



Mouth Public Relations Case Study

Kris Carr

Objective: Our client is one of America's premiere wellness experts. Mouth Public Relations was originally hired to promote the client's first book, *Crazy Sexy Cancer Tips*. The initial contract was parlayed into a long-term relationship with our firm becoming Ms. Carr's PR Agency of Record, which included promoting her as a personality, along with her film, *Crazy Sexy Cancer* (TLC-TV), *Crazy Sexy Cancer Survivor*, *Crazy Sexy Diet* and *Crazy Sexy Kitchen*.

Strategy and Tactics: To help establish the client's platform and showcase her talents to the world, our initial efforts were focused on traditional national/local media outreach—print, television, radio, Internet—to promote the client and her book. We coupled that work with planning events and speaking engagements to further gain exposure for the client, while growing her platform. Eventually, we moved into a capacity of helping pitch the client to lecture agents and charitable partnerships, such as "Stand Up 2 Cancer," the nationally televised show.

Results: Mouth Public Relations successfully helped to catapult Kris Carr into the national spotlight—and onto *The New York Times* Best-Seller List. Mouth successfully booked Ms. Carr on "Oprah," "Today," "Good Morning America," "CBS Evening News with Katie Couric," *Vanity Fair*, *Glamour*, *Self*, *Body + Soul*, and *USA Today*, and *New York Times Sunday Magazine*, among others. Mouth also booked local media and coordinated book signing events for three multi-city tours around the country, as well as worked with Ms. Carr to coordinate speaking engagements. Mouth also brokered a contributing editorship position for Ms. Carr and *Natural Health* magazine.