



at fat cat

BAR & BISTRO



All New At Fat Cat – Bar & Bistro

Objective

- To position At Fat Cat – Bar & Bistro as the coolest new hangout in the suburbs.
- To garner editorial coverage and build the brand over time
- To generate hype and buzz about At Fat Cat – Bar & Bistro through media and create an excitement about the food and the ambience.

PR Strategy

- Knowing the target audience .
- Create a crafted PR Plan
- Create, maintain, and protect the organization's reputation; enhance its prestige; and present a favorable image.

All New At Fat Cat – Bar & Bistro

Result

- Fat Cat Café received stupendous reviews from the hospitality media ,celebs , food critics and the '*aam junta*' as well.
- Fat Cat Café was one of the most eminent places and was an easy pick for various celebrity Events and Parties.
- Fat Cat Café became the most sought after café for various occasions be it Valentines Day, the World Cup, IPL, Special Mother Day Brunch or the Sunday brunches.

September 2012 • New Woman • 155

Thank You



MEDIA RELATIONS | MARKETING INTELLIGENCE

Dipankar Zalpuri

Director - YouMe&We Media Services Pvt. Ltd.

Mobile- +91 9820117121

+91 9820168875

Email: yumeandwe@gmail.com

Website: www.yumeandwe.co