exchange, influencers will create content showcasing the experience.

Game Time

Daily Matchday Content



Recap energy, mystery dishes, iconic fan moments.

Clips From Halftime Engagement

Fan predictions, hot takes and polls (“Was that a foul?” “Who will score next?”)



Mini-games (Fan face-offs, Trivia)

Short interview clips (“Where are you from?” “Why this match matters.”)

Post-Match Highlights

Post-Tournament Highlight Video



Iconic moments, dishes, and energy

Priority Restaurant Selection

Decision Matrix Between Cactus Club Locations



	North Burnaby	Broadway + Granville	Broadway + Ash	English Bay	Bentall 5	Yaletown	Coal Harbour
Screen visibility							
Proximity to FIFA fan zones							
Capacity (6.5k+ sq ft)							
Foot traffic potential							
Skytrain accessible							
Hotel accessible							

Source: Cactus Club Cafe (2025), Century Plaza Hotel (2025), Kindred Construction (2013)

Cactus Club's Competitive Edge

Differentiation Strategy



Fans want the energy of a stadium but prefer the comfort, service, and food quality of a restaurant.



Most Vancouver venues have crowded layouts, inconsistent sightlines, and basic pub-style food.



Other venues may highlight global campaigns but don't translate them into authentic experiences.



Groups struggle to find space in Fan Zones or restaurants, along with an environment designed for major matches.

>

This creates a gap for a premium, reliable, and repeatable matchday destination.

1.

A stadium you can actually get into

2.

World Cup without the World Cup hassle

3.

Every seat is the best seat

4.

Central hub for fans in Vancouver

5.

Global flavours

Source: Yelp (2025), Deloitte (2019), Digi Clicks LLC (2025)

Success Metrics & Performance Targets

Key Performance Indicators



35%

Increase in matchday traffic compared to the same period last year

98%

Of seats with clear screen visibility (from customer feedback polls)

1M+

Total impressions across IG and TikTok during the tournament window

Budget Allocation

Finance



Pillar 1: LT Menu

Menu design (print + digital assets): \$6,000

Table toppers, tent cards, QR code menus: \$4,000

Packaging or garnish upgrades (branded shot rim, custom glass stickers): \$7,000

= \$17,000

Pillar 2: Matchday

Additional screens, projectors, or temporary mounts): \$12,000

Pre-game countdown animations + in-store motion graphics: \$6,000

Fan-engagement tools (tablet cues, props, flags, giveaway cards): \$7,000

= \$25,000

Pillar 3: Social Media

Paid social ads (IG, TikTok, YouTube): \$15,000

Micro-influencer fees (local Vancouver + sports community): \$5,000

Wildcard item reveal motion graphics: \$3,000

Fly and provide hospitality to international influencers to taste and advertise LT menu items: \$15,000

= \$38,000

Contingency

In case of:

Last-minute content boosts

Matchday staff extensions

Emergency print runs or prop restock

= \$10,000

TOTAL = \$92,000

Bringing the Second Stadium to Life

Implementation & Timeline

	JAN		FEB		MAR		APR		MAY		JUN		JUL	
Pillar 1: Limited Time Menu	Finalize LT menu & recipes													
			Create photography + video assets											
									Train staff on LT menu					
											Live			
Pillar 2: Matchday Experience	Finalize locations													
			Plan layout for screens and sound											
					Create promotional assets									
									Plan halftime prompts					
											Live			
Pillar 3: Social Media				Edit, schedule, and post photography + video assets										
								Build pre-game and countdown templates						
								Hire + train host						
										Film and post fan content				

Thank you.

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Appendix

Limited Edition Menu Details

Pillar 1: Restaurant Activation Strategy



Inspired by global flavours, each section mirrors a matchday moment from kickoff to celebration; available June 11 – July 19



Mediterranean herb lamb sliders

ANTICIPATION (Appetizers)

PRE-MATCH SLIDERS

(Mediterranean herb lamb or halloumi)

PERI PERI PRAWNS

(South African; with citrus, grilled)

SIGARA BOREK

(Turkish crispy phyllo cheese rolls)

SHOWDOWN (Entrees)

CHIMICHURRI STEAK SANDWICH

(Argentina; tender steak, green chimichurri, toasted bun)

PIRI-PIRI CHICKEN BOWL

(Portugal; rice, slaw, grilled chicken)

COCONUT CURRY NOODLES

(Malaysian; creamy broth with chicken or tofu)



Coconut curry noodles

CELEBRATION (Drinks)

KICKOFF SPRITZ

(Italian spritz + Japanese yuzu)

VICTORY SANGRIA PITCHER

(Red or white with tropical fruits)

GLACIER SHOT

(Iceland; Vodka chilled with a hint of birch syrup + citrus salt rim)

UNDERDOG (Dessert)

MYSTERY DESSERT

(Chef's surprise, changes for every game)

CHAOS (Spicy)

CHICKEN BITES

(Korean gochujang glaze)

BERBERE CAULIFLOWER BITES

(Ethiopian; cauliflower tossed in a fiery berbere spice blend)



Kickoff Spritz

SQUAD PACK (Group Bundle)

VICTORY SANGRIA PITCHER

PERI PERI PRAWNS

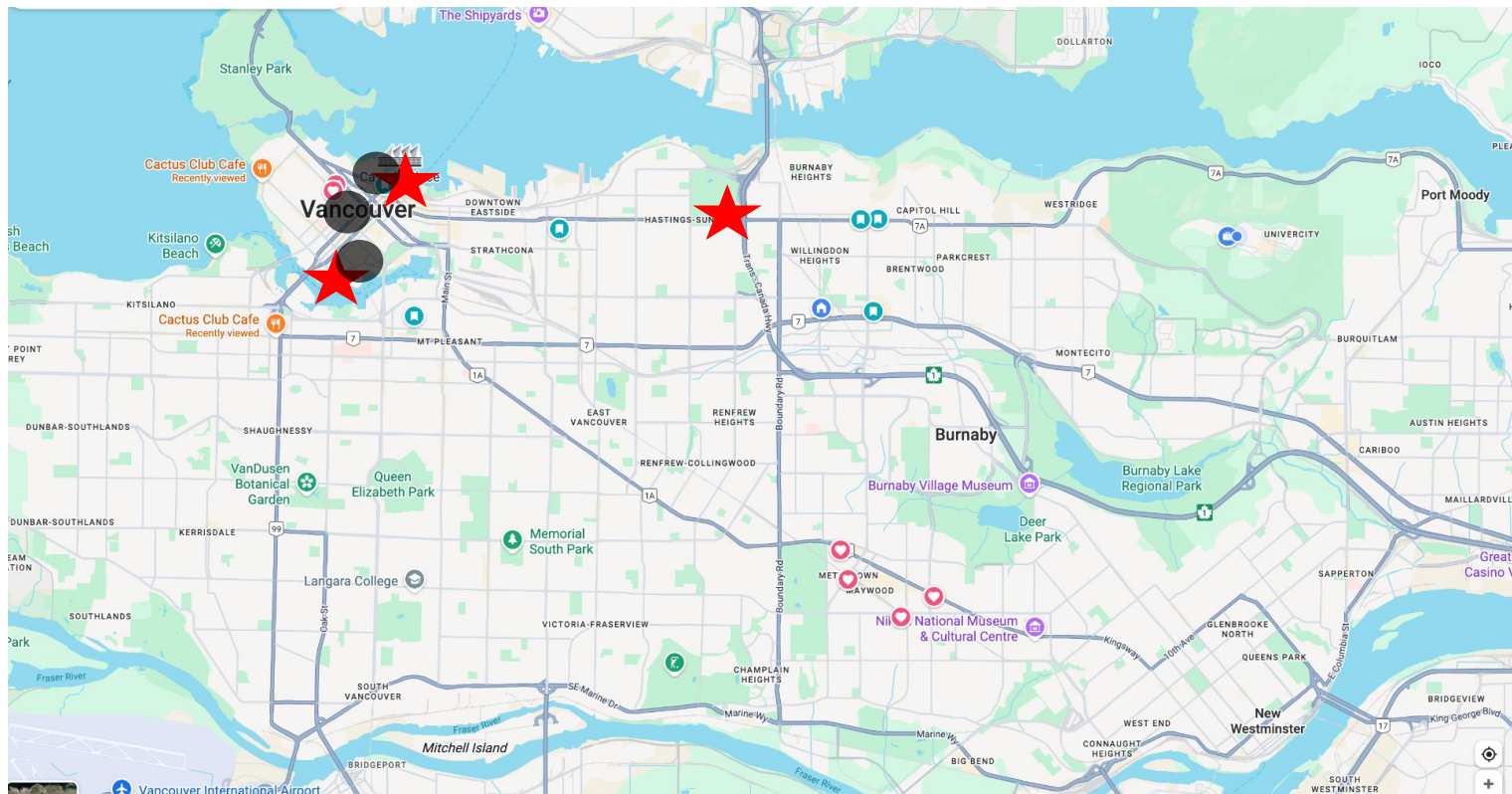
PRE-MATCH SLIDERS

SIGARA BOREK

CHICKEN OR BERBERE CAULIFLOWER BITES

 Fan zones

Selected locations



Source: Century Plaza Hotel (2025)

Influencer Shortlist

Name	Category	Instagram Follower Count
Sophia Siyao Hu	Vancouver Food	236k
Deanna Woo	Vancouver Food	136k
Laura Ullock	Vancouver Food	89k
Morgan Burtwistle	Soccer Influencer	1.5M
Donovan Hunt	Soccer Influencer	279k