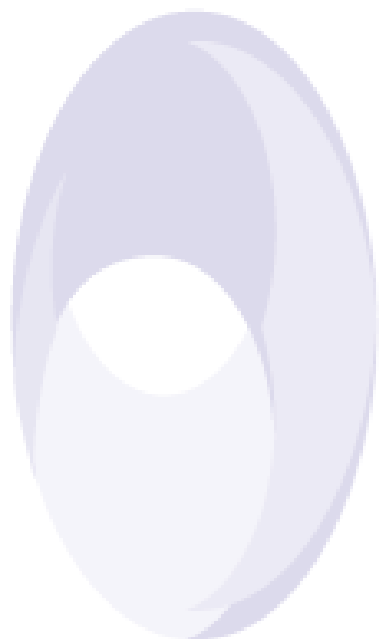




Client Objective

To introduce a series of three drinks that taste great and have nutritious benefits by means of a hard-hitting and cost effective campaign



JORIWHITE

PUBLIC RELATIONS

CASE STUDY

PR Activity

Agency devised a low cost but impactful launch event utilising its own extensive database of personal VIP contacts

As the range had a female appeal, the agency targeted some of the UK's best known female celebrities offering them a complimentary supply of Carpe Diem

Christy Turlington, Joely Richardson, Vanessa Redgrave and Yasmin Le Bon were just some of those who started to drink the Carpe Diem range

Vogue magazine ran a celebrity based feature around the launch of Carpe Diem

Launch backed up by substantial coverage across all media

Results

New retailers were encouraged to stock the product

Existing retailers decided to reposition the brand in store

