

## PR - SPECIAL EVENTS PLANNING CASE STUDY: Pompeian

### CHALLENGE

Block & DeCorso's public relations team was called on to plan, create and implement a multi-day special event to celebrate Pompeian Olive Oil's 100th Anniversary in Baltimore.

### SOLUTION

Block & DeCorso provided turnkey services:

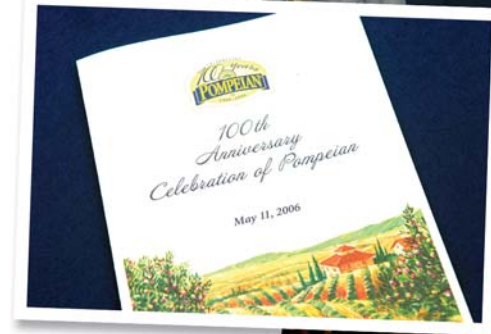
- Inviting and making arrangements for more than 100 guests including key customers.
- Planning the 100th Anniversary commemorative ceremony and a facility tour.
- Arranging multiple dinners plus a special cruise on the "Lady Baltimore" to which all Pompeian employees were invited for dinner, entertainment and a talk by celebrity Chef Nick Stellino who serves as Pompeian's spokesperson.
- Arranging a "Pompeian Olive Oil Day" Proclamation from the office of the Baltimore Mayor and a Citation from the office of the Maryland Governor.
- Coordinating \$12,000 in donations by Pompeian to local schools.
- Creating and distributing press kits and alerting the media.
- Arranging promotional giveaways and countdown announcements on radio leading up to the event.

### RESULTS

Pompeian gained:

- Press coverage in The Baltimore Sun, The Baltimore Examiner, Business Journal and numerous trade publications.
- A radio interview of spokesperson Chef Nick Stellino on WLIF radio.
- A live onsite interview by WJZ-TV (CBS) of Pompeian's executives.
- Key customer appreciation.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



## BLOCK & DECORSO

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