

# Gail Schoenberg PR Case Study:



Introduction of distinctly different Modern Mexican concept in Manhattan's East Village



## MISSION:

- After achieving PR success with their first New York City restaurant concept, **Ofrenda**, Partners Jorge Guzman, Cliff Fried and Chef Mario Hernandez engaged **Gail Schoenberg PR (GSPR)**, the group's agency of record, to create a public relations campaign to generate buzz about their second restaurant venture, **The Black Ant**, a beautifully designed, sexy, dimly lit space that holds 155 guests in New York City's East Village.
- To communicate the launch of The Black Ant as a chef driven modern Mexican restaurant and cocktail concept with the focus on the creative, distinctive cuisine by Chef Hernandez served. The focal point on Chef's Mexican cuisine that incorporates traditional Mexican ingredients, including grasshoppers and black ants, executed in his contemporary style.
- Promote the strong cocktail program created by Jorge Guzman.
- Spotlight Pastry Chef Cesar Moreno's beautiful and meticulously executed desserts.
- Establish The Black Ant as a destination – a non-traditional Mexican experience for those seeking something different, fun and chic.

## METHOD:

- Leading up to and into the May 2014 launch, GSPR strategically executed VIP press previews and placed a series of high-profile launch stories in a variety of business, lifestyle, travel and food and beverage media outlets.
- Held a grand opening launch event with attendees including press and VIP's.
- Throughout launch, GSPR utilized video shoots, interviews, photo shoots and media visits to paint the picture through the media of the distinct cuisine, environment and experience The Black Ant provides to guests.
- A combination of establishing opening buzz coupled with ongoing outreach led to continued launch momentum throughout summer with increasing intensity throughout fall focused on both Chef Hernandez and Chef Moreno's Mexican cuisine and the intriguing cocktail program.
- Specific emphasis was placed on the cultural background and current trend of the traditional insect ingredient use in the food world which generated strong interest from all areas of media.

## ACHIEVEMENT:

- As of December 2014, just six months after launch GSPR has garnered more than 90 media placements with combined circulations of 268.8 million in a variety of lifestyle, food, travel, news and science media all establishing The Black Ant as *the* contemporary Mexican restaurant and bar destination.
- Placements were garnered in print, web, blogs and television with highlights including but not limited to: New York Magazine, The New York Times, ZAGAT, NY Post, Eater, amNY, ABC.com, Thrillist, UrbanDaddy, Time Out NY, GQ, Fox News, Gothamist, Village Voice, Bloomberg.com, Refinery 29 and many more with multiple placements in some outlets.
- The opening buzz resulted in the restaurant becoming a "go to" destination amongst the desired local audience and beyond – even attracting A-List celebrities who read about it in the media.
- The intriguing and trending topic of use of insects as a menu ingredient led to press interest far beyond traditional restaurant opening outlets to national and international media reaching a broad global audience including: Popular Science, The Daily Beast, CNN, Newsweek, United Airlines Hemispheres.
- Gail Schoenberg PR continues to represent The Black Ant and have additionally been retained to launch the Jorge Guzman Hospitality Group's next endeavors, Gardenia, El Termerario and a Café in 2015.