

Case Study



Client: The Exchange Pub-Restaurant

Services: The Exchange Pub-Restaurant Grand Opening/Ottawa Fashion Week Wrap-up Party

Languages: English and French

Duration: February 2010 to April 2010

Website: www.theexpub.com

Challenge

The Exchange Pub-Restaurant (The EX) turned to Delta Media to provide media relations and event planning-management services plus partnership outreach in support of the restaurant's grand opening. The EX was a rebranding initiative by the Terra Nova Pub Group, owners of the former Elephant and Castle Pub at 50 Rideau Street - an Ottawa landmark for twenty-seven years. The EX's newly remodeled gastro-pub format blended the traditional English-style pub with an upscale dining experience. The EX's executive team from the Terra Nova Pub Group needed local experts who knew the restaurant and pub market in Ottawa and who could effectively engage the local media, create an exciting event and draw a crowd to attend the grand opening party.

Project

Delta Media needed to quickly prepare a media/event strategy in order to ensure The EX would have a successful grand opening event. The first step of the project was to conduct an environmental scan of local Ottawa events, festivities and charitable organizations. After determining that Ottawa Fashion Week was taking place March 24-27, Delta Media connected with the event director and proposed The Exchange Pub-Restaurant as an event partner. Teaming with a high-profile event such as Ottawa Fashion Week helped to increase overall media, promotional and advertising opportunities and to share resources for the grand opening party. The EX's grand opening party became a duo event. A Food, Fashion and Politics theme was established as the basis to draw an Ottawa crowd to the event.



Karen Bennett, Senior Consultant, Delta Media Inc. was the principal contact with the The EX's executive team, the media and Ottawa Fashion Week event organizers. She coordinated all aspects of the grand opening / Ottawa Fashion Week wrap-up party from the food and beverages served, the entertainment (a live classic rock band, DJ and pianist), the invitation (design, distribution, RSVPs), security, onsite event volunteers, partnership outreach and coordination with the media.

Delta Media researched and short-listed local charities that would blend with the profile of the event and who could become event partners. Through a series of interview with potential charitable organizations, The Ottawa School of Art (OSA) was chosen as the event partner since they were located on George Street (within walking distance to The EX) and serviced the local arts community with strong ties to local politicians. To help raise money for OSA, a VIP Food and Beverage Passport (The VIP Passport) was designed and printed. The VIP Passport cost ten dollars for guests at the grand opening party, and entitled the bearer to sample two appetizers, one 8 oz wine from Peller Estates, one Vodka from the Ketel One Martini Luge, one 20 oz lager beer from Kronenberg and one dessert. An additional offer for a 20% savings to sample an entrée, appetizer or dessert was provided on the backside of The VIP Food and Beverage Passport. All proceeds from the sale of The VIP Passports were donated to OSA with a small donation also to the next Ottawa Fashion Week event.



Alex Brazeau, Gen Tilden, Karen Bennett and Jemma Young

In addition to arranging for a photographer to capture the event's highlights, venue and food imagery, an Oscar-style red carpet and wall was sourced and placed in the front entrance to add an element of celebrity status to the event. Delta Media was onsite to provide all event director services.

Following the event, there was additional coordination needed to arrange for local food and entertainment media sittings. Established dates/times were provided to the reporters to visit The EX and sample the food and beverage (compliments of Terra Nova Pub Group). The media would then provide coverage for the location and its food/beverage and service.

Results

The event was a success in both media and guest attendance (254 people) and attention. Coverage included a blend of local television, print and online media. The goal was to secure media coverage for The EX through reporters of specialized food and social features/columns. Below is a sample of the coverage received:

1. A-Channel Morning, on air television appearance, Executive Chef prepared a goat cheese appetizer and short braised ribs during two features, Tuesday, April 6, 2010 (8:40 a.m. and 9:15 a.m.).
2. Rogers Daytime, on air television appearance, Executive Chef Remi Stark prepared braised lamb shank during an 11:30 a.m. food segment, Tuesday, March 16.
3. Ottawa Sun (print), feature advertising spot with Ottawa Fashion Week, Tuesday, March, 23, 2010.
4. Ottawa Citizen, Omnivore Ottawa Blog, Ron Eade (Food Critic), wrote a piece about the opening of The Exchange Pub-Restaurant, Tuesday, March 23, 2010.
5. Ottawa Citizen, Caroline Philips, City Section – one large format image plus commentary, Monday April 5, 2010.

6. The Hill Times, Party Central by Harris MacLeod, six feature images of The Exchange Pub-Restaurant Event, Monday, April 5, 2010.
7. The Canadian (An independent and not-for-profit national newspaper - online), Ray Samuels (Food and Restaurant Reviewer), Exciting new Ottawa restaurant combines fine dining with pub food, Tuesday, April 20, 2010
8. Metro Ottawa, daily commuter newspaper
9. Image Community Newspaper
10. Centretown Buzz Community Newspaper
11. Ottawafood.com
12. Ottawa Magazine
13. Preston Catalog
14. SNAP Ottawa