

WORDHAMPTON

PUBLIC RELATIONS



DOMA LAND & SEA

WordHampton was tabbed to launch a kosher restaurant in the Five Towns of Long Island. The restaurant knew they'd be busy from the start with their immediate clientele, which was largely orthodox but had no upscale, kosher restaurant to frequent.

WordHampton's job was to get the word out to the rest of Long Island while not pushing the "kosher angle." The messaging was that Doma was a great restaurant that happened to be kosher. This was particularly important to communicate to the media. The launch also included a steady stream of Instagram influencers who were foodies.

The results included a very strong and positive review from Newsday, as well as major coverage in News 12, Long Island Pulse, LI Press, and FiOS TV. When the restaurant decided to market a \$1,000 pastrami sandwich, WordHampton was able to nab significant press in Eater, WABC-TV (and its affiliates throughout the country) as well as countless radio stations across the United States.

In addition, WordHampton has also successfully represented Ben's Kosher Delicatessen, Panama Hatties, Ponty Bistro (Harlem), Sandbar, TGANYC (midtown Manhattan), Danford's Hotel Resort and Marina, Navy Beach, Montauk Yacht Club, Garden City Hotel, Kontokosta Winery, and Morton's Steakhouse.