

Taste.ly Communications

Leading integrated marketing & PR agency
specializing in F&B, hospitality, wine & spirits brands

Shanghai – Beijing



WHO WE ARE

- Founded in 2011, Taste.ly Communications is a specialized marketing & PR agency based in **Shanghai and Beijing**.
- Our **mission** is to deliver comprehensive PR, marketing and digital marketing solutions for **F&B, hospitality, wine & spirits and lifestyle clients**.
- Through highly appraised **integrated marketing and communication strategies**, we help our clients to establish their public images and achieve unique status among targeted customers.
- With **solid understanding of the market**, we are able to provide tailor made campaigns that are indispensable for hotels, restaurants, wine and spirits industry.



OUR STRENGTH

- **Global vision and local insight** - A combination of international experience, a broad local network and a comprehensive **understanding of the industry** we serve.
- **Insight from insiders** - A team of dedicated **PR, marketing and digital media professionals** who understand this unique industry.
- **Complex solution** - Our **integrated approach** to every campaign that combines **traditional, digital and social** strategies together will ensure the right message across your target audiences in **multi-channels**.
- **Breadth and depth** – a **strategic network** of over 2,000 media and key opinion leaders in mainland China and Hong Kong.
- **Exclusive trade network** – Exclusive connections within the hotel, F&B and wine industries gain us **exclusive pathways to trade resources**.
- **Pioneer in digital marketing** – Our digital team creates **up-to-date and resonating content** as a powerful outreach to help clients enhance online media coverage, create buzz and generate positive WOM. With our social media expertise, we know how to engage the audience via **a two-way interactive communication**.
- **Reaching for the stars** – as the behind-the-scene driving force, we have helped various clients to win a succession of **prizes and awards**.

WHAT WE DO





OUR EXPERTISE INTEGRATED SOLUTION

- **360° Integrated Approach** – We think far beyond the conventional PR scope and **break the boundaries between marketing and communication**. We pride ourselves in providing **comprehensive and customized solution** catered to each client's specific needs.
- **Strategic Planning** – The most sounding brand stories are nothing without strategy behind them. Our PR consulting service always starts **with diagnosing and identifying the best marketing strategy and proper brand proposition** for our clients.
- **Innovative Promotion** – We apply **creative approaches** and experiences outside the traditional PR realm to help clients develop actionable promotion tactics that are proved **highly cost-effective**.



OUR EXPERTISE PR

With a PR campaign delivered by Taste.ly Communications you are guaranteed **excellent media coverage**, **KOL (key opinion leaders) engagements** and **industry buzz**. Our PR services are extensive but not limited to:

- PR Strategy
- Brand positioning
- Press conferences and media events
- Media and KOL relationship
- Press releases and press kit
- Media Bureau
- FAM trips
- Industry awards
- Media monitoring and crisis management
- Market research and competitor analysis



OUR EXPERTISE DIGITAL MARKETING

Our digital savvy team have proven to achieve great results for our clients on digital, mobile and social media marketing. The digital workflow we adopt enable us to reach target audiences much more **quickly and precisely**.

Our comprehensive digital marketing services include:

- Digital strategy
- Social media campaign
- Online monitoring
- Influencer engagement
- Social media monitoring
- Social media advertorial and advertisement
- Viral marketing
- Mobile applications
- Official social media account daily management

OUR PEOPLE

Taste.ly Communications team are local born local grown **Chinese with extended living and working experiences overseas**. We know your needs, speak your language, yet we understand the market, care about the people.



Jeuce Huang

Managing Director, Shanghai

- 8 + years multinational experiences in journalism, digital media, marketing and public relations
- Founder of Taste.ly Wine Magazine (<http://taste.ly/>)
- Wine & Spirit Education Trust Level 3 Advanced Certification
- Guest trainer for InterContinental Hotels Group advanced marketing communications training program in 2014
- Specialized in strategic planning, public relations, creative thinking and digital marketing



Jessie Zhang

Managing Partner, Beijing

- 8 + years experience in journalism, marketing and PR for F&B industry
- Specialized in public relations, media strategy, creative writing and event management

OUR PEOPLE



Stacy Yin

Account Manager, Shanghai

- 5 + years multinational experiences in marketing and brand strategy
- Enriched trade and consumer inside into China wine market
- Wine & Spirit Education Trust Level 3 Advanced Certification
- Freelance food/travel/wine contributor for China/UK online media
- Specialized in research, strategic planning and public relations



Nora Lu

Account Manager, Shanghai

- 3 + years experiences in public relations
- Wine & Spirit Education Trust Level 2 Certification
- Restaurant review columnists for leading publications in China
- Specialized in creative writing, media relationship and event management



Leaf Wang

Account Manager, Shanghai & Hong Kong

- 4 + years experiences in public relations
- Wine & Spirit Education Trust Level 2 Certification
- Specialized in strategic planning, digital marketing, media relations and project management

OUR CLIENTS



OUR CLIENTS





CASE STUDY: PREMIUM RESTAURANT

Establish 8 ½ Otto e Mezzo Bombana Restaurant as a top fine dining destination in Shanghai

THE INITIATIVE

In February 2012, Hong Kong-based chef and restaurateur Umberto Bombana opened the first Mainland China branch of his **three Michelin-starred restaurant** 8 ½ Otto e Mezzo BOMBANA in Shanghai.

As Chef Bombana's appointed **full time retaining PR agency** in China, Taste.ly Communications planned and executed a comprehensive PR campaign that engaged with a full spectrum of lifestyle media outlets, focusing the conversation and creating compelling story angles

- Organized a **grand opening press conference** that attracted 30+ key international and mainland China media outlets, including *Reuters*, *CNNgo*, *Food & Wine Magazine*, *China Daily*, *Shanghai Daily*, *Modern Weekly*, *CityWeekend TimeOut* and more.
- Hosted a range of press-related events and one on one interviews while publishing press releases to ensure constant communications with the media.
- Continuous promotion on prestigious wine dinners — like **wine dinner with retired NBA star Yao Ming** — that helped to position 8 ½ Otto e Mezzo BOMBANA Shanghai as a place to be seen.



CASE STUDY: PREMIUM RESTAURANT

Establish 8 ½ Otto e Mezzo Bombana Restaurant as a top fine dining destination in Shanghai

THE OUTCOME

- Taste.ly Communications have helped to establish 8 ½ Otto e Mezzo BOMBANA restaurant as “the fine dining destination” in Shanghai.
- With an appetite for creating communications that not only fulfill the immediate needs of 8 ½ Otto e Mezzo BOMBANA, but that are characterized by their long-shelf life and sustainable relevance.
- In the first year, articles on 8 ½ Otto e Mezzo BOMBANA appeared in leading international, regional and local publications including: **+18 million RMB of unpaid media coverage** was achieved.
- **11 awards** from influential publications in the first year, including: “Best Italian Restaurant & Best Newcomer” from *CityWeekend*, “50 Best Restaurants in China” from *Food & Wine*, “Best Restaurant of 2012” from *Modern Weekly*, “Best Restaurant of the Year” from *Tatler*, “Best New Restaurant 2013” from *Condé Nast Traveler* etc.

MEDIA COVERAGE IMAGE GALLERY





Golden Wishes gift seeding
Brand campaign Key Visual



Golden Bubbles Party
Key Visual

CASE STUDY: BRAND CAMPAIGN & NIGHTLIFE

An integrated online to offline brand campaign for Freixenet

THE INITIATIVE

Taste.ly Communications was appointed by Freixenet to create an original brand campaign which **increases brand awareness** and also **generates sales volume** by helping Freixenet get listed into nightlife venues. **Our challenge** was to build a trendy image to the Spanish sparkling wine brand among Shanghai's fashionists crowd which was traditionally associated with big champagne houses.

Taste.ly Communications created a gift seeding campaign concept called "Golden Wishes" that engaged with **selected media celebrities and trend influencers** to achieve immediate buzz and talking points for Freixenet. The hugely successful "Golden Wishes" brand campaign **created great anticipation and free advertisement** for our original party concept "Golden Bubbles", which was later held at one of Shanghai's most premier nightlife venue at that time.

THE OUTCOME

- **+3,000** positive interactions and **+100,000** impressions on Sina Weibo
- **+500** people attending "Golden Bubbles" Party, generating over **200,000RMB revenue** for the nightclub.
- 30 online and 10 print coverage, with total **advertising value +900,000RMB**.



GIFT BOX-I



GIFT BOX-I INSIDE

Golden Wishes Original Gift Box Design

CASE STUDY: BRAND CAMPAIGN & NIGHTLIFE

An integrated online to offline campaign for Freixenet

GOLDEN WISHES SOCIAL MEDIA CAMPAIGN

By end of November 2013, Taste.ly Communications designed a limited edition “Golden Wishes” gift box with a splendid 1.5 Liter Freixenet sparkling wine and a golden pen inside. We send the gift box to over **50 selected key opinion leaders from fashion, entertainment, food & beverage and media industry**, inviting them to draw their 2014 new year golden wishes on the bottle and shared it on Weibo and Wechat tagged #GoldenWishes# and #Freixenet#. Those trendsetters shared their original wishes to the rest of the world with individual creativity, creating huge buzz and emotional links to Freixenet.

Freixenet’s official Sina Weibo have won over 2,000 followers during the 2 weeks campaign period, generating over 3,000 positive interactions and over 100,000 impressions. Many followers asked us where to buy the package and how to attend Golden Bubbles Party. The power of WOM has made Freixenet one of **the most talk-about wine brand within the trendy circle in Shanghai** during 2013 year end period. The campaign also attracted **ad campaign industry media attention** including a 3 page detailed case report and interview by the China’s No.1 professional advertising publication *ChinaAdvertising Magazine*.

CASE STUDY: BRAND CAMPAIGN & NIGHTLIFE

An integrated online to offline brand campaign for Freixenet

HIGHLIGHT 1: Participated KOLs share their original “Golden Wishes” on social media





Golden Bubbles Party Invitation Design

CASE STUDY: WINE CAMPAIGN

An integrated online to offline campaign for Freixenet

GOLDEN BUBBLES PARTY CONCEPT

To echo with the culture of golden bubbly sparkling wine and year end celebration timing, Taste.ly Communications created an original party concept called “Golden Bubbles” for nightclubs. A huge custom-made golden dancing cage and golden disco balls are the key decoration elements. Modern Spanish dancers were painted in bronze performing contemporary and ultra-sexy shows. Futurist and retro at the same time, the whole party brings glamorous feeling to the people attending.

Event results:

- Over **RMB200,000 revenue** generated for the club.
- 10 online and 3 print coverage with total advertising value over RMB300,000.
- Over 100 Sina Weibo posts on the party night.
- Freixenet continued touring “Golden Bubbles” Party concept in other nightclubs all around China in 2014.

CASE STUDY: BRAND CAMPAIGN & NIGHTLIFE

An integrated online to offline brand campaign for Freixenet

HIGHLIGHT 2: GOLDEN BUBBLES PARTY IMAGE GALLERY



CASE STUDY: BRAND CAMPAIGN & NIGHTLIFE

An integrated online to offline brand campaign for Freixenet

HIGHLIGHT 3: SELECTED MEDIA COVERAGE GALLERY

菲斯奈特
“金色许愿礼盒”限量版气泡酒

如果你是爱酒的人，一定会知道菲斯奈特气泡酒。在这辞旧迎新的时刻，菲斯奈特气泡酒将用“金色许愿礼盒”和你一同告别2013的金色记忆，共同迎来2014的到来。许愿礼盒中包含一瓶1.5升超大装菲斯奈特黑牌气泡酒，并且还搭配了一支金色定制笔。用笔在黑色磨砂质感的瓶身上写上你对新年的愿望，祈求来年的顺利，岂不是件妙事？

9:30am-00:00am

躁起来吧 派对小姐

圣诞节当然要变身“Party Animal”，快来感受菲斯奈特为酒精爱好者们打造的浓浓“土豪”气的圣诞夜去。无数金色泡泡闪耀整场，更有上百名夜场达人、西班牙模特、金色舞娘与铜人雕塑High爆全场。快来感受这场“土豪全包围”之夜吧！

菲斯奈特

“Golden Bubbles派对”

时间：12月14日 21:00 至凌晨

地址：中山东二路22号

外滩22号6楼 Club Mix

菲斯奈特气泡酒与你一起分享新年金色愿望

又值圣诞年末季，全球领先的气泡酒品牌菲斯奈特（Freixenet）推出年末限量版“金色许愿礼盒”。仅限中国区50份，邀城中时尚爱酒人士共享新年愿望，纪念2013的金色回忆，迎接2014年的到来。

菲斯奈特“Golden Bubbles派对”将在12月14日于外滩22号6楼的顶尖俱乐部Club MIXX举办。以金色气泡为主题，届时将有超过400名夜场达人参加，传达菲斯奈特品牌的时尚活力与创新精神。派对当晚，将有10余位西班牙模特、金色舞娘及铜人雕塑表演，与你一同在外滩流光溢彩的夜空下，欢腾举杯，共许2014的精彩梦想。



1 菲斯奈特气泡酒坚持传统香槟酿造工艺，以及优质的葡萄园选择，从而呈现给消费者芬芳、绵密的气泡口感；年末庆典，朋友聚会，都是一同分享的佳选。

2 以金色气泡为主题，菲斯奈特与你一同在外滩流光溢彩的夜空下，欢腾举杯，邀城中时尚爱酒人士共享新年愿望，纪念2013的金色回忆，共许2014的精彩梦想。

菲斯奈特与你分享新年金色愿望



在磨砂质感的瓶身上写下你的新年愿望，与菲斯奈特气泡酒共享金色2014。

圣诞年末季，全球领先气泡酒品牌Freixenet菲斯奈特推出年末限量版“金色许愿礼盒”。中国区仅限50份，邀时尚爱酒人士共享新年愿望，纪念2013的金色回忆，迎接2014年的到来。“金色许愿礼盒”内含一瓶1.5升超大装菲斯奈特黑牌气泡酒，搭配一支金色定制笔。



CASE STUDY: BRAND COMMUNICATION & EVENT MARKETING

Integrated marketing and media communications for InterContinental Hotels Group's first gourmet festival

THE INITIATIVE

2014 marks 30 years since InterContinental Hotels Group (IHG) first entered the China market. All together **22 hotels under 3 premium hotel brands (InterContinental Hotels & Resorts, Crowne Plaza Hotels & Resorts and Hotel Indigo)** in Shanghai and Beijing presented the first IHG Gourmet Festival with individual offerings on dining.

As the **appointed marketing and PR agency** for the project, Taste.ly Communications has tailor made the promotional campaign in multi-channels, including designing a **Sina Weibo mini site** with IHG's digital media partner. The mini site served as the platform to provide festival program and generate consumer feedbacks. Traditional marketing and PR tactics including series of **press roadshows** in Shanghai and Beijing, **press releases, social media buzz campaign** and **key opinion leaders engagements** were also carried out throughout the campaign.



IHG Gourmet Festival
Sina Weibo mini site

CASE STUDY: BRAND COMMUNICATION & EVENT MARKETING

Integrated marketing and media communications for InterContinental Hotels Group's first gourmet festival

THE OUTCOME

- Taste.ly Communications have successfully communicated the event to targeted food lovers in Shanghai and Beijing.
- All together the project has generated over 140 media coverage and achieved over **5,500,000 RMB of advertising value**.
- IHG Groument Festival Sina Weibo mini-site attacted over **100,000 impressions** in the month of June and July, 2014.
- Paid Wechat buzz campaign leveraging popular social account received over **60,000 views**.
- Taste.ly Communications organized **6** pre-festival media roadshows and **6** during-the-event media tastings in **12** different participating hotels in Shanghai and Beijing, attracted over **60 media and key opinion leader attending**.

CASE STUDY: BRAND COMMUNICATION & EVENT MARKETING

Integrated marketing and media communications for InterContinental Hotels Group's first gourmet festival

MEDIA COVERAGE IMAGE GALLERY

品颂时光之味 畅享洲际美食 ——承载30周年辉煌，洲际酒店集团携旗下三大顶尖品牌举办首届洲际美食季



2014年是洲际酒店集团进入中国市场的第30年。承载30年的丰富运营经验及辉煌历史，洲际酒店集团旗下三大顶尖品牌的十四家酒店——洲际、皇冠假日以及英迪格酒店共同为沪上食客呈现首届“洲际美食季”。6月1日至30日，今年初夏，洲际酒店集团邀您一同品味时光之味，畅享洲际美食。

本次“洲际美食季”由洲际酒店集团牵头举办，融汇其在华30周年的丰富餐饮经验及优秀团队，将优质的中西方美食通过旗下三大顶尖品牌分别以其各自特色主题呈现。洲际、皇冠假日、英迪格酒店分别以“慢品生活”、“时令有约”以及“邻里致味”三大主题，推出其在“洲际美食季”期间的幸福活动。其将涵盖



沪上14家洲际酒店集团旗下的中、西餐厅及特色酒吧；特别为沪上食客及商务人士定制了时令美食菜单、下午茶精选、美食套餐等活动。

倡导“慢品生活”美食理念的洲际酒店品牌，通过其品牌下的4家洲际酒店的优秀厨师团队推出了精致定制菜单及下午茶选择等，邀您一同慢下脚步品味美食。商务出行市场的皇冠假日酒店品牌，旗下9家皇冠酒店推出了“健康时令美食”套餐，以“皇冠牛肉”食材为号召，联合城市休闲度假酒店——丽水湖、皇冠假日、美兰湖和安华希尔大酒店共同参与，让您在休闲度假时品尝到最时下的当地风味。原是上海风貌的英迪格酒店，推出“品味上海”的系列套餐，与您一同品味这座城市的味道。今年初夏，洲际酒店集团三大顶尖品牌的特色精选美食节目，邀您共赴一场饕餮美食之旅。



首届“洲际美食季”圆满落幕

首届“洲际美食季”于7月15日圆满落幕。！顶尖品牌——洲际、皇冠假日以及英迪格旗下的22家酒店37家各式餐厅共同参与了本次“洲际美食季”活动。30天的美食季活动里，数名消费者共同参与分享美食；与洲际酒店集团共渡了精彩美食之旅。首届“洲际美食季”是为庆祝洲际酒店集团在华30周年。“洲际美食季”于6月1日至30日在上海举行；6月15日7月15日在北京举行。洲际集团大中华区餐部副总裁陈国昌说：“首届洲际美食季的举办寓意着洲际集团对餐饮领域的重视以及为提供给消费者更好、更全面多方位酒店体验；通过“洲际美食季”活动，我们也更深入了解消费者的喜好，并将从首届美食季活动汲取优秀经验。”随着首届洲际美食季的圆满落幕，利用本地业主优势，开启了洲际酒店集团在美食领域的全新航程。



SHANGHAI

上海浦西洲际酒店

在这个阳光灿烂的季节，快带上家人开始充满活力而又舒心惬意的美周日，一起到畅享全日餐厅享！今年初夏，洲际酒店集团三大顶尖品牌的特色精选美食节目，邀您共赴一场日早餐吧！上海浦西洲际酒店！早餐美食之旅。

全日餐厅现推出周日美食早餐，除了早餐中的健康营养的经典款，如现点现做的蛋卷、松饼、华夫、班尼迪克蛋、各种口味的麦片，应有尽有。还要特别介绍的是天然蜂蜡，纯天然自然过滤的蜂蜜，营养价值极高，口感清甜，千万不要错过。

地址：上海市恒丰路500号
电话：021-5253 9999



畅享洲际美食

2014年是洲际酒店集团进入中国市场的第30年，承载30年的丰富运营经验及辉煌历史，洲际酒店集团旗下三大顶尖品牌的十四家酒店——洲际、皇冠假日以及英迪格酒店共同为沪上食客呈现首届“洲际美食季”。6月1日至30日，今年初夏，洲际酒店集团邀您一同品味时光之味，畅享洲际美食。

本次“洲际美食季”由洲际酒店集团牵头举办，融汇其在华30周年的丰富餐饮经验及优秀团队，将优质的中西方美食通过旗下三大顶尖品牌分别以其各自特色主题呈现。洲际、皇冠假日、英迪格酒店分别以“慢品生活”、“时令有约”以及“邻里致味”三大主题，推出其在“洲际美食季”期间的幸福活动。今年初夏，洲际酒店集团三大顶尖品牌的特色精选美食节目，邀您共赴一场日早餐吧！上海浦西洲际酒店！早餐美食之旅。

洲际美食季启动

1日至30日，首届“洲际美食季”由洲际酒店集团牵头举办，融汇其在华30周年的丰富餐饮经验及优秀团队，将优质的中西方美食通过旗下三大顶尖品牌分别以其各自特色主题呈现。洲际、皇冠假日、英迪格酒店分别以“慢品生活”、“时令有约”以及“邻里致味”三大主题，推出其在“洲际美食季”期间的幸福活动。其将涵盖沪上14家洲际酒店集团旗下的中、西餐厅及特色酒吧；特别为沪上食客及商务人士定制了时令美食菜单、下午茶精选、美食套餐等活动。





CASE STUDY: CHAIN RESTAURANT

Yearly retainer PR, E-PR and social media marketing for IPPUDO 一風堂

THE INITIATIVE

As the **2014 yearly retainer** PR agency for Ippudo Japanese Ramen restaurant in mainland China, Taste.ly Communications carried out various **PR, E-PR and social media marketing** campaigns with different initiatives, among them were **three new regional market openings** including Beijing, Chengdu and Chongqing. With an integrated and differentiate strategic approach to each city, we have successfully positioned Ippudo as the most authentic & high quality Japanese ramen brand in those cities, each with different messaging. We ensured continuous coverage by media, bloggers, and social media accounts throughout the year, which have **strengthen Ippudo's brand status and furthered the brand's expansion** plan in mainland China.

THE OUTCOME

- + 10 million media coverage value in 2014
- + 1 million reach on Wechat media account & over 20,000 interactions on Weibo media account
- + 100 media and KOLs were arranged in Shanghai, Beijing and Chengdu.

CASE STUDY: CHAIN RESTAURANT

Yearly retainer PR, E-PR and social media marketing for IPPUDO一風堂

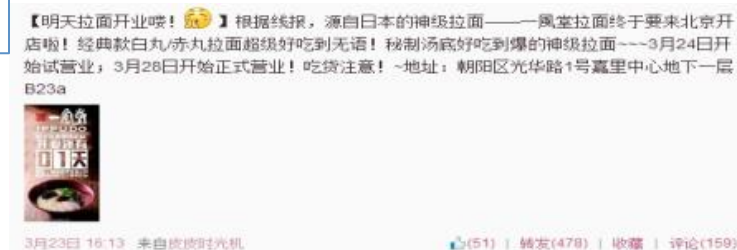
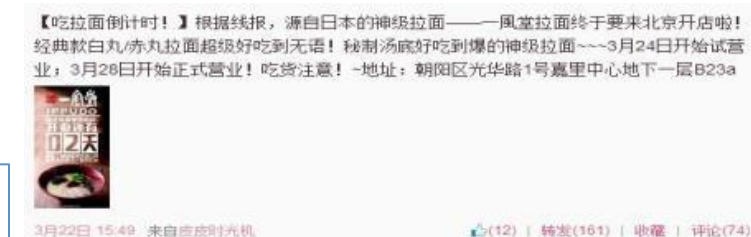
HIGHLIGHT NO. 1 : Strategically arranged Weibo & Wechat posting lead to great results in Beijing

一風堂北京开业发布时间表					
		21-Mar	22-Mar	23-Mar	24-Mar
微博	内容/主题	【倒计时】距离一風堂开业还有3天	【倒计时】距离一風堂开业还有2天	【倒计时】距离一風堂开业还有1天	一風堂开始试营业啦
	微博帐号	1.北京吃喝玩乐爆料 2.北京吃货小分队 3.吃喝玩乐在北京 4.北京全攻略 5.北京潮流情报	1.北京吃喝玩乐爆料 2.北京吃货小分队 3.吃喝玩乐在北京 4.北京全攻略 5.北京潮流情报	1.北京吃喝玩乐爆料 2.北京吃货小分队 3.吃喝玩乐在北京	1.北京吃喝玩乐爆料 2.北京吃货小分队 3.吃喝玩乐在北京 4.北京全攻略 5.北京潮流情报
	数据表现	转发：1050 评论：307	转发：1302 评论：432	转发：1890 评论：412	转发：1765 评论：399
微信	内容/主题	/	【品牌软文】	【品牌软文】	【品牌软文】
	微信帐号	/	1.吃喝玩乐在北京 2.北京吃喝玩乐爆料	1. 北京全攻略	1.北京吃喝玩乐爆料
	数据表现		阅读数：20,774	阅读数：10,344	阅读数：9,774

- Popular Weibo/Wechat media accounts mapping – Selected the most accurate ones to reach the target groups
- Intensive posting - Based on the browsing habits, during the one week before the opening, Weibo & Wechat, designed weibo & wechat content delivered on the social network, leading to overwhelming echoes.

CASE STUDY: CHAIN RESTAURANT

Yearly retainer PR, E-PR and social media marketing for IPPUDO一風堂
HIGHLIGHT NO. 2 : Weibo countdown to stimulate consumption



➤ Post countdown posters via 5 popular weibo accounts

CASE STUDY: CHAIN RESTAURANT

Yearly retainer PR, E-PR and social media marketing for IPPUDO一風堂

HIGHLIGHT NO.3: Tailor-made social media messaging for Beijing, Chengdu and Chongqing

“風” 靡北京，让你有 “面”

“風” 靡成都，别开生 “面”

“風” 靡重庆，独当一 “面”

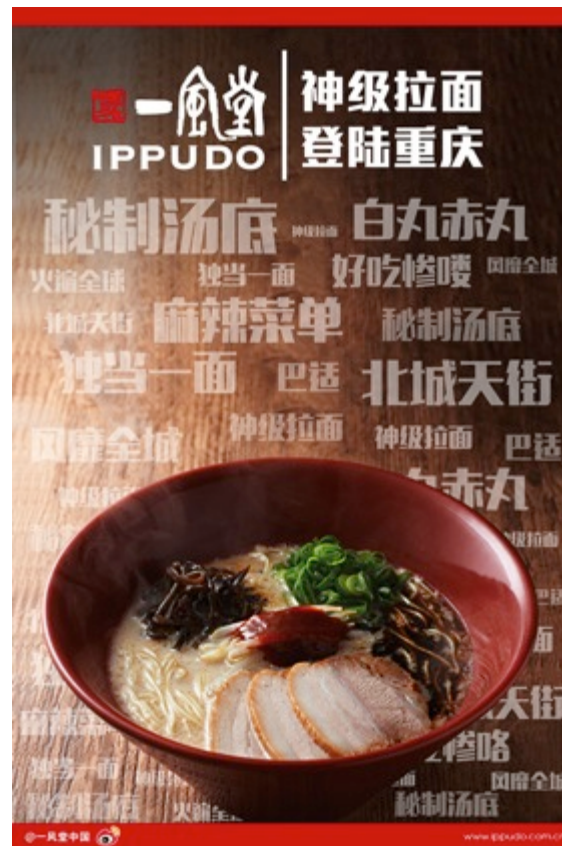
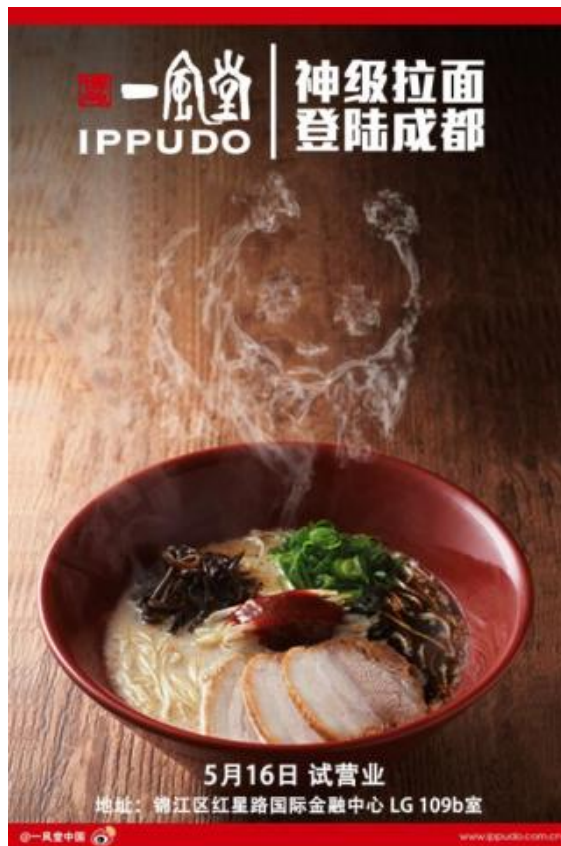
All the social media messaging embraced “風” and “面” to keep consistent tone for the brand.

- Beijingers are more care about face than anywhere else in China
- Chengdu is a city which full of surprises, moreover IPPUDO would like to bring the Japanese Ramen as a new category to the spicy-loved region.
- Chongqing is proud of their mala spicy hotpot and regional noodles, IPPUDO Japanese Ramen act as a new category to challenges the region's tradition.

CASE STUDY: CHAIN RESTAURANT

Yearly retainer PR, E-PR and social media marketing for IPPUDO一風堂

HIGHLIGHT NO.4: Creative social media viral posters for Chengdu & Chongqing regional opening



CASE STUDY: CHAIN RESTAURANT

Yearly retainer PR, E-PR and social media marketing for IPPUDO一風堂

HIGHLIGHT NO.5: Media and food blogger tasting events



CASE STUDY: CHAIN RESTAURANT

Yearly retainer PR, E-PR and social media marketing for IPPUDO一風堂

HIGHLIGHT NO.5: Influential food bloggers postings on their own Wechat / Weibo



超级好吃的猪骨汤拉面！综合了大家的意见，一风堂的拉面可列北京不知道那两家叫什么名字。实在是香！



4月22日 19:49 来自iPhone 5s | 举报

14 | 转

Dong Keping 董克平

Beijing Food Critic,
Award winning writer
500,000 Weibo followers



Shu Qiao 茆俏

Shanghai Food Critic & book writer
Publisher of Epicure Media
250,000 Weibo followers



Dan Dan in Beijing 蛋蛋在北京

Taiwanese food blogger & book writer
113,000 Weibo followers

Yearly retainer PR, E-PR and social media marketing for IPPUDO一風堂




后, 因为成功率高, 表明得到过认可, 对于新产品的推出, 像像国货片一样宣传, 新片也得以成为当时最热门的话题。

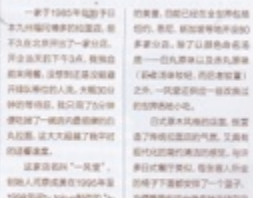
与网络电影宣传相比, 产品品牌知名度是——消费者要认识新品牌, 也是——消费者要购买企业品牌的首要标志之一。

这家合资公司从建厂之初, 就开始了品牌宣传, 进行广告投入, 他们先做电视广告, 再搞报纸杂志广告, 同时逢新片时还大量印制的一个项目, 那个项目在于知名度却不等于销量, 广告的品牌效应与口碑的累积效应, 为了品牌口碑统一, 他们只选择与品牌最为接近的媒体, 镜头是——网络片及网络宣传。

每一部电影的推出都限制于 40 分钟, 有时间的限制和时段, 所以必须选择恰当的时段, 流行文化之传播也是受众中的接受程度不同, 一般来说, 网

A close-up photograph of a bowl of tonkotsu ramen. The bowl is filled with a thick, white, creamy broth. Toppings include sliced pork (chashu), green onions, and a soft-boiled egg. A pair of wooden chopsticks and a white ceramic spoon are placed in the bowl. The background is dark and out of focus.

best tonkotsu ramen
Ram-en It In



以一风栗的果实温度一般应保持在0℃至5℃为宜。最后，为了保证上冻时板栗的湿度亦可能少的损失，一定要使用能加热的塑料薄膜进行包裹。

一风栗柱虫的制作方法是很有讲究的，按照数量分为三个级别：级数高……级数低……

风靡全



Hongjiao | Hakata Tonkotsu Ramen

This small noodle shop serves some of the most authentic bowls of tonkotsu ramen (7/14) in Shanghai. Pork bones are simmered extended periods to ensure every joule of flavor and gelatin goes into the powerful broth. Matched with a mound of firm wheat noodles, the result is a substantial bowl of ramen. Hakata is also great on the meat with thick, succulent and fatty slices of pork ($\text{¥}8$). It's not a delicate bowl of soup noodles but a strong demonstration of what Hakata chefs could do with ramen as a main market.

Phone: 021-62988916 | Inner Shichang Road 107 No. 335 | 2楼西面 | 7月-8月 10时-19时

Various Locations | Ippudo

Ramen maniacs in Shanghai raised a furor when this international



北京首
继上海、
一家一
之都博
原成美
展成在
面集团
推荐餐
获奖无



crab) on a Japanese menu may set up local in-laws. In the past months, they've opened four more locations in Shanghai's new and thriving shopping malls to satisfy a growing number of fans from the Puxi side. Despite the fact that the interior of their shops feels like little too manufactured, their signature Shiomaru (tonkotsu) ramen (¥52) is clean and tasty. We only wish it were less expensive and more substantial in volume.

Find it: www.yappado.com.cn

Huailai Zhong Lu | Kota's Kitchen

Even after some scuffling between owners, this Beatles-themed Japanese restaurant is still going strong. The constant is their delicious yakitori skewers; they have enough permutations to keep us returning with vigor. Among its selection of sides, a bowl of tonkotsu ramen (¥45) shines out. Its buttery pork-bone broth, its noodles and a fair sprinkling of succulent roast pork, seaweed and pickles swirl around to create a sumptuous bowl of Japanese noodle to go with our shochu.

Find it: 6555 Huailai Zhong Lu (near Baogang Lu) 淮海中路 6555 号 | 订座电话: 1 464 4350

★ **Star Rating**

Did we miss your fave izakaya or tonkotsu ramen? Leave a comment at www.cityweekend.com.cn/top-three

www.cityweekend.com.cn

CTIONS www.tastecomm.com



CASE STUDY: CHAIN RESTAURANT

New market entry for Dondonya in mainland China

THE INITIATIVE

Originated by Hong Kong's largest F&B operator Maxim's Group, Dondonya 丼丼屋 is a Japanese casual dining restaurant concept specializes in **quality Japanese rice dishes and Udon**. Taste.ly Communications was appointed for the grand launch of the first Dondonya in mainland China, inside Beijing Oriental Plaza Shopping Mall. This was a 4-month brand launch project.

THE OUTCOME

We positioned Dondonya not only as a specialty restaurant to enjoy authentic Japanese Donburi dishes, but also **a homey place for a warm and hearty meal**. To win the positioning, we focused on **messaging formation** and created a series of **social media poster campaigns** that associate the brand with this warm feeling.

- Emotional brand story reached over 360,000 people on Wechat & over 6,000 interactions on Weibo.
- Opening media event attracted 20 media and 20 food bloggers.

CASE STUDY: CHAIN RESTAURANT

New market entry and brand positioning for Dondonya 井井屋 in China

HIGHLIGHT: EMOTIONAL SOCIAL MEDIA POSTERS DESIGN





CASE STUDY: WINE BAR & WINE ASSOCIATION

Integrated media communication and events management for the first 100% Bordeaux Wine Bar and Bordeaux wine associations

THE INITIATIVE

In the **Bordeaux Tomorrow Plan** – the strategic growth plan for Bordeaux wines – one of the measures recommended for increasing Bordeaux wine sales deals with developing “Wine Festivals” and “Wine Bars” on top priority markets. In partnership with the CIVB and initiated by private investor Franck Boudot, The Burdigala Bordeaux Wine Bar in Shanghai (550 Wuding Road, Jing’an District opened in 2012, and 301 Jiashan Road, Xuhui District opened in 2013) is **the first 100% Bordeaux wine bar in China**. The wine bar aims to showcase a modern, easy-to-understand, lively and welcoming Bordeaux to wine lovers in China and act as a venue for Bordeaux wine events.

As the appointed retainer PR agency since the opening of the first Burdigala in 2012, in addition to management of **daily marketing activities and press bureau**, Taste.ly Communications have organized **different Bordeaux trade association press, trade and consumer events** in Burdigala, including *CIVB, Bordeaux & Bordeaux Supérieur, Sweet Bordeaux Union des Côtes de Bordeaux*, etc, introducing a true Bordeaux concept to the target audiences.



CASE STUDY: WINE BAR & WINE ASSOCIATION

Integrated media communication and events management for the first 100% Bordeaux Wine Bar

THE OUTCOME

Due to the success of communication and on-going events, Burdigala Bordeaux wine bar concept received great brand recognition from regular consumers in Shanghai and is looking for new expansion.

- From September 2012 to September 2014, articles on Burdigala Bordeaux Wine Bar appeared in leading international, regional and local publications including: 123 Print media, 189 Website, 5 TV accumulated to over **20,000,000 RMB of unpaid media coverage**.
- **5 awards** from influential media, including: “The Shanghai Best Book 2013” from *CityWeekend*, “Best Wine Bar 2013 & 2014” from *Tatler Magazine*, “Annual Best Bar 2013” from *Esquire Magazine*, and “Best Wine List 2014” from *China Wine Restaurant Guide*.
- Burdigala became the No.1 platform for the Bordeaux wine to creatively engage with trade, media and consumers in China.

MEDIA COVERAGE IMAGE GALLERY – WINE BAR



CASE STUDY: WINE BAR & WINE ASSOCIATION

Integrated communication and events management for the first 100% Bordeaux Wine Bar

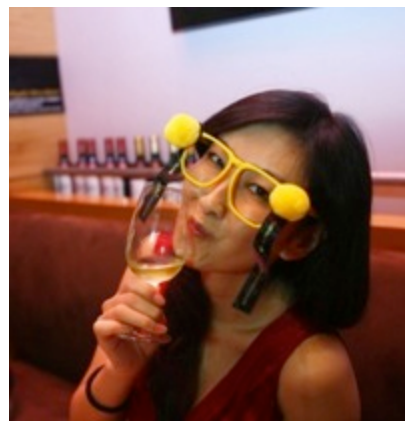
MEDIA COVERAGE IMAGE GALLERY – WINE ASSOCIATION



CASE STUDY: WINE BAR & WINE ASSOCIATION

Integrated communication and events management for the first 100% Bordeaux Wine Bar

EVENT GALLERY SWEET BORDEAUX WINE PARTY, 2012



CASE STUDY: WINE BAR & WINE ASSOCIATION

Integrated communication and events management for the first 100% Bordeaux Wine Bar

EVENT GALLERY PRESS CONFERENCE COTES DE BORDEAUX, 2013



Union des Côtes de Bordeaux
hosted by **Burdigala Wine Bistrot**

"Created in 2007, the Association regroupes 4 appellations: Blaye, Cadillac, Castillon & Francs producing affordable quality wines. 97% are fruity and gourmet red wines, but there are also dry and sweet white wines."

invites you to 诚邀您参加

A Press Conference
Presentation of the Appellations
followed by a wine tasting

媒体招待会
与波尔多产区代表见面
并参加品酒活动

Tuesday, Nov. 5th, 2013 at 2:30PM
2013年11月5日, 周二下午2点半

RSVP / 敬请回复
Nora (Taste.ly)
Tel: +86 150 2683 3926
Email: nora@taste.ly




上海市徐汇区永嘉路301号建通国际

With the presence of **Patricia Zahalza**, Director of "Union des Côtes de Bordeaux" wine makers



CASE STUDY: WINE BAR & WINE ASSOCIATION

Integrated communication and events management for the first 100% Bordeaux Wine Bar

EVENT GALLERY PRESS AND TRADE CREATIVE LABEL COMPETITION EVENT
BORDEAUX & BORDEAUX SUPERIEUR AND COTES DE BORDEAUX, 2014





CASE STUDY: WINE EVENT

Media communication and event promotion for Great Wines of Italy

THE INITIATIVE

Co-organized by luxury lifestyle magazine *Tatler* and renowned wine critic James Suckling, Great Wines of Italy is a one of the most authoritative wine event showcasing the greatest wines of Italy (all rated 90+ by James Suckling). The event consists **3 different tasting events and a 300 guests gala wine dinner**, aiming to target wine insiders and buyers in mainland China. Taste.ly Communications was the **appointed PR agency** for the first Great Wines of Italy event in December 2013 taken place in Shang Jing'an Shangri-la Hotel.

THE OUTCOME

Taste.ly Communications helped to build up Great Wines of Italy as the most prestigious consumer wine event among the target audience, especially applauded by **wine insiders and key opinion leaders**. Large media and social media noises were made including over **90 media coverage** with total over **4,000,000 advertising value**, over **200 weibo & wechat posts**, **4 TV interviews** and **30 target media** attending the press conference.

CASE STUDY: WINE EVENT

Media communication and event promotion for Great Wines of Italy

MEDIA COVERAGE IMAGE GALLERY



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