

CASE STUDY: HUNG RY



Located in New York City's NoHo neighborhood, Hung Ry is a 50-seat restaurant bringing a modern, sustainable approach to the age-old art of the authentic of hand-pulled noodles. Anchoring on a foundation built upon local and organic sourcing, the overall philosophy at Hung Ry can be summed up in three words: Clean. Green. Simple. Located in a small neighborhood in the southern portion of Manhattan, Hung Ry is positioned close to several luxury apartment complexes, upscale shopping and great restaurants.

THE PROCESS:

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 six-week or 45 day term for a flat, one-time fee.

Within the campaign, we 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. The messaging in the release was relevant to B&B's opening strategy, educating consumers on the art of hand pulled noodles. B&B then conducted three 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, outlets were strategically pitched opening announcements and features in an effort to secure pre-opening "buzz" and strategic short-lead opening exclusives that in turn drive traffic to the restaurant.

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

After the surge of opening local press, Hung Ry was projected into the spotlight, leading to national articles in a variety of media outlets.

GOALS

- To successfully launch and create excitement around Hung Ry within local, regional, and national press through print, broadcast and online placements.
- To educate consumers on the art of the hand-pulled noodle.
- To leverage the theater component of the hand pulled noodle process to garner online video and TV coverage.

RESULTS

- B&B secured placements in local media highlighting the opening of Hung Ry in a wide variety of outlets including *The New York Times*, *Time Out New York*, and *New York Magazine*.
- B&B secured numerous online videos and TV segments, highlighting the process behind making of the hand pulled noodles on outlets such as *Thrillist*, *New York Times* (online), and *CBS News*.
- B&B leverage local opening media to garner larger national features in publications such as *The Wall Street Journal* and *VOGUE* magazine.
- In each placement secured by B&B communicated successfully the messaging behind Hung Ry's "green" values including talking points such as organic ingredients, reclaimed furniture, organic linens and biodegradable cleaning supplies.

Total Opening Circulation: 6,341,489

Total Estimated Opening Media Impressions: 10,475,125

