



## CASE STUDY

### *Bringing hospitality news to national TV and radio across France and the UK*

FrogPubs assigned two missions to Open2Europe in the summer of 2007:

- Launch a new product/service called TextoPint (an innovative system that lets you offer a drink to the guest of your choice, via an SMS text message).



- Position FrogPubs as the venue of choice to watch the 2007 Rugby World Cup matches when visiting Paris - one of the host cities of the championship - by targeting national press and broadcasting houses.

The partnership with Open2Europe was a six month project that ran from April to October 2007. During this time, extensive coverage in monthly glossy magazines, national dailies and weeklies and the biggest radio and TV stations was attained, (for example: The Daily Telegraph, The Sun, The Observer, BBC Breakfast, GMTV, BBC Breakfast, Radio 5 Live and Sky News in the UK and France Info, 20 Minutes, Elle à Table, Biba, Le Monde, RTL and France 2 among many others in France).

The British press travelled to Paris to cover the activities in several of the FrogPubs locations and Open2Europe assisted with the filming and interviews as the live reports were transmitted back to the UK. The British public, who was travelling to France for the World Cup, came specifically to follow the matches at FrogPubs having seen or heard about the buzz created on the national news.

#### QUOTE



**Yeshe Hegan,**  
FrogPubs Creation & Marketing Manager:

*"Working with Open2Europe for the launch of our new service TextoPint, and also the Rugby World Cup was a positive experience. We found them to be overall very professional, reliable, and passionate about their industry. They made a good effort to understand our company and our products, and were generally supportive to our needs."*

#### ABOUT FROGPUBS

FrogPubs began its life in 1993 with the opening of their first pub on the rue St. Denis, in Paris, France. The founder and creative force behind this original chain of Franco-British pubs is Englishman Paul Chantler. Recognising the market potential for English pubs and micro-breweries in France, his vision led to the FrogPubs phenomenon. Today FrogPubs have six pubs: 4 in Paris, 1 in Bordeaux and 1 in Toulouse. Employing 175 people and generating €9 million in sales per year, FrogPubs are popular venues for sporting enthusiasts, international students, and a young professional party crowd alike. The company sells 250,000 meals and up to one million pints of its own original beer every year!