



Mouth Public Relations Case Study US Ambassador Gordon Sondland

Objective: Our client is Gordon Sondland, a hotelier, former US Ambassador to the European Union who participated in the Trump impeachment trial, and an author who wrote *The Envoy: Mastering the Art of Diplomacy with Trump and the World*. Mouth was hired to publicize the book, enhance Ambassador Sondland's social media presence, and establish him as an author/expert on national and international media outlets targeting foreign affairs, diplomacy, and business. After the book PR campaign, we were hired indefinitely to represent him as a news-breaking "talking head."

Strategy and Tactics: To publicize the book and raise Sondland's brand, Mouth went beyond the book pages by highlighting Ambassador Sondland's life, not only securing standalone book interviews but, soon thereafter, inserting him into news-of-the-day hooks that we knew would solidify him as a trusted source. By curating a "hot" news-breaking media list, Mouth was armed and able to react ahead of the story and confirm interviews for the client in real time. These media interviews were shared on Sondland's social media accounts, which Mouth created and managed.

Results: Mouth successfully booked national media, including CNN, MSNBC, C-SPAN, NPR, AXIOS, CBC, BBC World News (including all of their talk radio podcasts and channels), New York Times, Wall Street Journal, USA Today, Forbes, The Atlantic, Yahoo News (64 million monthly online visitors), iHeart Radio Tour, Daily Mail (over 40 million monthly online views), and The Independent, among others. In addition to this robust traditional media campaign, Mouth advertised Ambassador Sondland's Facebook, Instagram, and LinkedIn posts—reaching more than 125,000 users per month, driving more than 6,000 clicks to his media interviews, and maintaining a 27% paid engagement rate.