

NewsWireJet >

Case Study

VARA (restaurant)

Objective

VARA, a Thai restaurant with a dream of showcasing Thailand's regional flavors through corporate catering, faces challenges: low brand awareness and reaching the key decision-makers who can make it happen.



Solution

NewsWireJet recognized a traditional PR strategy wouldn't do. To address VARA's challenges, they created a targeted approach with three key elements. They secured media placements in publications reaching VARA's target audience, highlighting Chef Hanjitkasem's expertise and VARA's unique concept to position them as a culinary authority.



Results

The PR campaign's success was a feast for VARA. NewsWireJet secured placements in publications executives read, significantly boosting VARA's brand awareness among corporate decision-makers. Social media partnerships and engaging content on platforms like Instagram and Twitter led to a surge in interest from potential corporate clients, reflected in skyrocketing website traffic and a flood of qualified inquiries. This ultimately translated to substantial growth in VARA's corporate catering business.

**BUSINESS
INSIDER**

AP

ASSOCIATED PRESS



“Working with NewswireJet has a fantastic
and seamless experience”

Minnie, CEO of VARA

NewswireJet >