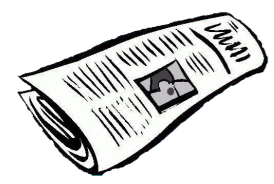


# Hospitality Case Study (by the numbers): The Detour Bistro Bar

The Detour Bistro Bar introduced a new restaurant to Los Angeles' westside with farm-to-fork menus, international wine, and classic cocktails designed for and by locals.

The Detour Bistro Bar garnered...

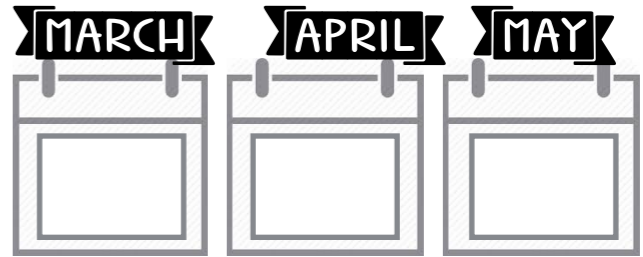


**51 UNIQUE** ... media placements.



## Results from the first

**3 months** of service.

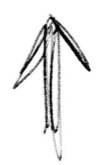


Resulting in...

**89+ Million** ... total media impressions.



**104** new Page Likes

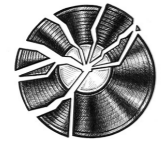
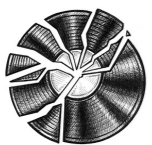


**550** new Followers



**637** new Followers

**2** Back To Back Record-Breaking Months Of Revenue



**1** Official "Grand Opening" Media Preview Event

**1** Custom-built website

**6** Unique marketing campaigns designed for customer acquisition and revenue growth

**SUCCESS!!**  
Upon the completion of the original contract with The Detour Bistro Bar, Movement PR was asked to continue providing marketing & public relations services and still represents this client.

**11**

Community Group Events Hosted (Happy Hours, Socials, Mixers, Networking)

