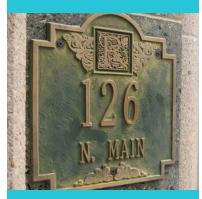
# L A T I M E S



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*Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.* 

# Sake Express' Response To COVID-19

Recent weeks have pushed everyday communications to the side as businesses focus on COVID-19 and its effects. This novel virus has demanded that we rethink our tactics for reaching audiences swiftly, maintaining their trust and increasing their support.

This dynamic shift can be seen prominently in our work with Sake Express, a sister-owned restaurant business in Gaston County, N.C.

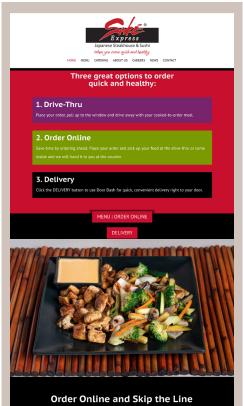
Lyerly Agency has worked with Sake Express owners Lisa Nguyen and Linda Nguyen Park for nearly two years. But in early March, they enlisted the help of LA to tackle COVID-19 strategizing and messaging. Through comprehensive public relations and marketing measures, the business has continued food services without pause and discovered additional support within the community.

### Website Strategies

LA acted quickly to share Sake Express' amplified cleaning efforts, safety precautions and ordering options with audiences. An official statement was crafted and prominently displayed on the website, *thesakeexpress. com.* The website also was amended to showcase "Three Ways to Order," moved to the top of the page and highlighting "Order Online" options while removing "In Store" mentions.

### Social Media Response

Not only did Sake Express' social media display its official statement, but LA shared other valuable and timely information via Facebook. Posts included info on dining



## LA TIMES

room closures, drive-thru and delivery options, improved HVAC systems to combat bacteria and viruses and continued pay for employees with confirmed cases of the coronavirus. LA helped roll out the Sake Sentiments of Gratitude as well – a creative campaign of reminders, written and designed by LA, encouraging people to find appreciation in the everyday. LA extends the sentiments multiple times per week on social media in addition to display at drive-thru and pickup windows.

# Image: Strategy of the strategy

LINDA NGUYEN PARK AND LISA NGUYEN

LIVING IN THE AGE OF CORONAVIRUS

### f in 🎐 🖾 👘

Even a pandemic is different for working women. The lines between personal and professional physically blue when working from home often with a partner, parent, child, per oull of the above. For sisters Lindo Rayuen Furk and Lisa Nguyen, their father's neslience has been their legacy but it's tougher today than ever before to run the two restauronts he founded.

"Our dat was a prisoner of var. He survived the unthinkable – he was captured by the Viet Cong while aiding the U.S. during the Vietnam War and held for years until fleeting to the Philippines and then the United States. He was our ultimate model for courage and strength amid strengtles. As young women, we learned declication, ingenuity and perseverance from our flather, Phat Ryuguen. He was our hero. He chased the American dream for our family. He began businesses and founded Sake Express in 1999. He showed us the ropes at a young age and led by example – an example that we have followed since assuming ownership in 2004. And I's that example that we're following as COVID-19 changes how we conduct business.

In mid-March, as coronavirus began to rapidly spread across the United Statu we experienced a sharp decline in customers at our two Sake Express locatio Gaston County, North Carolina (just west of Charlotte). People were understandably fearful and increasingly staying home. While this is vital for flattening the curve and saving lives, it also created an intenser tipple effect a the restaurant industry. We had to creatively respond, and relied on the driv passion and determination learned from our father in doing so.



### **Public Relations Outreach**

LA reached out to media, disseminating timely information and the official Sake Express statement. We also helped spotlight the business' proactive COVID-19 changes through a *Bizwomen* feature. "In Her Own Words: Nguyen sisters remember their father's lessons on resiliency" reached a national audience in early April.

### Marketing Messaging

*Feel good about your food.* That LA-created theme has helped guide communications for Sake Express during the pandemic. Marketing



endeavors using this theme have reached into Spot On, an online ordering app, via emails and restaurant deals. It's also guided the concept, design and creative of banners hung on the front of each location as well as advertising segments within four weekly emails from the local publication *Gaston Alive*.



Remember that brighter times will return. Now is an excellent time to plant the seeds for future growth by keeping your name in front of your customers and prospects. Lyerly Agency can make sure they never forget how important you are.