

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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