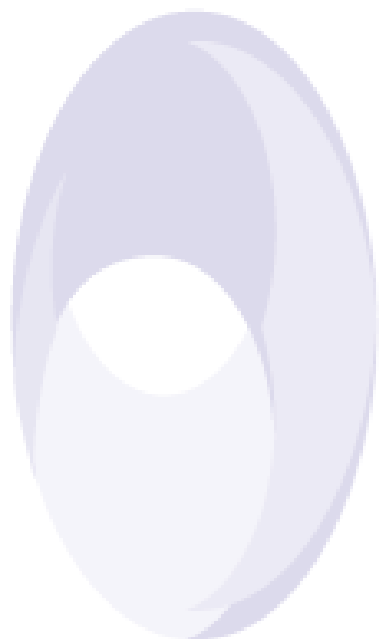


## Client Objective

To launch a new brand of child and baby care products into the UK market



JORIWHITE

PUBLIC RELATIONS

CASE STUDY

# PR Activity

Negotiated for Halos n Horns to be one of the new businesses to take part in the Channel 4 documentary series *Make Me A Million*

Secured extensive and relevant press coverage on the brand that assisted in Halos n Horns' programme victory

Helped to secure the biggest ever distribution deal in UK history for an independently owned beauty product range

# Results

Media exposure created interest from large multinational brands

Halos n Horns was ultimately purchased for a multimillion pound sum

