



## Event Marketing :: Fresh and Healthy Food Café

### PROJECT HISTORY

A fresh and healthy food café based in Dallas, Texas, had the goal to host an Earth Day event. Inviting 25 to 45 year olds that live and/or work in the Uptown/Downtown Dallas area, the café took the opportunity to raise awareness about our responsibility to preserve Earth's resources through conservation, awareness, and personal commitment.

### CHALLENGE

With no existing marketing materials, the client had a small foot-print in the Dallas urban community. This first-time event was located on the North side of West Village—an area not frequented by foot-traffic as much as the main Village square. The company had a goal of hosting more than 300 prospective new customers throughout the half-day festival.

### APPROACH

Wendistry developed and executed a rapid deployment comprehensive public relations, targeting email campaigns, e-invitations to the event, a pre-event press release, article publication in re:d, Regarding Dallas Media's online presence, and an online advertising campaign to create "buzz" about the Earth Day event to the Uptown/Downtown Dallas urban professional consumer market.

Those who attended the Earth Day festival were treated to samples of organic coffee, organic Acai smoothies, SmartWater and VitaminWater. Giveaways included Frisbees, organic wine, Landmark Theatre tickets, weekly memberships to CQ Studio, a free night's stay at a Hilton Hotel, and complimentary chair massages. Representatives from Lexus, Honda, and Ford exhibited their new HYBRID automobiles, and CQ Studio showcased its Yoga, Kung Fu, Hip Hop and Belly Dance experts.

### SUCCESS

The client was extremely impressed with the success of the Earth Day festival. All of the client's Executive Management team were pleased with the over 400 attendees most of whom were first time customers.