

CASE STUDY: AQUALIS GRILL

OVERVIEW:

Bullfrog & Baum developed a targeted launch program designed for media exposure without the price associated with long-term, customized campaigns. Named "Tadpole", the program includes defined media outreach roles and tactics to be performed on behalf of a restaurant during a 45 day term for a one-time fee. Aqualis Grill, a Mediterranean-inspired restaurant serving fresh, carefully-selected seafood with market-fresh produce in Fort Greene, Brooklyn, was B&B's first Tadpole client. Opening in summer 2009, Aqualis is the first restaurant helmed by restaurateur Gorian Papa and has today become a welcome addition to the thriving Brooklyn dining scene.

THE PROCESS:

As part of the campaign, B&B drafted a "sneak peek" press release to distribute to long-lead as well as local media (dailies, weeklies, online, broadcast), announcing key aspects of the restaurant. B&B then conducted follow up calls/ emails to secure placements in 25 key media targets that would best illustrate and promote the concept. Based on the restaurant's goals, specific media outlets - including local neighborhood blogs - were strategically pitched important opening announcements and features in an effort to secure pre-opening "buzz" and strategic short-lead exclusives that ultimately drive traffic to the restaurant.

With feedback gathered from media, we coordinated organized interviews, photo sessions, etc. between the chef and/or appropriate Aqualis spokespeople. As part of the partnership, the restaurant staffed and managed all on-site media visits.



THE RESULTS:

Pre-opening "buzz" features:

- New York Magazine's Grub Street
- Eater.com
- The Feed Blog [TimeOutNY.com]

Secured opening placements:

- The New York Times
- Time Out New York
- New York Magazine's Grub Street
- Zagat Buzz

Online and print Pieces:

- Daily Candy
- The Local [NYTimes.com's Fort
- Greene and Clinton Hill blog]
- Metromix.com
- VillageVoice.com
- and ClintonHillBlog.com.

Total impressions: 6,822,205

