



## **Norma's Cafe | Supporting a Beloved Neighborhood Dining Institution During Nationwide Closures**

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### **CHALLENGE**

[Norma's Cafe](#), a Dallas neighborhood restaurant with five locations across the metroplex, engaged Pierpont's Dallas team to develop a robust public relations campaign that would promote the brand's commitment to community, its seasonal offerings and continue to secure its reputation as a staple in the communities it serves. Engaging just one week before the COVID-19 pandemic shutdown, Pierpont hit the ground running to assist the Dallas institution in promotional ideation and customer and media outreach, as the company switched its operations to takeout and delivery only.

### **APPROACH**

Pierpont pitched several activations, including select holiday specials, fundraising events, and the Favor A Neighbor campaign, which allowed customers to send food to their neighbors in need. Leveraging Norma's position as a longtime neighborhood favorite, Pierpont also connected the restaurant to local reporters looking for expert commentary on the current status of the industry and revised safety protocols, which helped Pierpont update Norma's customers on new procedures while providing an update on the overall health of the business.

### **RESULTS**

In the first six months of the partnership, Pierpont secured 54 placements in top local media outlets, including *Dallas Morning News*, *Dallas Observer*, *WFAA*, *CBS DFW*, and *NBC 5 Dallas*. Knowing the vital need to secure coverage in key neighborhood publications that serve the communities surrounding the hardest hit stores, Pierpont also managed to support sales through stories in vital suburban and neighborhood blogs and magazines like *Plano Magazine*, *CultureMap Dallas*, *Preston Hollow Advocate*, *Community Impact Frisco*, *North Dallas Gazette* and *Addison Magazine*.

Through these collective efforts, Pierpont was able to help support sales for Norma's during a time when most local restaurants saw massive hits to their revenues and many have been forced to close, solidifying the restaurant's reputation as a beloved, engaged neighborhood

institution.