



## Guadalajara

The Unparalleled Destination

### Industry

Travel & Tourism

### Services

Social Media

Digital Marketing

Influencer Marketing

### Date of Service

April – December 2021

### Case Study

# Celebrity Partnerships Uplift Guadalajara's Culinary Scene

## Situation

The Guadalajara Convention & Visitors Bureau wanted to the city to stand out in the world of culinary tourism – a niche it had never before dedicated substantial funds towards for direct-to-consumer activities. Guadalajara sought support from PTG Consulting to create a compelling, results-driven 9-month strategy to satisfy this desire, requesting that tactics place a heavy focus on the city's culinary experiences – from street eats to fine dining, new twists on traditional favorites, and more.

## Solution

PTG Consulting capitalized on increasing consumer interest in home cooking, a trend sparked by the pandemic, by forming in-depth partnerships with two celebrity chefs to showcase Guadalajara's signature dishes, as well as the city's must-visit restaurants on social media. Pati Jinich – cookbook author, chef, and host of Pati's Mexican Table – and Dennis Prescott – chef and host of Netflix's "Restaurants on the Edge" – were selected to share Guadalajara's top culinary attractions with their audiences through a variety of tactics including Instagram and Facebook Livestreams, short-form videos, direct marketing, contests, and more. This was the first time Guadalajara had engaged with celebrities of any level in the U.S. market.



## Results

- PTG Consulting created and fully executed a comprehensive digital campaign that met and exceeded all expected deliverables.
- Secured 60 Instagram and Facebook Stories and eight Instagram and Facebook static posts
- Arranged and secured three IG and Facebook Lives for Pati Jinich to speak with leading Guadalajara chefs
- Held a giveaway of local Guadalajara cookware that was promoted to Pati Jinich’s monthly newsletter of 194,000 subscribers and social media channels, receiving more than 5,000 entries
- Dennis Prescott created a 45-second Instagram Reel that was promoted to his followers on Instagram and Facebook channels
- Pati Jinich produced three short-form videos for her YouTube channel’s Food Adventure Series

**1.7  
million+**

Total social media  
impressions

**48%**

Increase in social media followers  
across Facebook and Instagram  
platforms

**7:1**

ROI

**300,000+**

Online campaign video  
views

**110,000+**

Social media engagements

**5,000+**

Social media  
sweepstakes entries

“PTG Consulting understands how to tell Guadalajara’s stories in a way that is so captivating. It makes editors and consumers take notice.”

— Gustavo Staufert | *CEO, Guadalajara Convention & Visitors Bureau*



## DENNIS PRESCOTT:



## PATI JINICH:

FERNANDA COVARRUBIAS, OWNER, LA POSTRERIA



EDUARDO MARIN, CHEF, SOLAR DE LAS ANIMAS

