



CLIENT:

Levy Restaurants

“Fantastic job securing the right group of quality media to attend last night’s media event. We just got off the phone as a team and discussed how happy we were with the turnout and quality of media. This is a perfect example of taking an idea, giving proper time to put together the invite creative, media invite list, onsite plan and menu and then see the event come to life how we envisioned it. Thank you all for your hard work on this, we look forward to seeing the media results from the event.”

*Christina Santarelli, Marketing Director
at Levy Restaurants*

Client Description

Levy Restaurants owns Line & Lure Seafood Kitchen and Tap and Michael Jordan’s Steak House, both located in the ilani casino in Ridgefield, Washington. The company owns award winning restaurants around the country and manages concessions at 200 large scale venues and stadiums. Michael Jordan’s Steak House provides quality comfort food served at the highest possible standard. Line & Lure features fresh PNW seafood and handcrafted cocktails.

Project Description

Levy Restaurants first engaged A.wordsmith to drive buzz around the grand opening of Line & Lure and Michael Jordan’s Steak House in March of 2017. After a successful first year, Levy Restaurants sought to maintain awareness of the restaurants in the Portland food community. To achieve this goal, A.wordsmith initiated a strategic influencer relations campaign. Over the course of 2018, A.wordsmith secured 27 pieces of coverage from influencers. As part of the initiative, A.wordsmith recommended the restaurants co-host an influencer summer party featuring seasonal menu items and their patio spaces.

A.wordsmith faced the ongoing challenge of the restaurants’ location. The restaurants could be up to an hour drive for some guests, adding a layer of inconvenience. A.wordsmith addressed this challenge by working to schedule visits around the busiest traffic times or reserving weekend visits for influencers.

Key Results

In addition to consistently securing one or more influencer dine-ins per month, A.wordsmith worked with Line & Lure and Michael Jordan’s to throw a summer patio party exclusively for influencers. The party was attended by 15 bloggers and social media influencers, as well as McKenzie Roth from local NBC station, KGW. Roth filmed a segment featuring summer menu items from both restaurants that ran on KGW’s 7pm show. The 2018 influencer campaign allowed the restaurants to be viewed as high quality experiences and improved credibility in the competitive Portland-metro food community.