

## Mint.com restaurant recommendations

By: Michael Strickland  
For: Intuit (Mint.com)

This was a special project by which we would use data about a Mint.com user's past dining purchases to display recommendations for similar restaurants ("*you ate at X, so we think you'll like Y*").

I wrote copy for these recommendations, using catchy wordplay to convey a fun and sophisticated tone.

Examples:

### **Your Mission: Go Gaga**

If you liked Hash House A Go Go, we think you should go-go to the Mission. We've noticed a trend where Mint users in San Diego who dine at Hash House A Go Go also go gaga over the Mission.

### **Sushi: a gateway food to pizza?**

Yes, we just connected sushi and pizza. Don't worry, we don't mean sushi *on* your pizza (that would be an oxymoron). But people who ate at Harney Sushi also liked Pizza Bella—so you might too.

### **When is a kebab like a croque madame?**

The answer could be "today." People who've crunched kebabs at the Kebab Shop like you did last month also flock to Café Chloe just down the street.

### **Your Mission, should you choose to accept it**

Our intel confirms it: you'll like the Mission. More than 400 Mint users like you ate there last month, and spent \$7,893 on things like Naked Pancakes and Chilaquiles. This message will not self-destruct in five seconds.

### **Data—and taste buds—don't lie**

Basic and Acqua Al 2 have more in common than Italian cuisine and location. We've noticed a trend where people like you who eat at Basic find their way to Acqua Al 2. Let your taste buds carry you off to Tuscany.

### **We've got a Mission for you**

Next time you want to break your yolks, we think you'll like the Mission. Why? Because our data gurus tell us people who nosh at the Broken Yolk Café like you did last month also enjoy breaking their fasts and their yolks at the Mission.

### **When in Rome... do as the Mint users do**

We can tell you like Italian food, and we're pretty sure you'll like Acqua Al 2. Your fellow San Diego Mint users love it so much that more than half of them are repeat visitors. We think you'll want to go back for seconds too.