

# Gail Schoenberg PR Case Study:



20 years post opening, a media refresh of a French inspired restaurant with Chef Tasting Menu in Rutherford, New Jersey



### **MISSION:**

- Chef/Owner Peter Loria of **Café Matisse** in Rutherford, sought out **Gail Schoenberg PR (GSPR)**, the group's current agency of record, almost 20 years after operating his successful business to refresh brand awareness locally and beyond to regenerate buzz and reach new audiences about his French inspired cuisine offered only in Chef's Tasting Menu.
- Consult on the brand and assist with logo development and creation of an a la carte menu to be introduced on weekdays.
- Reintroduce the restaurant to reviewers and media for potential re-reviews

### **METHOD:**

- Upon engagement, GSPR developed a press kit including new, professional photography of food and space and executed a PR campaign to generate renewed excitement about Café Matisse through various media outlets with press outreach to business, lifestyle, travel and food media outlets.
- Promoted Chefs/Owner Peter Loria, his unique pedigree and background (trained under David Bouley) and menus.
- Promoted Café Matisse's Chef and Sous Chef by getting them into area food/charity events including the Sous Chef in a Bergen County area cooking competition held at Chef Central where he placed second.
- GSPR continued promotion by inviting in prominent area food bloggers to dine and write about Café Matisse. Promoted relevant stories including special menus for holidays. Connected Café Matisse with area food events to participate in for increased visibility with new potential customers.
- Managed social media efforts for Café Matisse which were relatively non-existent prior to our retention and increased traffic and engagement on sites.

### **ACHIEVEMENT:**

- As of June 2013, six months after retaining us, we generated 30 media placements with high-profile stories in a variety of food and beverage, business and lifestyle media outlets, with combined circulations of 77.4 million, all positioning Café Matisse as a premier dining destination.
- Café Matisse saw a renewed interest from media and consumers in the restaurant and Chef's cuisine.
- Placement highlights include but are not limited to OpenTable.com, The Wall Street Journal.com, New Jersey Monthly, The Record, NJ.com, northjersey.com, Inside Jersey, FSR, 201 Magazine, Bergen Health & Life, The Daily Meal and more with multiple placements in some outlets as well as numerous local media and blogs.
- Gail PR facilitated Café Matisse's exposure to new customers via participation in notable area food events.
- As a result of GSPR's social media management, Café Matisse Facebook fans quadrupled and customer engagement increased significantly on social media.