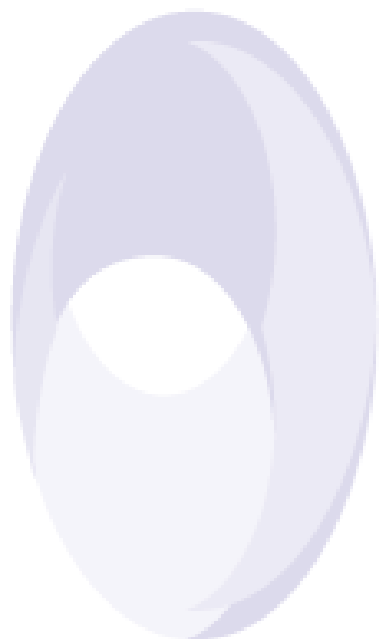


Client Objective

To publicise the reopening of Ronnie Scott's in the wake of its multi million pound makeover



JORIWHITE

PUBLIC RELATIONS

CASE STUDY

PR Activity

Devised an all-encompassing PR campaign that focussed on Ronnie Scott's new management team, the refurbishment of the club and the launch of Ronnie's Bar

Skillfully sold in the story that the new Ronnie Scott's, while dramatically different from its predecessor, would not compromise on its traditional music offering

Sold in separate stories on design, food and drink and music

Secured a number of high profile "one offs" including article on How To Be A Jazz Singer in The Independent and features on Chris Evans' Radio 2 show

Coordinated international press trips making Ronnie Scott's a player in the worldwide jazz scene

Results

The new Ronnie Scott's heavily featured in both domestic and international media including Vanity Fair, Vogue, Elle Deco, Esquire, GQ, FT, Daily Telegraph, The Independent, BBC and ITV

Momentum sustained post launch with on going features on Ronnie's Bar, celebrity sightings and individual performances

