

PR WEEK

MARCH 10, 2008

SIMON PEARCE

PR TEAM: Landis Communications (San Francisco) and Simon Pearce (Windsor, VT)

CAMPAIGN: Simon Pearce Goes West

DURATION: August-Dec. 2007

BUDGET: \$42,000



Since 1971, Simon Pearce has been a place for East Coast shoppers to find high-end glassware and pottery. In 2005, Simon Pearce decided to venture west, launching its first of two stores in California.

"[It] opened up in San Francisco without much fanfare," says David Landis, president of Landis Communications Inc. (LCI). The same was later true of a Costa Mesa outpost. To boost brand awareness on the West Coast, Simon Pearce turned to LCI.

Simon Pearce store events boost West Coast publicity

STRATEGY

It was important to the team to communicate the high quality of its products, says Liz Ross, the company's senior creative director. In addition, LCI, with some help from the company's in-house marketing department, wanted to position president and CEO Simon Pearce as a thought leader in the industry. The team also sought partnerships to spread awareness.

TACTICS

In November, the team held two events in the San Francisco store, one with Meals on Wheels and another with the American Society of Interior Designers. The Costa Mesa store hosted an event with the International Interior Design Association. LCI also targeted regional and national media.

LCI hit morning radio shows with the "Beer for Breakfast" tour, bringing in beer with glasses [from the store] to tout their quality. "That was such a great pitch that it got us in the door," Landis says.

RESULTS

Simon Pearce received mentions in many titles, such as the *San Francisco Chronicle* and *Bon Appetit*. In November, the San Francisco store saw a 32% rise in sales, while the Costa Mesa shop set a one-day sales record of \$4,000 on the day of its in-store event.

"I think they helped increase our brand recognition on the West Coast," Ross says.

FUTURE

Though this project closed with 2007, LCI helped start a partnership between Simon Pearce and the San Francisco Ballet that will come together in April.

Telisha Bryan