

Gail Schoenberg PR Case Study:



Launch a vibrant, edgy Mexican concept in Jersey City, NJ



Public Relations

MISSION:

- Business Partners Alex Mendelsohn and Louis Alvarez of **Oralé Mexican Kitchen (Oralé)**, in Jersey City, New Jersey sought out **Gail Schoenberg PR (GSPR)**, the group's current agency of record, two months after opening for to launch the business and generate awareness with the media and Jersey City community and beyond about their vibrant Mexican restaurant.
- Generate opening buzz for the recently opened restaurant and bar to establish Oralé Mexican Kitchen as a great new addition to the Jersey City dining scene. Emphasize the partner's credentials, fun, atmosphere and design in addition to Consulting Chef, James Muir's stunning Mexican cuisine.
- Educate diners about the "better" Mexican fare offered at Oralé.
- Generate ongoing press coverage of Oralé and keep it top of mind as Jersey City's restaurant scene expands.

METHOD:

- In June 2013, GSPR executed a PR campaign to launch the new Oralé Mexican Kitchen through various channels starting with press outreach to business, lifestyle, travel and food and beverage media outlets.
- A series of writers were invited in to try Oralé and share their experience with their readers. Visits and interviews were organized.
- Outreach was made to reviewers generate awareness and entice them to visit and review Oralé.
- GSPR has continued promotion of Oralé since their 2013 launch, promoting cuisine, seasonal menus, special events such as Day of the Dead, Mexican Independence Day and Cinco de Mayo.

ACHIEVEMENT:

- As of December 2014, just over one year since engaged by Oralé, GSPR has garnered 44 media placements with high-profile stories in a variety of food and beverage, lifestyle, and travel media outlets, with combined circulations of 102.4 million, all positioning Oralé as a dining and drinking destination.
- Placement highlights include but are not limited to television segments on Fox GDNV and News Channel 12 NJ "Cara's Cucina". Secured Print/Online placements include: Village Voice's FITR, The Daily Meal, New Jersey Monthly, The Jersey Journal, The Star Ledger, The Latin Kitchen, Bar Business Magazine, The Digest, NJ.com as well as numerous local media and blogs.
- Outreach resulted in reviews in The Star Ledger and New Jersey Monthly as well as being listed in NJ Monthly's Top Taco list for NJ.
- Gail Schoenberg PR continues to represent Oralé Mexican Kitchen.