

# Food & Beverage

## Minneapolis-Based Restaurant Brand Introduces The Ultra-Fresh Seafood Experience to Central Florida

Client Needed to Build Brand Awareness and Community Relationships in a New Market

### CLIENT NEED:

With 12 other locations around the country, our client knows how to manage a successful restaurant, but it was the new market with which they needed our assistance. They wanted to build brand awareness, a local clientele base and community relationships that would solidify their place in Central Florida. More specifically, they strived for a successful first year in terms of sales.

### BENNETT & COMPANY SOLUTION:

Utilizing Bennett & Company's deep and broad knowledge of the Central Florida market and media, a multi-prong strategy was designed with a combination of PR/media relations, special events, advertising, on-going community outreach efforts and strategic alliances. Highlights from the strategy include:

**GRAND OPENING:** The restaurant's grand opening was marked by a blue carpet welcome and an official ribbon cutting ceremony on May 29, 2007. The executive team and staff were honored to have special guest, Gary Sain, president and CEO of the Orlando/Orange County Convention & Visitors Bureau, as he extended a special welcome from Orlando's hospitality industry.

**MEDIA TASTINGS:** A series of media tastings for key journalists in the Central Florida area were coordinated to showcase the client's menu, service and location. In conjunction with the restaurant's seasonal promotions and special events, the tastings were intimate affairs designed to strengthen and enhance the restaurant's relationships with local media.

### REAL RESULTS:

The Central Florida community has welcomed the restaurant with open arms, evidenced by the continued patronage of some of the city's most notable figures, including Orlando Mayor Buddy Dyer and Clarence Otis, CEO of Darden Restaurants. The local media has also embraced the restaurant, as it has received favorable reviews from all of the area's top print media. Several anonymous visits by one of the region's toughest food critics – Scott Joseph of the Orlando Sentinel – resulted in a thumbs-up review titled, "The promise of fine seafood is thankfully here again." The most important result, however, is the fact that the restaurant continues to exceed sales goals.

### UPDATE ON CLIENT:

As this case study is written, our marketing campaign is in full swing for 2008. We are highlighting the restaurant's seasonal promotions with media "tastingtaintments" and continue our local community outreach with participation and appearances at high-visibility community events.



"This company could not have found a better PR Firm full of professionalism, intellectual prowess and fantastic people! Thanks very much!!!!"

- Dore Zamoff, Managing Partner  
The Oceanaire Seafood Room

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## Long Time Businessmen Invest in Statewide Restaurant Business

New to Foodservice They Needed a Quick Start in a Brand New Market



*Fire-Roasted Gourmet Pizza™*

### CLIENT NEED:

New to the restaurant business our client had just purchased the master developer rights to open 100 fast casual restaurants across the state. Their need: build the brand quickly at the first unit, show a healthy balance sheet and move into franchise sales – all within the first year.

### BENNETT & COMPANY SOLUTION:

A fast moving, accountable, statewide strategy was developed, discussed, tweaked and launched. Using a meld of in-store promotions, media relations, advertising, community relations, trade shows, direct mail and business-to-business marketing we set into motion a multi dimensional marketing and sales campaign. Centered on a core message of quality we utilized specific messages for each key audience.

### REAL RESULTS:

As this case study is written our client has an impressive accounting track record. They have sold 16 franchises in 7 markets across the state and will soon open their 5th company owned store.

### UPDATE ON CLIENT:

Not only do they have a list of interested franchisees but they are in the position to be selective about these operators and their chosen locations.

We have successfully launched Phase II of their marketing program which closely focuses on the

business-to-business aspects and drives interest in franchising new markets. Armed with knowledge of what it takes to be successful; our client now has a model for choosing successful franchisees.

At the end of year two, with just the progress to date, they will have exceeded their original goals.

Even more important, they are certain they chose the right pathway for their investment and are looking forward to many more years as restaurateurs and franchise operators.

