



## Mouth Public Relations Case Study:

### *The Elf On The Shelf*™ Brand

**Objective:** Create the first media campaign for the grassroots phenomenon, *The Elf on the Shelf* (book plus pixie elf product), and “An Elf’s Story” (an animated feature inspired by the book, which aired on CBS), by building a media tour, orchestrating a celebrity red carpet movie premiere, and pitching national TV, radio and print for the clients and their products in America.

**Strategy and Tactics:** Mouth worked with the members of CCA and B (the company that created the *Elf* products) to facilitate and oversee the logistics of a national 16-city media tour (New York City, Los Angeles, Denver, Chicago, Dallas, Houston, Philadelphia, Miami, Washington D.C, Baltimore, North and Central New Jersey, Seattle, San Francisco, San Diego, Atlanta, and Western Connecticut), encompassing book signings and national television appearances, which tied in with the book and the feature. We also pitched and booked celebrities to walk the red carpet during the animated feature movie premiere, and pitched and negotiated the appearance of CBS-TV’s Wayne Brady to be the MC for the opening. We orchestrated the local TV, radio and print media to cover the event and flew to Atlanta to coordinate the interviews on the red carpet.

**Results:** Mouth Public Relations successfully helped to catapult *The Elf on the Shelf* and the animated feature film “An Elf’s Story” onto numerous national best-seller lists (#1 on *Wall Street Journal* and #2 on *USA Today*, as example), and we worked seamlessly with the CBS publicity department to garner national media for the client, which included a feature in *Redbook*, interviews on CBS-TV’s “The Talk” and AARP’s “Primetime Radio,” and mentions on “Entertainment Tonight” and “Showbiz Tonight,” to name a few. In 2012 and 2013, we were honored to represent them again—focusing on media attention for the debut of their new balloon in the Macy’s Thanksgiving Day Parade (2012) and for their new project, *The Elf on the Shelf: A Birthday Tradition* (2013). During our last campaign, our clients were spokespeople for *charity : water* a worldwide non-profit organization dedicated to providing clean drinking water to countries all over the world. Mouth Public Relations was proud to pitch their message within our client’s story and secured media placement and messaging for our client and the charity on such outlets as NBC-TV “Today” and CNN-TV, amongst others.