

# Five Guys Goldsboro Grand Opening

**FIVE GUYS®**  
BURGERS and FRIES



Life's Food, a Five Guys franchisee, expanded its North Carolina presence with the opening of its Goldsboro location. As the first Five Guys in the greater area, creating brand awareness and excitement for the new restaurant was key to success. PIVOT PR planned and executed a comprehensive marketing strategy. The team coordinated media relations, a community partnership, social media and advertising initiatives to build buzz and drive foot traffic to the new location.

*The result:* The ownership of Life's Food described the grand opening as one of their most successful in years with strong sales, positive media coverage and an enthusiastic customer response.

Five Guys Goldsboro grand opening featured a **Ribbon-Cutting Ceremony** in partnership with the Wayne County Chamber of Commerce. This exclusive, invite-only event welcomed dignitaries, media and special guests. The following Saturday, a **Community Celebration** took place with a live radio broadcast and exciting giveaways.



# Five Guys Goldsboro Grand Opening

## Media Relations

PIVOT conducted outreach, securing coverage in Goldsboro's top outlets. Editors and reporters attended the ribbon-cutting ceremony and promoted the community celebration. Several radio hosts attended both grand opening events. The team at PIVOT also developed and distributed media invitations and a press release.

**35.7K**  
Unique Monthly Visitors

**55K**  
Facebook Followers

### Five Guys opens on Berkeley Boulevard



By Sam Dennis sdenrich@newsargus.com · 7 hrs ago



### Five Guys Grand Opening Scheduled for Nov. 30

November 30, 2014 Andrew Simmons  
Five Guys, Goldsboro's newest restaurant, located at 6028 N. Berkeley Blvd., is holding its grand opening at 11 a.m. on Nov. 30.

The fast-casual restaurant is known for its handcrafted burgers and fries, with more than 250,000 ways to customize a burger and more than 1,000 milkshake combinations.

Grand opening festivities on Nov. 30 will include a live breakfast throughout the lunch hour from 98.3 WGBR on-air personality Jeff Farrow.

A prize wheel will offer the chance to win gift cards and exclusive Five Guys apparel and accessories.



## Social Media



121 likes  
lifesfood\_fiveguys ATTENTION GOLDSBORO: This Saturday, November 30 at 11 am is the grand opening of our newest Five Guys location. Get ready to enjoy fresh, made-to-order burgers, hand-cut fries, and 15 amazing topping options.

Organic and paid social media targeted Goldsboro and encouraged attendance at the community celebration. The Facebook and Instagram posts received more than 430 engagements.

## Advertising



Billboard and radio advertising was a strong touchpoint for the local area. PIVOT coordinated a campaign, airing on five Goldsboro radio stations. The team also managed a billboard contract, securing a second billboard for free.

## Community Partnership



Fostering goodwill and building upon Life's Food mission, PIVOT researched and managed a partnership and donation to a local non-profit organization.



www.pivot-pr.com



Charlotte, NC



(704) 774 - 9271



info@pivot-pr.com