

**Company:** Junipr Public Relations, Chicago, IL

**Company Description:** Junipr Public Relations is an award-winning, strategic communications firm with locations in Chicago and Philadelphia. The company's comprehensive services portfolio includes media relations efforts, influencer programs, thought leadership development, crisis communications and event planning.

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in Restaurants Marketing

**Nomination Title:** Minyoli Restaurant Launch by Junipr Public Relations



HOW TO ENTER >

1. Specify the date on which this campaign or program was launched:

February 12, 2024

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 236 words used.**

Junipr developed a three-phase earned media strategy to build awareness and drive consumer demand entirely through public relations. Our planning process was informed by extensive secondary research on food media trends, seasonal angles (e.g., AAPI Heritage Month), and gaps in local coverage of Taiwanese cuisine. Informal primary research with local journalists and influencers shaped our tone and message hierarchy.

**Goals:**

- o Drive public awareness and media visibility
- o Secure 10+ earned media placements, including national coverage
- o Grow social following by 500+ organically
- o Fill tables and generate demand without paid support

**Phase 1 – Pre-Launch:**

Junipr pitched key media with personalized messages highlighting Chef Wang's noodle certification, the cultural significance of juàn cun cuisine, and Minyoli's unique position in the Chicago market. A media alert and visual assets supported this outreach. Targeted journalists were invited to a preview event and home tasting with the chef.

**Phase 2 – Launch:**

Junipr hosted a Media Sneak Peek Dinner for journalists and digital influencers, distributed a press release timed with the opening, and secured in-studio broadcast demos across four major Chicago TV stations. We supported four soft-opening seatings for local buzz.

**Phase 3 – Post-Launch:**

We extended coverage by tying into AAPI Month and food trend stories, maintained proactive media engagement, and supported inbound requests.

Creative elements included the positioning of juàn cun cuisine as both nostalgic and novel, immersive in-person experiences, and influencer briefings that encouraged organic, authentic content creation.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 224 words used.**

The supporting materials provided illustrate both the strategy and real-world impact of the Minyoli launch campaign, validating claims made throughout this nomination:

- o **Campaign [REDACTED FOR PUBLICATION] Recap Presentation:** This deck details the phased strategy, [REDACTED FOR PUBLICATION] KPIs, and tactical rollout, along with outcome metrics, press highlights, and social performance data.
- o **WGN and FOX32 Broadcast Segments:** These in-studio features spotlight Chef Rich Wang and juàn cun cuisine in action, confirming Junipr's success in securing high-visibility earned media placements that educated the public and elevated Minyoli's profile
- o **Influencer-Created Video (Kimchi & Beans, YouTube):** This organic, unpaid influencer content demonstrates the campaign's ability to inspire authentic engagement and user-generated storytelling, contributing to the campaign's viral momentum and follower growth.
- o **Campaign Sizzle Reel (LinkedIn):** A highlight video summarizing earned media coverage and social content showcases the depth and breadth of campaign activity. The reel was shared publicly to industry audiences as proof of executional excellence and impact.
- o **Podcast Interview (Digital PR Explained):** In this episode, Junipr founder Samantha Flynn discusses the strategic thinking behind the campaign—including insights into research, relationship-building, and cultural storytelling—providing direct evidence of the communications leadership behind the results.

Together, these materials substantiate the campaign's success across strategy, creativity, and tangible business impact – demonstrating how a PR-led, woman-executed launch outperformed expectations and brought a new culinary voice to Chicago's food scene.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 222 words used.**

In early 2024, Chef Rich Wang, a certified noodle artisan, was preparing to open Minyoli – Chicago's first restaurant centered on juàn cun cuisine, a culinary tradition rooted in Taiwan's military dependents' villages. The cuisine was rich in history but virtually unknown in the U.S. market, posing both a unique opportunity and a steep communications challenge.

Chef Wang, a first-time restaurateur, opted to invest entirely in earned media, with no paid advertising, paid social, or additional marketing support. Junipr Public Relations, a woman-founded agency known for launching culturally driven consumer brands, was tasked with developing and executing a comprehensive earned media campaign to introduce the cuisine, educate audiences, and drive foot traffic in a highly competitive food landscape.

The core challenge: how to ignite excitement and awareness for an unfamiliar culinary concept in a saturated Chicago restaurant market, relying solely on storytelling, strategic relationships, and experiential media engagement. The stakes were high. Without traction, Minyoli risked opening to empty tables and missing the critical moment to establish its brand at launch.

For Junipr, this was more than a launch campaign. It was an opportunity to preserve cultural identity, support a small business led by an immigrant founder, and demonstrate how women-led communications can deliver tangible results – elevating heritage, building demand, and filling seats through purposeful, targeted strategy and narrative excellence.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

**Total 200 words used.**

All external-facing activities and outcomes occurred after July 2023, with execution running from February to May 2024.

**Activities included:**

- o Development and distribution of media alert and launch press release
- o Tailored pitching to local, regional, and national outlets, including AAPI media
- o In-home tasting for Bon Appétit writer
- o Hosting of a Media Sneak Peek Dinner with 11 attendees (8 journalists, 3 influencers)
- o Four "friends and family" preview meals for community buzz
- o Securing four in-studio cooking segments with major Chicago broadcast networks
- o Coordination of organic influencer engagement on Instagram and TikTok
- o Real-time media follow-up and post-launch placements tied to AAPI Heritage Month

**Results:**

- o 27 earned media placements, including Bon Appétit, Eater, Yahoo Finance, WGN, ABC7, FOX32, and WTTW
- o 54 social media posts from journalists and influencers
- o 6,085% increase in Instagram followers (from 80 to over 5,000)
- o 34.9 million media impressions
- o CPM of \$0.13
- o Lines around the block during the first several weeks of opening
- o Implementation of a reservation system within three weeks to manage demand
- o Continued inbound interest and national media feature requests post-campaign

These outcomes demonstrate that the campaign not only met its objectives but also delivered transformative business results – fully earned, with no paid advertising support.

**Attachments/Videos/Links:**

[Minyoli Restaurant Launch by Junipr Public Relations](#)

[REDACTED FOR PUBLICATION]