

# CASE STUDY

## YANG'S BRAISED CHICKEN RICE

### THE PLAN INCLUDED

**ALL POINTS**  
PUBLIC RELATIONS



Local market  
press outreach



Social media  
engagement



Connecting  
with key market  
influencers



Grassroots  
public relations



## OBJECTIVES

- 1) To lead an integrated PR campaign that boldly announces the arrival of Yang's Braised Chicken Rice to the United States.
- 2) To create and execute an integrated grand opening PR strategy that successfully launches the brand's first U. S. location with prolific top-tier media exposure, highly engaging social media and comprehensive event design and management.

## APPROACH

Leveraging a brand that already has 6,000 locations across China, Australia, Singapore and other key markets in East Asia, All Points PR customized the brand's messaging for a new U.S. audience to launch a campaign that brought together an immense media relations push, compelling brand positioning and a new sense of brand equity for its U.S. presence. Further, the approach cemented the first U.S. location, which opened in Orange County, as a truly one-of-a-kind destination that serves a comforting dish unlike any other in the region.

## RESULT

All Points PR's strategy was hugely successful and resulted in nearly 40 top-tier press placements and more than 40 million media impressions across print/online press, TV and social media in a matter of weeks. As a result of the press coverage, multiple franchise locations have been sold, hundreds of investors have inquired and Yang's is building a strong following of locals in Tustin and Orange County.

All Points PR worked very closely with our team to ensure a great grand opening for our first U.S location. They have created an excellent brand position for Yang's in the U.S market.

*Eriko Zhao, Vice President of Yang's  
Braised Chicken Rice USA*

## THE POINT

Tapping into All Points PR's press connections locally and nationally, along with reimagining the brand for a prolific U.S. entrance, provided a dramatic backdrop for Yang's arrival and continued expansion.

**ALL POINTS**  
PUBLIC RELATIONS

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