

HAVAS PR
KNOWS
LAUNCHES AND
OPENINGS

“Thanks to you all for your help this year! I can’t say enough about the attention you’ve provided to our grand openings. Your efficiency, professionalism and positive attitudes are most appreciated!”

—KARA HILLIS,
advertising supervisor, Big Lots

WE TELL STORIES

One of Havas PR’s most transformative ideas is also profoundly simple: Rather than getting our clients into the news, why not get our clients to *be* the news?

We call this newscrafting. What it means: Our agency puts out news in more compelling ways than other agencies and coattails relevant breaking news to make the future ours today. Finding the right story, getting it to the right audiences and getting it buzzing is not easy, but when we do it and do it well, it’s so worth it.

We enjoy many thrills as PR practitioners, but one of our biggest is giving our retail and consumer clients the red-letter day they’ve been hoping for when it’s time for a great big opening or product launch.

Turn the pages to see highlights of what Havas PR has done to strategize, develop and execute attention-grabbing launch plans.

WE KNOW LAUNCHES AND OPENINGS

At Havas PR North America, we see an opening and go for it. But it’s not only about the first day a store or restaurant opens or a new product hits the shelves, or even about the incredible media coverage we secure. We also care about connecting the company with its community (both demographic and geographic) and creating relationships.

For retail openings in particular, this is our M.O.:

- Start three to five months out, creating market reports outlining surrounding businesses, competition, potential partners, community events and more
- Handle grassroots marketing strategies (both pre- and post-opening)
- Create a three-phase social media plan
- Cover media relations—including pre-opening events, announcements for the opening itself, job fairs, day of opening, outreach related to charitable initiatives
- Create a post-opening plan
- Keep our clients’ cash registers ringing and the media talking

Plus, we’ve got the country covered. Our team has worked on openings and launches in Atlanta, Boston, Dallas, Denver, Los Angeles, New York City, Philadelphia and so many more cities big and small, for companies based everywhere from Dublin, Ireland, to Phoenix, Arizona.

Here is just some of our extensive work on grand openings and launches:



Big Lots: As Big Lots' agency of record, Havas PR has serviced a dozen new-store grand openings from coast to coast. We've arranged ribbon-cutting ceremonies featuring local dignitaries and sports stars with local relevance (like all-star pitcher Mariano Rivera), plus charitable outreach to neighborhood schools, and along the way securing media coverage. We've even sent out street teams with fliers announcing the big day.



GODIVA: To engage a target new to this 88-year-old company's latest dessert line, the GODIVA Truffle Flights, we invited the audience to join in—and drive—the conversation through the #TruffleTakeoff Tour. Our team designed a central Tumblr hub, coordinated several influential bloggers to support the campaign and generated excitement by creating a wide net of stories. Among the tasty results: The brand experienced sales up 70 percent versus the previous year and was 21 percent ahead of plan heading into the holidays.



Green Giant: Our agency also managed PR for the reemergence of B&G's Green Giant. A story we pitched to AP about cauliflower rice, one of the brand's new products, ran in 382 outlets (including *The New York Times*), for 512 million impressions. Also on our list of activations: partnering with the popular Hungry Girl blog; executing end-to-end brand activations like a Luke Bryan sponsorship, and managing media for events, from the NYSE bell to Z100's annual Jingle Ball concert.



Juby True: For the first stand-alone store of this Fox Restaurant Concepts organic cold-pressed juice and smoothie spot in Arizona, we needed to generate media interest—and customers. Our big idea (other than pitch, pitch, pitch): Focus on those who could help tell Juby True's story pre-opening (media VIPs, social media users, and groups such as neighbors, nonprofits and health clubs) in order to turn word-of-mouth awareness into smoothie-in-mouth purchase. Opening-day sales exceeded expectations.



The Nugget Spot: Hired just after its preview to give this NYC restaurant the attention it deserved, we created a second wave of excitement among food media (a tough crowd) by individually pitching outlets with unique angles. The buzz created 40-minute lines and a 45 percent sales increase, plus 54 million impressions in local and national media. We made a new nugget a news nugget.

PRIMARK **Primark:** Since this massive European retailer chose us in 2014 to launch its brand stateside, we have executed half a dozen (as of early 2017, with more coming) truly grand grand opening celebrations—lines queuing around the block for hours, journalists spilling out of the room. For the first location, in Boston, we dove in six months ahead, arranging desk-sides with top editors and a cocktail event with Boston's mayor welcoming 65 local business and government influencers.

“Great preparation, attention to detail and support throughout ... as well as great company.”

—BREEGE O'DONOGHUE,
company director (retired), Primark

Daily Mail .com

'I Felt Like a Kid in a Candy Store!' Americans Go Wild for Much-Loved British Retailer Primark After the Fast Fashion Brand Opens Its First US Store in Boston

WWD

Coming to America: The Primark Plan

THE WALL STREET JOURNAL

ELEVATING THE NUGGET The Nugget Spot's New Twist on Comfort Food

gothamist

FINALLY: Restaurant Devoted to Nuggets Opens in East Village

DH-NIKKA

GODIVA #TRUFFLETAKEOFF TOUR LANDS IN ATLANTA

azcentral

12/2: Juby True Opens in Arcadia, Adds to Sam Fox Empire

CBS money watch

WHY GREEN GIANT IS BETTING ON "CAULIFLOWER RICE"

AP THE BIG STORY

Is 'Cauliflower Rice' Going Mainstream? Green Giant Hopes So

CHAIN STORE AGE CSA

Big Lots Teams Up with Baseball Great Mariano Rivera for Grand Opening

nj.com True Jersey.

BIG LOTS STORE OPENS IN HAMILTON TODAY, COMPANY DONATING \$2K TO SCHOOL

EATER

Revelator Coffee Is Sweeping the South

Arizona Daily Star

4th Tucson-Area Sauce to Open in Mid-June

WE ARE HONORED

Bell Ringer, Publicity Club of New England

Gold, Consumer Launch Campaign (2016) Primark first U.S. opening

Bulldog Reporter Media Relations

Silver, Best Campaign Under \$10,000 (2015) Juby True launch

PRSA Big Apple, Public Relations Society of America, New York Chapter

Honorable Mention, New Media/Social Media Campaign, Consumer Products & Services (2014) GODIVA #TruffleTakeoff Tour

PRSA Copper Anvil, Public Relations Society of America, Phoenix Chapter

Award of Merit, Special Events: Groundbreaking/Grand Opening (2015) Juby True launch

SABRE North America

Finalist, Gold, Consumer Marketing, New Product (2014) GODIVA #TruffleTakeoff Tour

"I saw the opportunity to raise my organization's value through Havas PR's talents in the first five minutes we met. ... They create opportunities out of thin air."

—ANITA WALKER, vice president of marketing, Fox Restaurant Concepts



Havas PR North America

200 Madison Ave.
New York, NY 10016

us.havaspr.com

@HavasPR

