
FOR IMMEDIATE RELEASE

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CONTACT:

Destiny Garvin

Public Relations Specialist

destinyngarvin@gmail.com

(917)-435-4323

Axel Attempts To Change Fashion By Joining The Footwear Industry

Collaboration With Nike For Genderless-Themed Sneakers

New York, N.Y □ October 27, 2021 □ Axel, a gender-neutral clothing brand, has announced its shoe collaboration with athletic-wear company Nike, available on both brands' websites and retail locations.

Attempting to dismantle the stigma of gender norms in fashion, Axel has customized their own version of Nike's Jordan 1s. The left sneaker contains a blue color scheme with feminine designs, while the right sneaker contains a pink side with more masculine features. This theme is to show how characteristics exclusive to one's gender can be represented both ways.

"The new age of fashion has arrived and our collaboration with Nike shows how high in demand genderless clothing truly is," said CEO Jahriya Sanin. "With the help of the hit sneaker, Jordan 1s, we hope both men and women will take interest in our new colorway and realize how clothing should have no gender."

With the release of the genderless-themed Jordan 1s, Axel is providing footwear that is made to spread a message and be worn on various occasions. To secure a pair of these sneakers, visit a nearby Nike or Axel retail store, or log on to Nike and Axel's websites. For more information visit www.axel.com.

Founded in early 2021, Axel is a clothing brand located in New York that has strived to change societal views of gender norms in the world of fashion. Its main goal is to please its customers with its production of high-quality products.

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Destiny Garvin

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Professor Morosoff

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Grillby Media Campaign

Executive Summary

Over the course of two months, a media campaign will be implemented for the opening of a new restaurant, Grillby, with the main goal of gaining exposure and profit. The restaurant is located on Long Island and will focus on the locals of the region for its target audience. This audience includes middle-class income families and individuals, food bloggers and influencers, press, and is inclusive to all genders, ages, and races. Methods involving social media apps, pitching, and platforms like Cision will be used to discover and reach out to the various target audiences. The campaign will run from the months of September to November, with the grand opening occurring on October 15. At the end of the campaign, tools such as Google Alerts and Opentable will be used to evaluate the success of the campaign to ensure all goals and objectives were met.

Background

Grillby is an Asian-inspired restaurant that focuses on Korean BBQ and Japanese Hibachi cuisine. It was founded in 2022 by Yotaru Matsue in Uniondale, NY.

Goals and Objectives

Grillby intends to reach its targeted audience by pitching to local food media outlets and partnering up with other community establishments. Grillby wants to emphasize to the public that they are the only restaurant in Long Island that specializes in Korean BBQ and Japanese Hibachi.

The objectives for this campaign include:

1. Create social media accounts for Grillby and gain 500 followers
 - a. Since Grillby is a smaller business, this amount of followers aligns with other small businesses within the area.
2. Obtain media coverage from the local news outlets
3. Generate reviews on Yelp and Google Reviews
4. Establish a customer loyalty program
5. Gain at least 750 customers within a month of opening

Target Audience

The target audience for Grillby includes:

1. Long Island Locals
2. Families
3. Middle-class income
4. Gender, race, and age inclusive
5. Food bloggers and influencers
6. Local news outlets (ex: Edible Long Island, Newsday, and News12)

Research

Social media will be used to reach locals and influencers. Through social media platforms, Grillby will pitch these influencers to review the restaurant. It is ideal to look for influencers that focus on Long Island cuisine since their audience will be from that specific region. The two influencers that would work for this campaign are, @Li_Eats and @TheLIFoodie. As for locals, posts will be specific to the Long Island region and Grillby will also partner up with other community establishments and events through catering. Regarding news outlets, Grillby will pitch to local media outlets, specifically, Edible Long Island, Newsday, and News12. Cision will also be used to find food-specific bloggers and freelance journalists.

Grillby's Korean BBQ section is all you can eat so guests will be charged \$50 per person and an extra fee for any leftover food. As for the Japanese Hibachi station, it will be charged based on what is ordered from the menu. As a result, the target audience for Grillby would be middle-class workers since it is more pricey compared to other restaurants. To attract more customers who may fall under this income, Grillby will implement deals and a customer loyalty program that will allow for discounts or in some cases, a free meal.

Key Messages

- Grillby will have its grand opening on Oct. 15, 2022.
- Grillby specializes in food that is a combination of Korean BBQ and Japanese Hibachi.

Strategy and Action Plan

Traditional Media:

- Press releases and pitch letters will be sent out to various Long Island newspapers and food magazines (ex: Meghan Harlow, Edible Long Island; Scott Vogel, Newsday; and News12)
- Pitches will be made to local radio stations for coverage (ex: Z100, 106.1 BL, and 106.7 Lite FM)
- Pitch to freelance food niche journalists
 - Jessica Booth
 - Cheryl Grant

Digital Media:

- Pitch to food bloggers
 - Staci Gerardi, blogger at November Sunflower
 - Gina Michele
- Pitch to influencers
 - @thelifoodie 33.6k followers
 - @li_eats 54k followers

- Create social media accounts (Instagram, Facebook, and Twitter)
 - Post 3x/week (Fri, Sat, Sun)
 - Gain 500 followers
 - Host a social media contest: Once the account reaches 500 followers they will be having a giveaway for one free meal. Followers are encouraged to repost the Grillby page on their account and tag fellow friends to be entered into the contest.
- Create Website
 - Establish a sign-up section where customers can leave their email and phone number to receive any deals. For every dollar spent, it is a point earned towards a free meal.

Collateral Material:

- Print out grand opening flyers to give out
- Give out coupon vouchers at local events
- Cater at Long Island Events
 - Upcoming Event: Restaurant Week - Port Washington

Media Training:

- Prepare owner, Yotarou Matsue, for interviews
- Monitor Yelp and Google Reviews and instruct how to reply back to any bad reviews.
- Create a crisis plan for the potential of a fire or food poisoning outbreak

Timeline

This campaign will run over the course of two months starting in September and ending in November.

September important dates:

- Sept. 15: Establish a crisis plan for a potential fire since Grillby deals with hibachi and grill stations, creating a plan in the event of a fire is crucial.
 - Establish a crisis plan for the event of a food poisoning outbreak.
- Sept. 19: Create Instagram, Twitter, and Facebook accounts. Begin to post every Friday-Sunday leading up to the grand opening date.
 - Create an official Grillby website.
- Sept. 26: Begin pitching to local news outlets and radio.
- Sept. 28: Start media training with owner Yotarou Matsue
- Sept. 30: Pitch to the list of food bloggers and freelance journalists
 - Reach out to the list of influencers

October important dates:

- Oct. 3: Begin printing out flyers and coupon vouchers.
- Oct. 8: Exclusive interview with Scott Vogel from Newsday.
- Oct. 10: Begin releasing flyers about the grand opening around town.
- Oct. 15: Grand opening date
- Oct. 22: Cater at the Restaurant Week event
 - Give out coupon vouchers to customers
- October 24: Feature in Edible Long Island

From October 24 to November 15, there will be close monitoring of Grillby's social media accounts comment sections, and the reviews sections of Yelp and Google Reviews.

Evaluation

To evaluate the success of the campaign, various tools will be used to ensure all goals were met.

Quantitative Goals:

1. 500 social media followers
 - a. Grillby's social media accounts will be monitored to see if the goal was reached at the end of the campaign
2. 750 customers at the end of the campaign
 - a. Platforms such as Opentable, Upserve, and Yelp will be used to input guests and party information whether it is by reservation or walk-ins.
3. Customer Loyalty program
 - a. Using the website, when people input their email and phone number it will show how many customers signed up for the program.

Qualitative Goals:

1. Yelp and Google Reviews

- a. The Yelp and Google reviews websites will be monitored throughout the campaign to see what the public thinks about the restaurant.
2. Obtain local media coverage
 - a. Google alerts will be used to report anytime the company's name is used on the web. This will help keep track of any articles written about Grillby.

September 29, 2022

Scott Vogel
Newsday
6 Corporate Center Drive
Melville, NY 11747

CONTACT:
Destiny Garvin
Public Relations Specialist
destinyngarvin@gmail.com
Phone: (917)-435-4323
1100 Mckenna
Uniondale, NY 11553

Dear Scott,

With the abundance of restaurants across Long Island, trying something new is always exciting. We're announcing the grand opening of Grillby, an Asian-inspired restaurant, with a fusion of Korean BBQ and Japanese Hibachi in Uniondale and Grillby would like you to review its restaurant.

Grillby is the first of its kind in the Long Island region and it intends to spread the traditional culture of South Korea and Japan in the form of food. The grand opening of the restaurant will take place on October 15 at 4 PM located at 1100 Mckenna, Uniondale, NY. Grillby invites you to be the first to taste the cuisine it has to offer. In addition, the owner of Grillby, Yotarou Matsue, will be available for an interview.

If you have any questions, please feel free to contact me at destinyngarvin@gmail.com or at (917)-435-4323. I will follow up soon.

Best,

Destiny Garvin

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Asian-Inspired Restaurant, Grillby, Set To Open in Uniondale

The Fusion of Korean BBQ and Japanese Hibachi Coming October 15

Uniondale, N.Y □ **September 27, 2022** □ Grillby, an Asian-inspired restaurant, is having its grand opening on October 15 in Uniondale, bringing traditional Korean and Japanese cuisine to Long Island.

With no Korean BBQ and Japanese Hibachi restaurants in the area, Grillby is combining the two and offering a new variety of food for the Uniondale community. The restaurant consists of multiple sections where guests are welcome to prepare their own food, while another section will contain hibachi stations where chefs will cook the meal right in front of guests. This fusion restaurant celebrates both cultures and brings awareness to the different customs of other countries.

“It is time for Long Island to experience the amazing cuisine in Korean and Japanese culture,” said Grillby Owner Yotarou Matsue. “We believe our restaurant will be a hit within the community and bring people together through their love of food.”

The opening of Grillby will provide a new cultural restaurant to Uniondale. To reserve a table for Grillby’s grand opening, visit the restaurant’s website or reserve a table on Yelp. For more information visit www.Grillby.com

Grillby was founded in 2022 by Yotarou Matsue in Uniondale, NY. It specializes in Asian food, specifically Korean and Japanese traditional meals. The goal of this restaurant is to spread Asian cuisine throughout Long Island.

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