

Case Study

itsu Brighton



Project: PR launch, partnerships & event management and social media

British chain of East Asian-inspired fast food shops and restaurants, and a grocery company. With over 70 shops, the first Itsu store opened in Chelsea, London in 1998.

The Brief

Manage the ten-week launch campaign for their new Brighton shop. Using both PR and social media to raise awareness and manage all media relations, advertising, social media and events associated with the launch to drive footfall to the new shop.



Activities

Identified key food journalists and worked with media to achieve quality coverage

Ran media partnership with The Argus newspaper

Ran a broadcast media campaign with Juice FM

Ran a direct marketing campaign including promo staff at Brighton station and key locations around the City with flyers and food sampling

Organised and fully managed VIP launch event

Utilised itsu's partnership with Volleyball England team and organised promo event on Brighton beach with public participation

Managed social media campaign in run up to and during shop launch

Successes

154 VIPs attended the shop launch party (target 150)

18 Print editorials & reviews

1 Local radio piece

41 Online editorials & blogs

1 National TV piece

447 Mentions on Twitter

18,835 Impressions on Facebook

Overall Reach: 2 million (Print, Online, Radio, TV)

Social Media Impressions: 251,878 (Facebook, Twitter)

****The Brighton shop launch was itsu's most successful opening with record sales and footfall. Brighton is itsu's flagship shop outside of London****

“RMG did a fantastic job promoting our Brighton shop launch. They pulled it out the bag and did the same with our Bristol launch too. Fun to work with, they know what they're doing and know the right people.”

Julian Metcalfe

Founder & CEO



Rose Media Group Ltd Highland House, 14 Albert Drive,
Burgess Hill, West Sussex RH15 9TN

01444 241 341 | hello@rosemediagroup.co.uk