



## Mouth Public Relations Case Study

### Danny Seo

**Objective:** Our client is one of the first eco-lifestyle experts in the country. Mouth Public Relations' job was to publicize his *Simply Green* series of books and his "Simple Steps to a Greener Home" DVD, as well as manage all the public relations' requests in order to raise Danny Seo's profile to a broader level.

**Strategy and Tactics:** Mouth Public Relations assisted the client in managing numerous publicity requests from major media. We also collaborated with the client to create new hooks focusing on the eco-lifestyle and the attitude and fantasy that surround it. When we were approached with a request for the client, we used our best endeavors to expand the interview into a bigger opportunity, i.e., morphing a feature interview into a cover story, expanding a blurb into a feature with photos.

**Results:** Mouth Public Relations was successful in negotiating and coordinating the client's first magazine cover stories in *Motto* and *Green* (a new e-magazine from the publishers of *Furniture Today*). Mouth Public Relations successfully fielded requests, pitched, negotiated, and booked interviews for the client in *Newsweek*, *New York Times*, *New York Post*, *Wall Street Journal*, *Good Housekeeping*, *Time*, *Nick Jr.* magazine, *Philadelphia* magazine, *Elle*, ABC "Live with Regis and Kelly," CBS "Early Show," *Vogue*, WINS-AM RADIO "Alice Stockton-Rossini," *Nashville City Paper*, *Yogi Times*, and *Harpers Bazaar*, among numerous outlets. Mouth Public Relations also negotiated public relations exposure and positioning on the client's behalf and/or represented the client to major media, such as his participation in *Newsweek's* Global Environment and Leadership Advisory Committee (2007); Peninsula Home and Garden Shows; and booking interviews to promote the client's first HGTV special. Mouth Public Relations also successfully pitched and negotiated with CBS News' executive staff to commit to a yearlong contributorship for the client on the CBS "Early Show."