



ENERGY KITCHEN

OBJECTIVE

Storm was tasked with implementing a consumer PR campaign to get juice and pretzel bar, Energy Kitchen onto the radar of the food and drink and healthy living media correspondents. This was the company's first venture into the UK press and therefore we were starting with a zero base of awareness in this crowded marketplace, which is dominated by the big coffee chains.

In addition to the consumer campaign, Energy Kitchen also wanted to build its brand awareness with potential trade partners – the major department stores, retailers and shopping centres. Storm therefore set about creating a profile for this young and vibrant company in the catering and retail trade media.

SOLUTION

With outlets in high profile locations such as Harrods and Selfridges, Storm targeted the glossy lifestyle titles in Manchester, London, Birmingham and Swindon for the consumer campaign. A focused media relations programme was rolled out which targeted these specific consumer titles with new product releases, seasonal releases, samples and personalised invitations to in-store demonstrations.

The trade campaign focused on securing company profiles within key media, as well as announcing the launches of the new branches in Swindon and the first international branch in Bern, Switzerland.



RESULTS

During the 12-month campaign, Storm generated over 40 items of coverage with an equivalent advertising value of over £50,000. This is a return on investment of nine times spend, which is fantastic for a small business with very limited distribution.

Highlights included four separate pieces of editorial TV coverage, including a smoothie making demonstration on Manchester based Channel M; a positive review in Evening Standard's London Live section; two features in Manchester Evening News; plus positive endorsements in Women's Fitness magazine, Easy Living and several other women's interest print and online titles.

The trade campaign coverage included full-page company profiles in Café Business, OOH, Department Store Buyer magazine and Caterer and Hotelkeeper.

Pretzels and more from Energy Kitchen

Energy Kitchen is a new cafe and juice bar... offering a range of healthy options... including pretzels, soups, and smoothies.



Step to sleep and easy to prepare, and maintain a firm favourite with diners, with both traditional hearty varieties and healthier options.

Time to soup up your menu

By [Author Name]... The Energy Kitchen's menu features a variety of soups... including vegetable, chicken, and lentil.



London Live

Helping you make the most of your city today

Pimp my lunch

THE ENERGY BAR



Book now

CARL HONORE AND THE 'SLOW MOVEMENT'... 7-8pm, Monday 24 September, Crosses Place, 19 New Bridge Street, ECA (0870 400 9190)

Evening Standard

shopping can seem like an exhausting business. But next time you're trekking across the six floors of Selfridges, you can refuel the healthy way... Its new Energy Bar serves freshly made smoothies, soups, salads and sandwiches.



tried & tasted

ONE



Health

Doctor's Notes

YQ NORTHWEST

cityhealth

BATTLE OF THE JUICES: ENERGY KITCHEN VS. NAKED JUICE

POWERY TEST

TOTAL 22/30

Category	Energy Kitchen	Naked Juice
Health	5/5	4/5
Value	4/5	3/5
Energy Boost	5/5	4/5
Overall	4/5	3/5

Great Barr & Erdington Chronicle

It's a Delicious Wimbledon treat

Manchester Evening News

Manchester Evening News

Department Store

JUICE BAR STAR

AN ENERGY BOOST

The Energy Kitchen provides the perfect re-fueling station for thirsty customers.

Energy boost

Energy Kitchen is healthy and nutritious. It's helping to change the way customers view juice. For serving leaders, we're out and about.

Food bites

Enjoy the last of the summer with these healthy treats - it's all a matter of a taste!

Be a real smoothie

Kids driving you crackers? As the summer holidays linger on, we've got a series of parent-friendly ideas to keep the children entertained until term time.

OOH

OUT OF HOME

women's fitness