



PUBLIC RELATIONS

LIQUIDITY

SCOTT'S LUNCHEONETTE & DELI

THE BRIEF

We were engaged to deliver pre-launch PR for Scott's Luncheonette & Bar, a fun new sandwich shop and bar for Palm Beach, in August 2021. The objective was to establish awareness in both the Gold Coast and Brisbane markets via print and digital lifestyle media, and ensure a strong launch period.

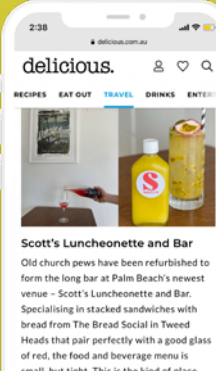
THE STRATEGY

The prestige of owner Perry Scott's experience and the venue's unique proposition were leveraged to result in impressive national, regional and local media placements.

National, Brisbane and Gold Coast publications were approached simultaneously to ensure cut-through in both markets. Even without venue imagery available, a few publications with a presence in both Brisbane and Gold Coast markets covered the news on both platforms.

THE RESULTS

- Mention in 10 publications
- 25 placements
- >3,386,000 potential media impressions



WINTER LODGE AT RIVERBAR AND KITCHEN

THE BRIEF

Winter is typically a challenging period for this open-plan, riverside venue, so they were seeking awareness around their cosy winter pop-up delivered in partnership with Aperol and 4 Pines.

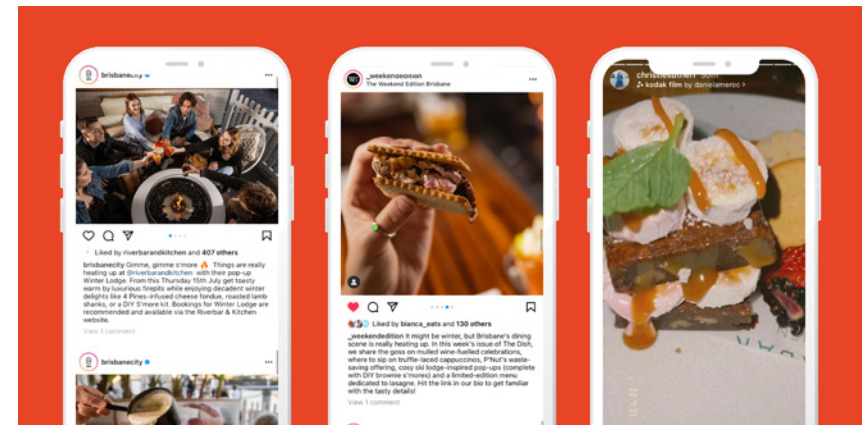
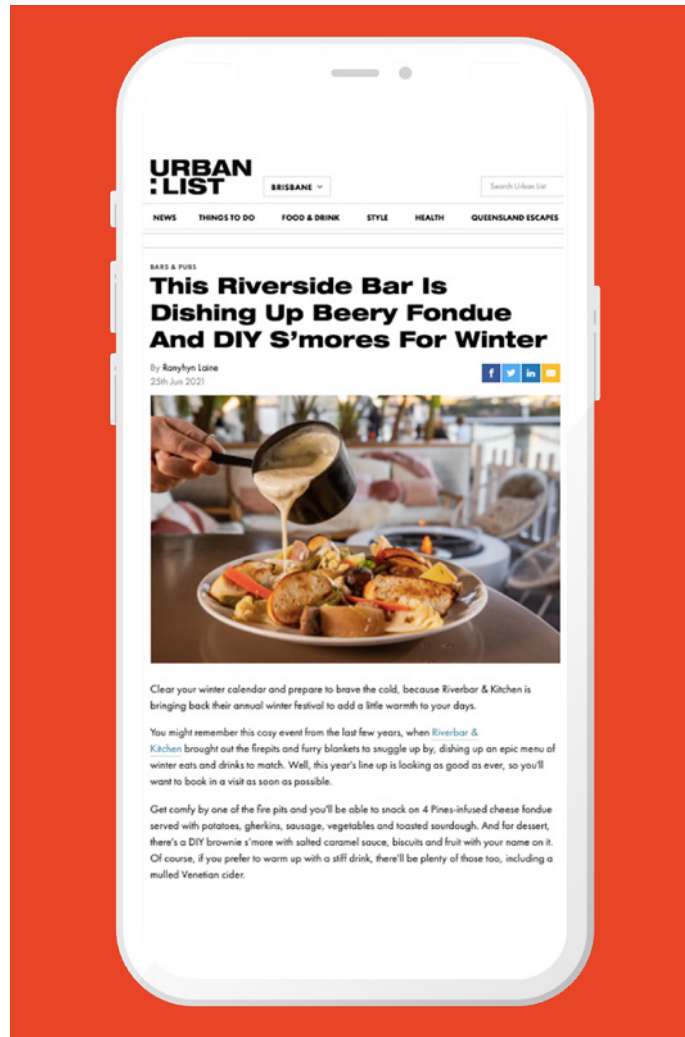
THE STRATEGY

As the pop-up was delivered over a couple of months, the PR plan for Winter Lodge included both a media and influencer aspect.

Selected influencers were invited to experience the pop-up with the particular objective of them sharing the seasonal menu specials and unique fire pit tables with their audiences.

THE RESULTS

- Mention in seven publications
- 17 placements
- 2,897,000 potential media impressions
- 197,600 potential Instagram reach (via influencers)



MOËT & CHANDON ROSÉ GARDEN AT CUSTOMS HOUSE

THE BRIEF

To relaunch the annual Moët & Chandon Rosé Garden pop-up at Customs House for a third year, while also promoting Customs House's Melbourne Cup events.

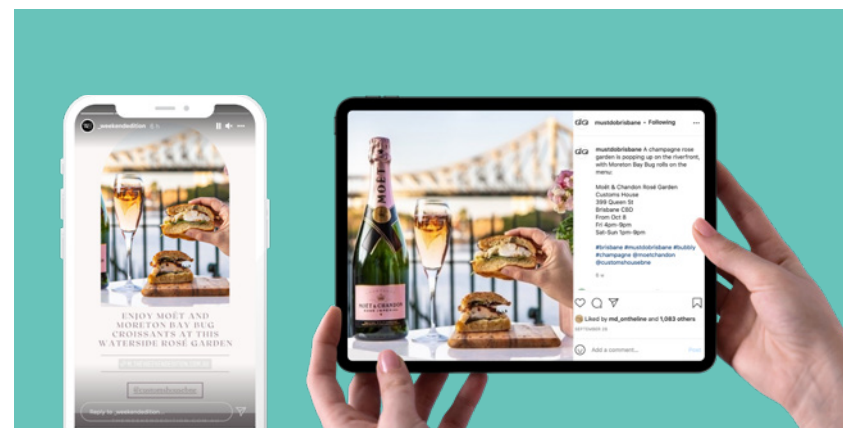
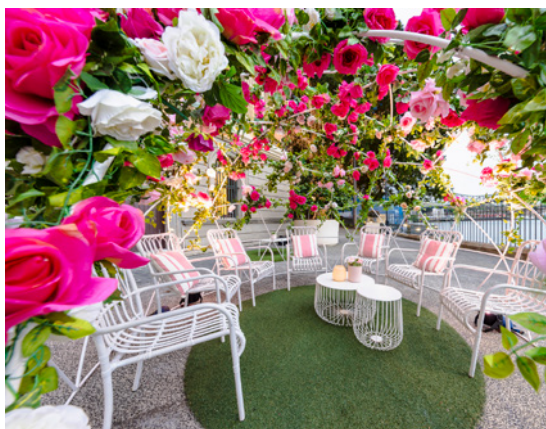
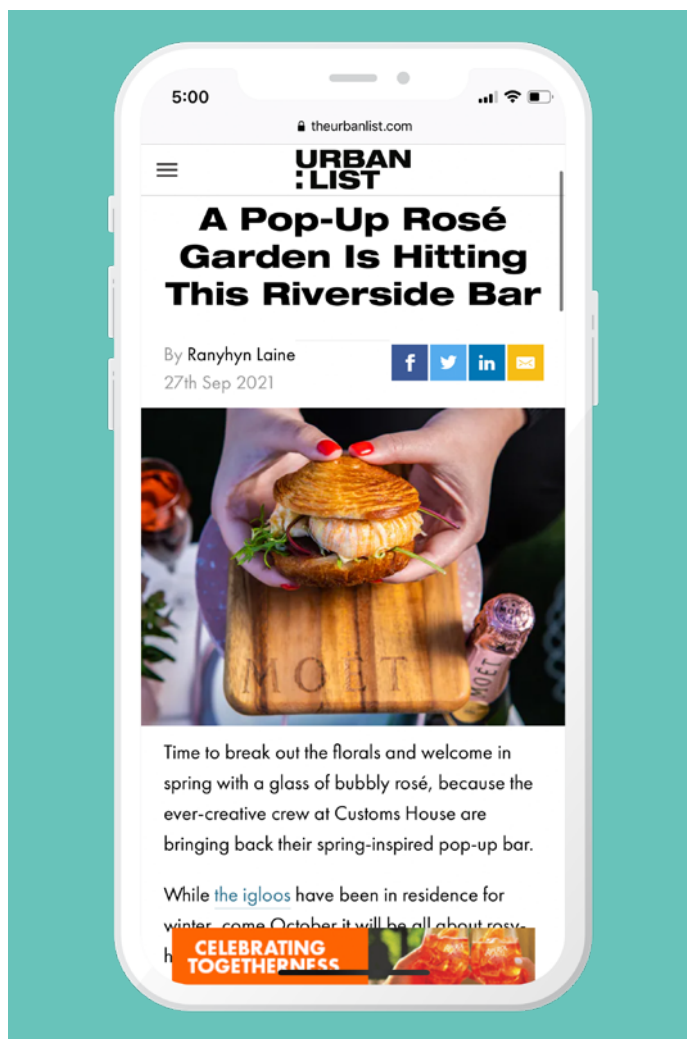
THE STRATEGY

Because of the enduring popularity of the Moreton Bay bug croissant at Customs House pop-up bars, we led PR with the food and drink offering, supported by images from past versions of the Rosé Garden.

With minimal changes to details other than dates, most publications simply updated their existing web content, resulting in a fast and hard-hitting rollout that looked great and got strong social engagement thanks to stunning existing photography.

THE RESULTS

- Mention in six publications
- 26 placements
- >2,847,000 potential media impressions
- Sold-out Melbourne Cup events



SCOOP! AT HOTA

THE BRIEF

To generate interest and ticket sales for the inaugural SCOOP! festival at HOTA, Home of the Arts on the Gold Coast.

As this was the first festival of its kind for the site, a major objective was awareness to establish a solid base for the festival to potentially become an annual event for the popular HOTA community space.

THE STRATEGY

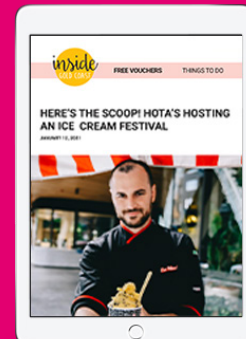
An exclusive in The Courier-Mail was secured prior to launching the PR campaign to wider media, resulting in a strong first impression and plenty of trickle-down pick-up from smaller local outlets.

In conjunction with a detailed press release distributed to lifestyle, entertainment and news media across national, state and local tiers, the PR campaign for SCOOP! was also supported by a media call offering interviews and photo opportunities at the site ahead of the event, which resulted in a second phase of coverage in many publications that had already reacted to the press release.

To optimise for general awareness in addition to ticket sales, media brands including digital platforms (blog and social media), radio and broadcast stations and major and niche print outlets were contacted, resulting in a diverse and effective strategy that positioned SCOOP! at HOTA as a thrilling, unique and enticing event ahead of possible future iterations.

THE RESULTS

- Major broadcast media coverage (Channels 7,9,10)
- Mention in 31 publications across national, state and local media
- Over 8,040,000 potential media impressions



LA COSTA COLLECTIVE LAUNCH

THE BRIEF

To generate launch-period interest and awareness of each of the four La Costa venues (La Costa Restaurant and Bar, Cielo rooftop bar and La Valle wine bar) in line with the three-phase launch strategy.

As the La Costa venues were replacing a set of sites that were recently occupied by other operations, the strategy had to clearly and distinctly position the four venues as part of wider collective all calling the same building home, and with a singular source of inspiration in the Italian Riviera.

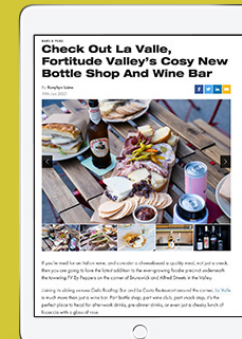
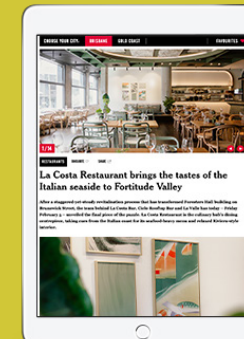
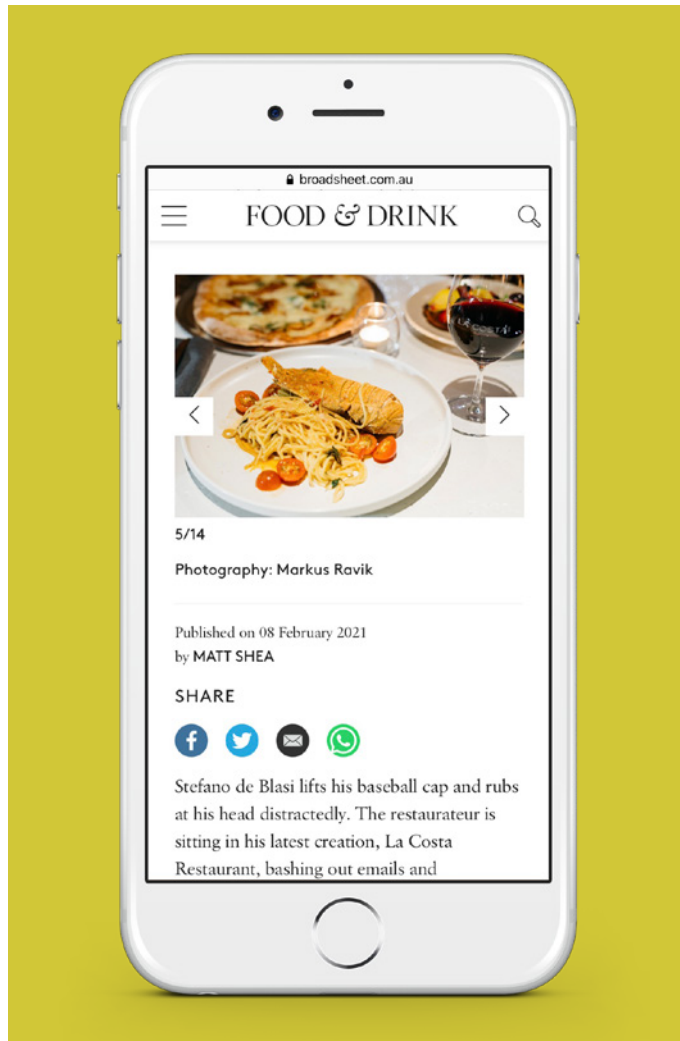
THE STRATEGY

We worked to frame the venues as distinct but related from the first release, which introduced La Costa Bar and Cielo rooftop bar, and was underpinned by the relationship with Australia's #1 bar, Maybe Sammy.

Consequent releases were designed to follow-on from the success of the one prior, with the final phase (launching La Costa Restaurant) emphasising the relationship between all four.

THE RESULTS

- Over 5,627,000 potential media impressions
- Coverage in local and state media
- Booked-out openings for all four venues



URBAN PRODUCE MARKET

THE BRIEF

To drive attendance at Wandering Cook's first Urban Produce Market, and establish it as a weekly event for food and produce-lovers.

THE STRATEGY

When pitching for this exciting new event at established venue Wandering Cooks, we relied on the quality of produce on offer, focusing on the angle that shoppers could buy restaurant-quality goods.

We drew on strong media relationships to secure coverage in The Courier-Mail, a handful of weekend wraps in online food and lifestyle publications including Must Do Brisbane and Brisbane Marketing's Visit Brisbane platform.

THE RESULTS

- 11 publications covered
- 30 individual mentions
- >3,732,644 media reach

