

PR CASE STUDY

NATIONAL KOLACHE DAY

BACKGROUND

Celebrated for its unique creations and "crazy" owner, Koala Kolache is an award-winning kolache shop in Cypress, Texas

OBJECTIVE

Create brand awareness and generate sales for Koala Kolache throughout the city of Houston. Additionally, Andrus Communications' goal was to create buzz nationally for a pastry that was relatively unknown outside Texas.

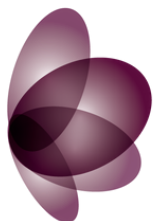
RESULTS

Working with the city of Houston, Andrus Communications and Koala Kolache obtained a proclamation from the mayor for Kolache Day on March 1st. With the support of the city behind the initiative, nearly every local media outlet covered the newly created food holiday. National attention was also achieved, kolache shops in states outside of Texas participated using the same hashtags and created a trending event on social media across the country.

65.4 Million
Online
Readership

192K
Coverage
Views

4.02K
Social
Shares



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