

Gail Schoenberg PR Case Study:



Launch of a Spanish Tapas concept in Jersey City, NJ



MISSION:

- Business Partners, Michael Garcia, Andy Siegel and Geza Gulas a/k/a **Restaurant Development Group (RDG)** in Jersey City, New Jersey sought out **Gail Schoenberg PR (GSPR)**, to represent their two restaurants, Satis Bistro (est. 2010) and a new restaurant concept, **Raval Tapas Bar & Cocktail Lounge (Raval)** to launch the business and generate awareness with the media and Jersey City community and beyond about their stunning Spanish Tapas restaurant concept.
- Announce the opening Raval, a unique concept to the area and create buzz leading up to opening and establish Raval as a refreshing new addition to the Jersey City dining scene. Spotlight the authentic Spanish tapas cuisine from long-time Jersey City Chefs Michael Fiorianti and Ed Radich served in the beautifully designed space and fun atmosphere as well as promote the strong cocktail and Gin & Tonic program. Promote special events such as Flamenco evenings.
- Establish Raval and the burgeoning Newark Avenue location as a great dining destination in Jersey City for locals and visitors alike.
- Continue to generate interest during delayed opening period and keep it top of mind as Jersey City's restaurant scene quickly expanded.

METHOD:

- From November 2014 to the May 2015 launch, GSPR executed a PR campaign to launch the new Raval Spanish tapas bar through various channels starting with press outreach to business, lifestyle, travel and food and beverage media outlets.
- Maximized use of launch delay by sending updated info and longer lead pitches to journalists.
- Cocktail and other stories with long-lead media were planted over the months during construction delays.
- Once opened, a series of writers were invited in to try Raval and share their experience with their readers. Visits and interviews were organized.
- Outreach was made to reviewers generate awareness and entice them to visit and review Raval.
- GSPR continued promotion through July 2015 after the May launch, promoting cuisine, seasonal menus and special events such Flamenco nights.

ACHIEVEMENT:

- As of July 2015, just eight months since being engaged by **RDG**, GSPR garnered 27 media placements with high-profile stories in a variety of food and beverage, lifestyle, business and travel media outlets, with combined circulations of 47,280,249 million web and 281,500 print, all positioning Raval as a dining and drinking destination.
- Placement highlights included business features: a full page in NJBIZ about the restaurant group's strategy and new opening as well as business story in the Jersey Journal, the Hudson County's largest newspaper. Cocktail focused stories appeared in NJ.com and New Jersey Monthly and Market Watch.
- Secured Print/Online placements (multiple in some publications) include: New Jersey Monthly, NJ.com The Jersey Journal, NJBIZ, Market Watch, Inside Jersey, HipNJ.com, The Hudson Reporter, Culinro, Jersey Bites, Travel Pulse, The Digest as well as numerous local media and blogs.
- Outreach resulted in review in New Jersey Monthly and others.