



Mouth Public Relations Case Study *DEEP COVER*

www.DeepCoverSystem.com

Objective: Re-brand and media launch the world's first high-fashion nail lacquer that prevents, treats, and heals unsightly finger and toenail fungus, a condition currently afflicting over 65 million in America. Substantiate client's media platform by creating hooks and products to pique media interest. Re-design client website, and co-create and co-manage social media campaign.

Strategy and Tactics: When the client came to Mouth Public Relations, they were a regional beauty company with a narrow customer demographic. To help expand the client's national platform (thus increasing the chance of garnering national media attention), we initiated the redesign of the website: suggesting site content; art directing photo shoots and choosing diverse models to broaden the client base; and scripting, co-producing and directing video promos to be placed on the site's home page, product page and endorsement page. We also conceived the launch of the Summer 2012 "Flip Flop & Fabulous" collection (which gave us a "hook" for editors who were working on the summer season when we were pitching them), by sleuthing out color trends, as well as renaming and regrouping the existing lacquers into other collections. Mouth also repositioned the brand into three easy steps to help the consumer understand exactly how the product works. We are in the process of co-directing a social media campaign, as well as continuing to create seasonal lines. We are brainstorming with the client on a men's product to launch in 2013.

Results: After re-purposing the website and collections, Mouth Public Relations successfully secured 13 desk-side meetings for the client with major magazines—*Self*, *InStyle*, *Essence*, *Prevention*, *Allure*, *Marie Claire*, *Life & Style Weekly*, *Better Homes and Gardens*, and *Lucky*—as well as DOCTOR RADIO (SIRIUS/XM) and WEMP-FM 101.9. 25 percent of the media outlets who met with the client have confirmed a booking, and since the launch of the new website, the sales have increased by 55 percent.