

Gail Schoenberg PR Case Study:



Opening of new restaurant concept in
Union Market DC with unique *Rootop Garden to Table* concept



Gail Schoenberg Public Relations

MISSION:

- After achieving PR success with their first New York City restaurant concept, **Bell, Book & Candle**, Partners Mick O'Sullivan and Chef John Mooney engaged **Gail Schoenberg PR (GSPR)**, the group's agency of record, to create a public relations campaign to generate buzz about their second, larger restaurant venture, **Bidwell**, a beautifully designed, American restaurant that holds 120 guests in Washington DC's acclaimed Union Market and boasts a rooftop garden with 70 vertical aeroponic planters.
- To communicate the launch of Bidwell DC as a chef driven American restaurant with the focus on the creative, responsibly sourced, sustainable cuisine by Chef John Mooney. The focal point on the seasonal menu heavily influenced by the ingredient items available from the Aeroponic rooftop garden.
- Showcase the aeroponic rooftop tower garden concept and the dishes and drinks the garden ingredients were used in.
- Promote the strong cocktail program that also incorporates some of the rooftop herbs and ingredients.
- Establish Bidwell as a destination in the DC. As the full service dining option in Union Market area.

METHOD:

- Leading up to and into the March 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 Bidwell provides to guests.
- A combination of establishing opening buzz coupled with ongoing outreach led to continued launch momentum throughout summer 2014 with increasing intensity throughout fall focused on both Chef Mooney's and the rooftop garden program.
- Specific emphasis was placed on the growing season for the garden and use of vegetables and herbs in Bidwell's dishes. Focus was also placed on Chef's efforts to educate area consumers and students interested learning about sustainable gardening.

ACHIEVEMENT:

- As of May 2015, just one year after launch GSPR has garnered more than 62 media placements in both trade and consumer outlets with combined circulations of 101.8 million in a variety of lifestyle, food, travel, news and business media all establishing Bidwell as a primary DC dining and cocktail destination.
- Placements were garnered in local and national outlets in print, web, blogs and television with highlights including but not limited to: **The Washington Post, Washingtonian, Washington City Paper, ZAGAT, ZAGAT DC, Departures, Fodor's Travel, Eater, Refinery 29, Capitol File, Thrillist, UrbanDaddy, Eater DC, Celebrated Living, BizBash, Dcist**, 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 local celebrities and politicians who read about it in the media.
- The timely and trending topic of rooftop gardening and sustainable food sourcing led to press interest far beyond traditional restaurant opening outlets, reaching a broad national audience.
- Gail Schoenberg PR continues to represent Bidwell.