

Objectives

Lana Wescott Events and A Divine Time!, teamed up with Broadreach Public Relations to promote the inaugural Portland Kitchen Tour with the following objectives in mind:

1. Build general awareness for this first in market event over a period of 3 months
2. Generate buzz to attract a minimum of 350 attendees
3. Establish the Portland Kitchen Tour as the “go to” event for Mother’s Day weekend – May 10 & 11, 2013.

Audiences

Primary: Women ages 25 to 50+, who enjoy cooking, or are interested in buying / renovating property

Secondary: Media, St. Lawrence Arts (donors), building & construction industry, culinary industry

Situational Analysis

In a city already recognized as the “foodiest” small town in America (Bon Appétit), launching a Portland Kitchen Tour seemed like a slam dunk. Given Maine’s unpredictable weather however, there were initial concerns over the timing and the amount of walking. Tying the event to Mother’s Day and working with a nonprofit as a beneficiary seemed like a viable option to attract attendance. The event consisted of six kitchens and was held over two days for home-owners and Portlanders to gather inspiration for their own home. World-class chefs, including caterers used by Michelle Obama were on board to cook for attendees. Additionally, attendees were eligible to win a three-course chef’s dinner for six, plus wine tasting with a true sommelier, at their own home.

Strategy

- Position the event timing as a benefit (i.e. “great gift for Mother’s Day” and “girls’ getaway”) during the shoulder season
- Secure area nonprofit to help get the word out and to benefit from percentage of proceeds
- Position Lana Wescott Events and A Divine Time! as leaders in high-end event planning

Methods

- Crafting messaging that highlighted Mother’s Day, and the opportunities for girls’ getaway and/or walking tour
- Earning local and regional media through targeted pitches, using both traditional and social media to reach editors and reporters as well as press releases
- Repurposing all content across a variety of channels

Results

The positioning efforts proved successful and generated tremendous levels of interest for a first time event during Portland, Maine’s shoulder season in terms of media coverage, on-air promotion, and social media buzz in advance of the event with targeted audiences. These together with a VIP event resulted in higher than expected attendance, funds raised for the selected nonprofit and set the stage for a 3-event series for 2013/2014.

12 separate stories were written about the event, both pre- and post- event, including mention in the Boston market with significant message pull through.

- Generated ~100,000 impressions with 7 outlets, including social media influencers to promote event
- Secured broadcast interviews on Maine’s top lifestyle show – 207
- Attracted 435 attendees, far exceeding the organization goal of 350 by 24%, of which a significant number came via bus from central Maine for a “girls’ getaway”
- Raised significant funds for 1st time event, to provide a \$2,000 donation to nonprofit involved; on a limited budget
- Set in motion 3 future events for 2013 / 2014 season including Holiday House Tour, Portland Kitchen Tour and Scarborough Sip & See
- Broadreach will continue to work with the client to promote the next three events