

CASE STUDY: PROMOTING A NATIONAL BRAND LOCALLY

Bobby's Burger Palace



OVERVIEW:

To launch Bobby's Burger Palace (BBP), the first convenient casual concept imagined by celebrity chef Bobby Flay, to local media.

BBP, located in the Smith Haven Mall in Lake Grove, NY (Long Island), presents an array of burgers inspired by Bobby's extensive travels throughout America and love of the grill. Each BBP burger is Bobby's tribute to America's regional flavors and traditions, made with only premium-quality ingredients and condiments.

Bobby Flay is a nationally recognized personality and that said national and New York City-based media were highly interested in learning about his new concept. Our challenge was to manage and offset these queries while focusing on announcing the news solely to the local Long Island market.

CLIENT OBJECTIVES:

To successfully launch and create excitement in Bobby's Burger Palace (BBP) within the local market, including Long Islanders, commuters, shoppers of the Smith Haven Mall, as well as area students and media, Bullfrog & Baum implemented the following tactics:

The largest locally circulated newspaper, Newsday, was provided the exclusive story on BBP's opening and in order to bring the story to life, Bullfrog & Baum organized a one-on-one interview and tour with Bobby. As the story hit online and on newsstands, Bullfrog & Baum circulated an announcement release solely to other local media while distributing the release to national outlets on a reactionary basis.

Given the market's high-volume of commuters, the next layer of the strategy targeted local radio, specifically a brand conscious listener who would frequent BBP on a regular basis.

Next, a menu mailing to Long Island media was distributed. As part of the mailing, the journalist and a guest were invited into BBP to experience its offerings first hand.

Other initiatives include local relationship marketing programs aligned with area little leagues, police and fire departments, and other community groups as well as outreach to trade publications.

THE RESULTS:

The Newsday exclusive provided immediate traffic and recognition to the location.

An in-studio tasting and interview with Bobby for "BLI in the Morning" on WBLI Radio 106.1 FM, Long Island's # 1 Hit Music Station, was coordinated, driving covers for BBP. Long Island's #1 Rock Station, WBAB Radio 102.3 FM and its morning show along with other feeder radio stations such as Z100's "Elvis Duran and the Z Morning Zoo" broadcasts also provided significant traffic and buzz for BBP post air.

Other opening placements included *The New York Times* (Food Stuff); *Long Island Pulse* magazine; *Great Restaurants of Long Island*; *The New York Times* (Long Island Sunday insert); *Distinction Magazine* (Newsday insert); and others.

BBP was also featured in trade publications such as *Nation's Restaurant News*, *Market Watch*, and *Restaurants & Institutions*, including interviews with officials, highlights of the concept, and features on key aspects of the menu.

