



Public Relations

Our Client

The Park Grill restaurant

The Business Challenge

JTA's challenge here was to design and implement an integrated media relations, marketing, and promotional plan to launch Chicago's newest destination restaurant in the highly acclaimed Millennium Park. Adding to the challenge, the Park Grill was opened when Millennium Park was still a construction site.

JTA Results

Our high-impact campaign led to industry honors, local and national media attention, and a singular marketplace positioning for the restaurant as the entrance of the Millennium Park experience. As the yearlong process continued to gain momentum, it resulted in a media campaign that reached *millions* of broadcast viewers each month, enjoyed continuous print coverage, and prestigious industry honors that included:

- An invitation to cook at the James Beard House in New York
- Named Best New Restaurant by *Chicago* magazine and *Zagat*
- Sustained coverage as the city's #1 Hot Spot from *Chicago* magazine

Campaign Highlights:

- Our team positioned Park Grill by defining the brand for its unique mix of seasonal dining and entertainment in the nation's restaurant community and in the 21st Century's first "Cyber Age Park."
- We rolled out a comprehensive promotional, media, travel and tourism, advertising, convention, concierge, and internet communication platform targeting local, national and international consumers.