



Mouth Public Relations Case Study Halo Purely for Pets

Objective: Our client is one of America's first holistic pet product companies. Mouth Public Relations was hired to first promote a book written by the founder and then, on an on-going basis, transition our public relations efforts to various news stories about the company and its products. One challenge we needed to overcome was that even though the founder isn't an accredited doctor or nutritionist, she is indeed a well-respected pet advocate with over twenty years of hands-on experience.

Strategy and Tactics: Mouth Public Relations wanted the major media to be introduced to Halo, and our team worked with the company to create gift baskets of Halo products, along with the author's book. These baskets were sent to major TV, radio and print producers and editors around the country. Mouth Public Relations also media-trained the founder so that her talking points focused on her well-respected company, effectively diverting attention away from the fact she isn't a veterinarian. Due to the tragic news-breaking stories surrounding the commercial pet food scare, Mouth Public Relations drove consumers to the company's website by creating a "Free Recipes Campaign" (posting dog and cat food recipes on the site) for consumers who felt more comfortable cooking for their pets than buying food from a retail facility. Mouth Public Relations also worked with television and radio packagers to create a TV satellite and radio media tour, as well as worked up a strategic public relations proposal for Halo's re-launch, which included a "Healthy Pets Across America" charitable campaign, where the company matched consumer spending with donations to animal shelters across the country.

Results: Mouth Public Relations was able to confirm a booking with NBC-TV "Today Show" as well as Fox News Channel's "News Live;" Martha Stewart Radio's "Morning Live;" and local mentions and appearances on WKTU-FM (NYC) "Wakeup with Whoopi Goldberg." Mouth Public Relations also successfully booked interviews and mentions in *AARP* magazine, *Better Nutrition*, *Portland Oregonian*, KOGO "Roger Hedgecock," XETV (FOX) "Fox in the Morning" (San Diego), WUSA-TV "Eyewitness News at 9," WTTG "Fox News in the Morning" (two parts), CBS Radio "Washington 101" (Washington DC), *Pet Product News*, *New York Dog*, *Hollywood Dog*, *Charleston Post and Courier*, and "AM Northwest" (Seattle), as examples. Mouth Public Relations was successful in placing the company's products in goodie bags for major fundraising events such as North Shore Animal League, among others.