

Case Study

itsu Bristol



Project: PR launch, direct marketing & advertising and promo giveaways

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

Deliver a successful PR campaign to launch itsu's latest store in Bristol, their first in the South West.



Activities

- Identified key PR opportunities
- Developed relationships with all relevant media
- Created and managed press releases and PR editorial
- Secured and ran a broadcast media campaign
- Organised and managed media reviews and a media/ blogger launch event
- Managed front-page print and social media advertising campaign with the Bristol Post
- Organised direct marketing campaign
- Identified key regional businesses to target via email marketing and consumer giveaway days

Successes

- 46 pieces of media coverage with a combined audience reach of 662,694**
- Over 20 key regional media titles reviewed and attended the launch event** including; 365 Bristol, Crumbs, Bristol Post, Bristol Bites, Little Sunny Kitchen, The Bristol Magazine, Simple Lamppoon, Food & Drink Guide, Sam FM, The Breeze FM, Vegan Bristol and Shipshape Bristol.

“RMG have done a fantastic job generating extensive media coverage and managing advertising activity for the launch of our first store in Bristol. This has generated a lot of interest locally, and it's with the Roses is always a pleasure.”

Julian Metcalfe
Founder & CEO



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