



## Examples of people who thought they didn't need to know PR and what happens when they do

### Case Study – “The Cook”

Imagine you have been working as a chef in a small Italian restaurant in your home city for seven years. You wake up one day and decide you need a change of pace and a risky new approach to grabbing life by the balls and making something of yourself; you can't make *pollo carbonara* forever.

So you move from Europe to a modern Asian city and decide that you want to put your cooking skills to good use making money by offering a 5-star catering-at-home service. There is a strong appetite (pun intended) for fine Italian cuisine and foreign chefs of distinction in your new city, but so far nobody knows who you are.

If you had money to burn, this is where your PR partner would step in and launch you. However, since we're new in town and fairly broke, we're going to “guerrilla” it.

In putting together some sort of **PR plan** to help us, we need to develop at least a little situational awareness about the market we are operating in – not just for companies, but for would-be celebrities too. Our chef example here is a great case study, as he is both a business and a would-be celebrity.

One approach would be to have a nice photo portfolio made, to write your own one-page **biography** and short story and start sending it to magazines (a **press release**).

This will fail for a number of reasons.

Firstly, you are not known to your market, so you have little **media magnetism** or **star power**; secondly, you are not known to the media, and so you do not have the personal relationship necessary to even call on a favour.

Now imagine that instead of sending your bio and photos to magazines and newspapers, you send them to some mid-range hotels which you notice are advertising heavily in the very magazines you would love to be featured in.



You offer to provide a free one-hour cooking demonstration in the hotel's restaurant as part of one of their weekly Sunday brunch offerings; a display in which you will unveil specially crafted rustic dishes in honour of your late grandmother, who created gastronomic treats from locally sourced Mediterranean ingredients, and now you will introduce this incredibly authentic Italian cooking style to your new city.

The hotel loves this because you're working for free; they will assume you're famous in Europe because they don't want to offend you by asking, and they love it also because they now have something to feature in their next (usually boring) Sunday Buffet press release. The magazines are interested in running it because the hotel buys advertising every month and this will keep them from going elsewhere.

And *you're* happy, because after sending a couple for emails and spending an hour cooking your favourite dishes in front of a small audience, you've walked out of the hotel with everyone taking your picture and uploading the images to Facebook – not to mention your free editorial in a luxury lifestyle magazine next month. You will probably be asked for business cards too, at which point you can introduce your 5-star home dining concept, so you're pretty much up and running.

Total cost? Zero.