

Gail Schoenberg PR Case Study



Introduction of a Traditional Mexican Restaurant with Chiapas Influences in Long Island City, NY



Gail Schoenberg Public Relations

MISSION:

- The Henry Brand owners Carole and Winston Kulok sought out Gail Schoenberg PR (GSPR), the group's agency of record, to create a public relations campaign to launch their new restaurant venture, Casa Enrique, in Long Island City, NY.
- To communicate the launch of Casa Enrique, without the support of a restaurant website, as an approachable neighborhood eatery offering traditional Mexican cuisine inspired from the Chiapas region.
- Showcase Chef Cosme Aguilar's authentic techniques, telling the story of his mother's culinary legacy and the inspiration her cooking brings to Casa Enrique's menu.
- Highlight Chef Aguilar's pedigree at highly-regarded New York restaurants, including the group's acclaimed Bar Henry, before returning to the cuisine he grew up on.
- Establish Casa Enrique as a relaxed dining environment for weeknights, weekends and special occasions.

METHOD:

- Leading up to and into the March 2012 launch, GSPR strategically placed a series of high-profile launch stories in a variety of lifestyle, travel and food media outlets.
- Throughout the launch, GSPR utilized interviews and photo shoots to paint the picture through the media of the experience Casa Enrique provides to guests.
- Pitched seasonal menu items and holiday specials to targeted outlets.
- Managed social media including Facebook, Twitter, Pinterest and Foursquare, to grow friend base and generate buzz.

ACHIEVEMENT:

- As of December 2012, nine months after launch, GSPR has garnered print, broadcast and online media placements with combined circulations of over **26 million**, all positioning Casa Enrique as the new, authentic Long Island City destination.
- Placement highlights include, but are not limited to The New York Times, Time Out NY, New York Post, The Village Voice, Zagat, Grub Street, Eater, Serious Eats and NY Daily News with multiple placements in some outlets as well as numerous local media and blogs.
- 2012 Accolades: Favorable reviews by the Village Voice and Queen's Times as well as Top 10 Best Mexican according to Eater NY.
- Casa Enrique was recently honored with a Michelin Bib Gourmand spot in the 2013 edition of this prestigious guide.
- Gail Schoenberg PR continues to represent Casa Enrique, promoting awareness and keeping Casa Enrique top-of-mind to their valued guests.