

Gail Schoenberg PR Case Study:



Introduction of an authentic European Biergarten & Restaurant concept in Hoboken, NJ



Gail Schoenberg Public Relations

MISSION:

- Partners Andrej Ivanov and Ladislav Sebestyan sought out **Gail Schoenberg PR (GSPR)**, the group's agency of record, to create a public relations campaign to generate buzz about their first restaurant/biergarten venture, **Pilsener Haus & Biergarten (PH&B)**, in Hoboken, New Jersey.
- To communicate the launch of PH&B as the first and only authentic European-style Biergarten & Restaurant in the Hoboken, NJ area: focusing on the unique concept, beer selection, cuisine; the design of the communal space for 300-400 patrons (total) in its bier hall, winter garden and biergarten; its full kitchen serving authentic Austro-Hungarian cuisine and the casual grill menu; its place as a new Hoboken music venue.
- Showcase Austrian Chef Thomas Ferlesch's old-world cuisine and create awareness that PH&B is as much a dining destination as a drinking destination. Highlight Chef Ferlesch's pedigree at Café des Artistes and his own restaurant in Brooklyn.
- Establish PH& B as *the* relaxed environment for drinking, eating and live entertainment, imbued with old-world motifs, evoking a thoroughly authentic European atmosphere for NY/NJ metro area residents, and targeting beer connoisseurs and foodies.

METHOD:

- Leading up to and into August 2011 launch, GSPR strategically executed VIP press previews and placed a series of high-profile launch stories in a variety of business, lifestyle, travel and food and beer media outlets.
- Throughout launch, GSPR utilized video shoots, interviews, photo shoots to paint the picture through the media of the distinct environment and experience PH&B provides to guests.
- Held a grand opening press launch event with more than 750 attendees including press, local politicians, VIP's and consumers.
- Continued the launch momentum into Fall 2011 with Oktoberfest, Maifest in Spring 2012, as well as ongoing promotions for live music, Family Fun Days, major sporting events and beer dinners.
- Managed social media including Facebook, Twitter and Foursquare, growing Facebook base from 50 to 4,500+ in the year since PH&B opened.

ACHIEVEMENT:

- As of August 2012, one calendar year after launch, we have garnered print, broadcast and online media placements with combined circulations of 148 million, all positioning PH&B as the new, unique area destination.
- Placement highlights include but are not limited to The New York Times Metro section, Crain's, Zagat, NY Post, Grub Street, Eater, Metro, PBS, The Star Ledger, New Jersey Monthly and NJ.com, with multiple placements in some outlets as well as numerous local media and blogs.
- Gail Schoenberg PR continues to represent PH&B, and were additionally retained to launch their latest endeavor, Kolo Klub, an events space and cocktail lounge above PH&B.