

# CASE STUDY:

## JAMES BOYCE

### Local Chef Seeks National Attention



#### OVERVIEW:

Chef James Boyce's desire to marry comfort, elegance and American cooking culminated in February 2009 when he opened Cotton Row Restaurant in a three-story brick building built in 1821 along the cotton exchange in Huntsville, AL. Boyce's wife Suzan is a co-owner of the restaurant and oversees the award-winning wine program. Chef Boyce's evolving, seasonal menus showcase a bounty of regional produce, daily-caught seafood and farm-raised meats. Boyce's Huntsville, AL restaurant empire also includes **Pane e Vino**, an artisanal pizzeria; **Commerce Kitchen**, an American comfort food restaurant, and **James Steakhouse**, a traditional chophouse.

#### THE PROCESS:

Bullfrog & Baum developed a targeted program designed for national media exposure to reintroduce Chef Boyce to the culinary world after his move to Huntsville, AL while strengthening Chef Boyce as a celebrated chef in his local market. We used the opening of Cotton Row restaurant as a newsworthy hook to open the door for larger stories about Chef Boyce's versatility as a chef. As a result, Chef Boyce and Cotton Row received a great deal of press on a national level.

#### GOALS:

- Promote Cotton Row as a leading American restaurant nestled in the charming city of Huntsville, AL and continue to reinforce James Boyce's standing as one of the country's great chefs.
- Continue to introduce and acquaint national, regional and local press with Cotton Row and expand on its stellar reputation as one of the South's most sought after destination restaurants.
- Establish Cotton Row both as a dining destination for food savvy travelers and as both a neighborhood and special occasion restaurant for locals.
- Continue to gain national and local exposure for Chef Boyce to secure national broadcast segments.

#### RESULTS:

- B&B secured a monthly recipe feature in the local new paper, *The Huntsville Times*, keeping Chef Boyce and his four restaurants top of mind with local diners.
- B&B secured placements in national media highlighting Chef Boyce in a wide variety of outlets including *Food & Wine*, *Bon Appetit*, *Wine Spectator*, *MAXIM*, *Country Living*, *Food Arts*, *Spirit Magazine*, *Men's Health*, etc.
- B&B secured two national TV segments on NBC's *Today Show*
- In each placement secured, B&B successfully communicated the messaging behind Chef Boyce's Seasonal American cooking utilizing regional ingredients.
- Total impressions - 288,463,325

