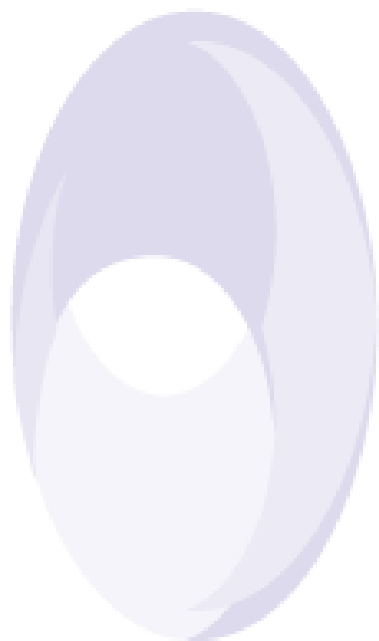


Client Objective

To publicise the opening of London's first ever totally eco friendly training restaurant



JORIWHITE

PUBLIC RELATIONS

CASE STUDY

PR Activity

Worked hand in hand with the partners (Bliss Consultancy, Shoreditch Trust and Terrence Higgins Trust) in order to ensure that the correct messages were communicated

Ensured that Acorn House was featured in all the new "Green Sections" now run by magazines and newspapers

Arranged comprehensive interview schedule for the two main partners

Arranged high profile media and celebrity launch

Co-ordinated full programme of events on opening day spearheaded by coverage on BBC TV Lunchtime and Evening News

Results

Campaign ensured that Acorn House became the capital's most talked about new restaurant

