PR CASE STUDY

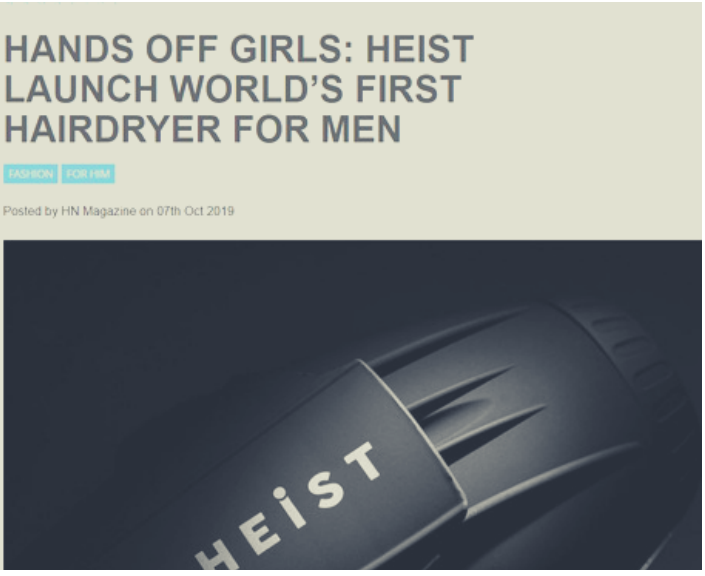
Grooming Brand Press Product Launch Campaign

COMPELLING

*First, we clearly defined the goals of this campaign project to boost exposure for the **world's first men's hairdryer Heist of London**. We devised and wrote compelling press releases and devised targeted contact.*

MEDIA CONTACTS

Part of PR's role is to build a solid network of media and press contacts. We pitched various stories angles to our consumer and trade press contacts. Success followed.


HANDS OFF GIRLS: HEIST LAUNCH WORLD'S FIRST HAIRDRYER FOR MEN

FASHION FOR HIM

Posted by HN Magazine on 07th Oct 2019

NATIONAL

We quickly secured an articles within the trade press notching up 3 inclusions in month 1 with a further 4 forward inclusions for the coming 2 months including those elusvie gift guides.

TRADE WINS

We carried out detailed market research with our partner Datapad.co to find those 'hooks' and 'news angles' needed to secure the best coverage. These statistics will support Heist in their consumer domination.

MORE WINS

Extending into month 2 of this campaign series our client will be featured numerous times in both the trade and consumer media extending in to 2020.

PR THAT WORKS

Did you know? That only 19% of men asked owned their own hairdryer with a further 19% sheepishly sharing their partners or using dryers at the gym!

Talk to us about your brand PR by emailing hello@beautyprclub.com