



CLIENT:

Bar Miranda

A.wordsmith secured a diverse range of coverage for Bar Miranda that resulted in increased awareness of the bar and spurred a number of visits from influencers.

Client Description

Bar Miranda is a tropical-themed cocktail bar located on the mezzanine level of the Portland Food Hall. The bar serves handcrafted cocktails, beer and wine. Inspired by Carmen Miranda, Bar Miranda strives to be the “life of the party” and offers a vibrant space for guests to enjoy.

Project Description

Bar Miranda approached A.wordsmith in the fall of 2018 with the goal of raising awareness of the bar, especially among foodies in the Portland market. The bar’s location in the Portland Food Hall meant it was not easily visible from the street and was a lesser known option for drinks downtown. Bar Miranda sought to amplify its unique tropical-themed cocktails and menu partnership with well-known local restaurant, Lechon.

Key Results

A.wordsmith quickly secured a diverse range of coverage for Bar Miranda, including top tier coverage from INSIDER, positive local reviews and consistent influencer visits, two of which have more than 100,000 followers. The coverage of Bar Miranda resulted in increased awareness of the bar and spurred a number of visits from influencers who wanted to experience it for themselves.

Media

- **Willamette Week:** [Bar Miranda Is a South American Vacation Hidden in a Downtown Portland Food Court](#)
- **Eater PDX:** [The Hottest Cocktail Bars in Portland, March 2019](#)
- **Business Insider:** [7 myths about being a bartender that aren't true](#)
- **FOX12:** [Bar Miranda Brings Life of the Party to Downtown Portland](#)

Influencers

- Story slides by Laura Arbo: [@laura_elizabeth](#)
- Story slides by Tonya Smith: [@themoptop](#)