



Palomino Euro Bistro

Overview

Palomino Euro Bistro was making its entrance into Dallas to further its expansion goal as a national restaurant already in other major markets across the country.

Solution

Create a high-impact invitation to introduce Palomino into the Dallas market that is wrapped around a Dallas charity that the restaurant's audience profile are connected. DMA and TACA child and family programs were selected. Interactive contests inviting participation for quotes to later be branding into Palomino's "National Thought Cards" was a hit — which is their own version of an entertaining end-of-the-meal fortune cookie-like message.

Impact

The restaurant openings were all well attended. Local and National Press was positive for the charities and their entrance into the marketplace. To date, Palomino Restaurant enjoys favored reviews and loyal support from the fickle Dallas restaurant crowd — which is really the icing on the cake.

