

CASE STUDY: MACBAR

Strategic NYC Opening Of A New Concept With Expansion Capabilities



OVERVIEW:

macbar, a fast casual concept fully dedicated to gourmet macaroni & cheese, adds high style to comfort food. Located in a macaroni shaped nook behind Delicatessen restaurant in New York City, the visual impact of macbar is as bold as the idea itself. With a staff outfitted in custom yellow Vans sneakers, bright yellows and dark browns set the scene for 12 gourmet flavors served in custom created, macaroni shaped packaging.

Since opening on September 17, 2009, macbar immediately gained popularity with both the media and diners alike. Run by its talented team, including Executive Chef Michael Ferraro of Delicatessen, macbar shines as one of New York City's most distinct and affordable dining destinations.

macbar continues to garner the excitement it has since opening, offering an modern approach to classic American comfort food, created by a talented chef and set in one of the most unique spaces in the city.

CLIENT OBJECTIVES:

- To successfully launch and create excitement around macbar within local, regional, and national press through print, broadcast, radio and online placements.
- To successfully communicate macbar's partnership with Vans to appropriate lifestyle media both locally and nationally.
- To create excitement around macbar's interior and package design within design and shelter media as well as applicable local and national media.
- Continue to gain local and national exposure for Chef Michael Ferraro within broadcast, print and online outlets.



MEDIA RESULTS:

- Bullfrog & Baum secured placements in local, regional and national media, highlighting the opening of macbar in a wide variety of outlets including *The New York Times*, *Time Out New York*, and *New York Post*.
- Bullfrog & Baum tapped into several notable aspects of macbar to secure exposure for its chef and his menus, while securing placements about the interior design, package design and Vans partnership in *Manhattan Magazine*, *New York Post*, *Hospitality Design*, and *Contract Magazine*.
- Bullfrog & Baum highlighted Chef Michael Ferraro as an expert in such broadcast, radio and print outlets as “CBS Sunday Morning,” *Cosmopolitan*, “Martha Stewart Living Radio,” and NY 1. Bullfrog & Baum also secured Ferraro’s first live on air cooking demonstration on LXTV New York.
- Bullfrog & Baum secured placements highlighting macbar’s interior design and package design including *Food & Wine*, *Restaurant Business*, *Interior Design*, and *Hospitality Design*.
- To keep macbar top-of-mind, Bullfrog & Baum executed a USB drive and t-shirt mailing to influential food, travel and lifestyle media.

SUCCESS STORY:

When Bullfrog & Baum introduced macbar to the media and public, we knew we had something unique and fun for press to take interest in and cover. We drafted a press release to announce the opening and issued it to all relevant local, regional and national media. macbar partnered with the popular footwear company, Vans, solidifying the trendy and playful brand macbar represents and aligned the restaurant with a popular lifestyle audience. In addition to the opening and culinary media placements, macbar’s unique interior and innovative packaging allowed for added outreach to design, trade, and lifestyle media.

After the large surge of opening press, Bullfrog & Baum executed a media mailing to help promote and keep macbar front of mind. The mailing, which included a macbar t-shirt, a voucher for a free pair of Vans, a voucher for a free mac & cheese, and a zip drive including press materials and images, was sent via messenger service to a list of top journalists and TV producers within New York City.

Total Opening Circulation: **24,891,714**

Total Estimated Opening Media Impressions: **17,636,278**

