



UTOPIA COMMUNICATIONS, Inc.
 Changing the world, one client at a time.

GRAND REOPENING / POST CRISIS
 Uno Chicago Grill, Warwick, RI

The Challenge:

In March of 2010, Warwick Rhode Island saw some of the worst flooding in over 100 years. Along with the Warwick Commons Mall, numerous surrounding businesses were destroyed in the raging floodwaters. The local UNO restaurant was completely destroyed. Six months later, after being gutted to the studs and rebuilt, it was set to be among the first local restaurants to reopen, and had many new features. However, many of the other businesses were not yet open, and consumers were not visiting the area as often as they had when the mall was open. Utopia was challenged with generating publicity about the new restaurant and encouraging locals to once again visit their local UNO restaurant.

The Gameplan:

We started by contacting all local officials (Governor, Mayor, Chief of Police, etc.) to alert them to a Grand Opening VIP party. We then contacted local media to discuss the new UNO, its various features, it's exciting new menu, and the many people who found employment due to the company's commitment to rebuilding in the community. UNO then upped the ante by offering a 10 percent discount to the entire community, which helped to fuel the fire of our publicity efforts. With only 48 hours notice, we were able to arrange for a special visit by the Governor and other local celebrities.

The Results:

With a very short lead time, Utopia was able to secure coverage in The Providence Journal, The Warwick Times, The Herald News, The Newport Daily News, Providence Business News, WPRI-TV, WNAC-TV, Rhode Island News Channel, WJAR-TV, as well as numerous local blogs and websites for a total of 26 broadcast placements and 10 Internet placements. According to Cision media, the broadcast and online hits resulted in an advertising equivalency of over \$35,000. Further, according to UNO's SVP of marketing, sales were up 20 percent vs. the same period a year earlier despite the fact that the surrounding businesses had yet to reopen.



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