PIVOT PR

CASE STUDY

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.













Charlotte, NC



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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.

35.7KUnique Monthly Visitors

55K Facebook Followers



Social Media





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



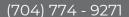
Billboard and radio advertising was a strong touchpoint for the local area.
PIVOT coordinated a campaign, airing on five Goldsboro radio stations. The team also managed a billboard contract, securing a second billboard for free.

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