

## CASE STUDY: THE MERMAID INN

### Launching A Digital Culinary Application: The Mermaid's Oysterpedia

#### THE CHALLENGE:

To successfully launch The Mermaid Inn's Oysterpedia iPhone and Droid Application.

In 2010, Restaurateur Danny Abrams created an iPhone and Droid application specifically for oyster aficionados and fans alike. Abrams charged Bullfrog & Baum with the task of launching the digital application to the media and the consumer audience.

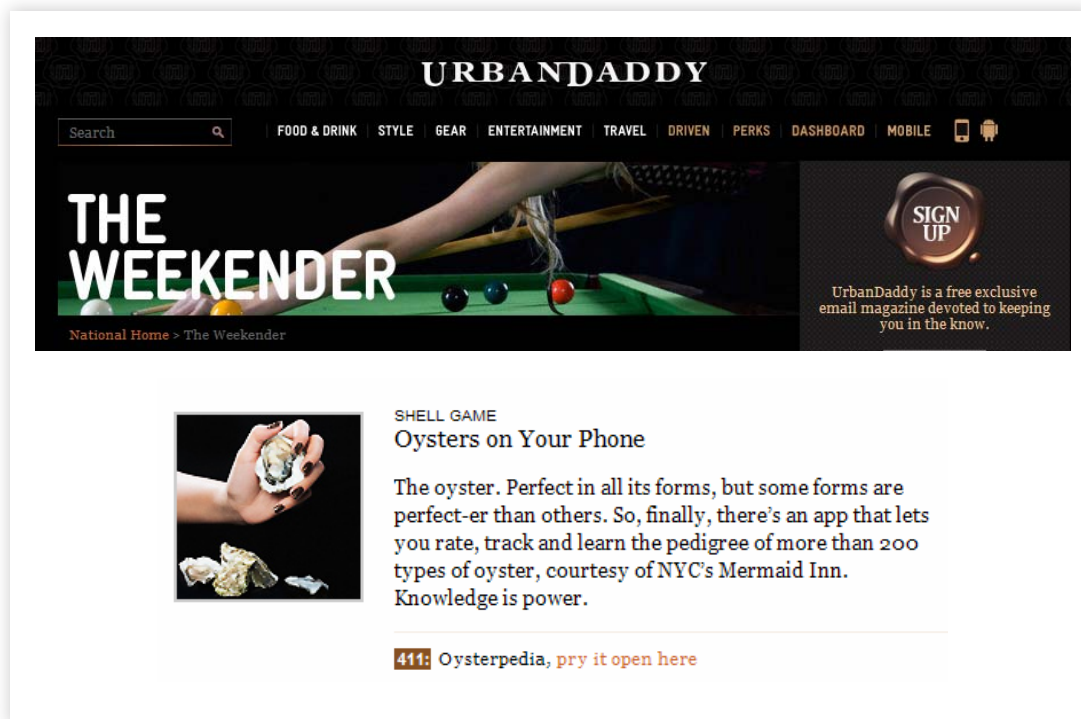
#### THE SOLUTION:

Bullfrog & Baum created an integrated public relations and marketing plan. First, a press release was drafted announcing Oysterpedia's capabilities and distributed to high-profile media who cover food, lifestyle and technology. Bullfrog & Baum also aligned with the fifth annual Social Media Week, launching Oysterpedia to the consumer audience, inviting tech-savvy participants and appropriate media to experience the application and receive a hands-on tutorial from Abrams at The Mermaid Inn, East Village. A selection of signature oysters was presented to attendees to sample and explore varieties first hand. Bullfrog & Baum also spearheaded a marketing campaign, which targeted each of the Mermaid restaurant clientele through a series of e-newsletters, check presenters and on-premise signage.

#### THE RESULTS:

At the conclusion of the launch, The Mermaid's Oysterpedia Application has been downloaded 3,786 times with 2,652 free downloads and 1,134 paid downloads. Bullfrog & Baum also garnered significant press coverage for the application. Placement highlights include but are not limited to *The New York Times*, *Grubstreet*, *Metromix*, *Gothamist*, and *UrbanDaddy*.

Total impressions: 16,838,049



The screenshot shows a webpage from UrbanDaddy. At the top, the site logo "URBANDADDY" is visible, along with a search bar and navigation links for "FOOD & DRINK", "STYLE", "GEAR", "ENTERTAINMENT", "TRAVEL", "DRIVEN", "PERKS", "DASHBOARD", and "MOBILE". The main header features a large image of a pool table with the text "THE WEEKENDER" overlaid. Below this, there is a "SIGN UP" button and a short description of UrbanDaddy as a free exclusive email magazine. The main content area features an article titled "SHELL GAME Oysters on Your Phone" with a sub-headline "The oyster. Perfect in all its forms, but some forms are perfect-er than others. So, finally, there's an app that lets you rate, track and learn the pedigree of more than 200 types of oyster, courtesy of NYC's Mermaid Inn. Knowledge is power." The article includes a small image of a hand holding an oyster. At the bottom of the article, there is a call to action: "411: Oysterpedia, pry it open here".

