

CASE STUDY: Fast Food Eatery

Company in need of exposure, customers, media

Pristine Advisors

An award-winning firm that has built a reputation for providing high-end experience in:

- Investor Relations,
- Public Relations
- Media Relations field.

With thousands of valuable contacts and over 33 years in operation.



INVESTOR RELATIONS
PUBLIC RELATIONS
MARKETING



AWARD
WINNING



33 YEARS OF
EXPERTISE



EXPERIENCED
TEAM

Anthony Leone, President of The Energy Kitchen, had a thought. As his wife was pregnant, in search of good and healthy meals to eat – he discovered that her choices were very limited. From there an idea was born. The Energy Kitchen. The concept was all healthy yet appetizing food – nothing fried – always baked, delicious smoothies and low-fat desserts. Mr. Leone had opened up a tiny shop in Soho, NYC, however, attracting customers was a challenge.

Ms. Baronowski worked with Mr. Leone to develop a marketing and media campaign. This entailed Energy Kitchen ("EK") to send free food samples to major events such as "The Annual Fashion Show", "Breast Cancer Awareness" Events, "Corporate Race Challenges" etc.

Local advertising in city papers as well as setting up discounted delivery services to local gym members was also undertaken. Local businesses were also given discounts if they signed up for regular delivery service. Media were invited to the shop to taste the food and develop a rapport with EK.

The end result were several media placements in print, radio and television and a current expansion of the business into 9 locations

Utilizing social media has helped Energy Kitchens' sales soar. Since beginning utilizing twitter, facebook, LinkedIn, blogs, RSS fees, email campaigns, coupons via social media, contests, etc. we've seen EK's profits up by more than 72%

Database

March 2011 (after 3 months of PRISTINE ADVISERS's aggressive marketing initiative)	August 2011	December 2011
114,422 names	123,021 names	211,526 names

Media Hits

March 2011 (after 3 months of PRISTINE ADVISERS's aggressive marketing initiative)	August 2011	December 2011
43	38	62

We use the Company's website as a valuable tool in helping us assess the effectiveness of our efforts. You can clearly see by their website statistics that the results of their participation in the various media platforms was successful in raising awareness in the retail community.

08/11	14078
09/11	14267
10/11	14487
11/11	15219
12/11	16724