



Mouth Public Relations Case Study

Lauren Sánchez — The Fly Who Flew to Space

Objective: Our client is Lauren Sánchez, an Emmy Award-winning journalist, accomplished pilot, philanthropist, and Vice Chair of the Bezos Earth Fund. She released her debut children's book, *The Fly Who Flew To Space*, in English and Spanish. Mouth was hired to work with Sánchez's personal publicists to spearhead the book publicity campaign as well as solely curate, post, and boost the book's social media platforms indefinitely. We were also hired to consult on the design and content of the book's website.

Strategy and Tactics: Mouth developed a comprehensive plan to promote the book, which included a six-city media tour. This tour emphasized the book's inspirational theme of dreaming big and pursuing one's goals—elements that are deeply personal to Lauren as she navigates life with dyslexia and advocates for literacy among children. In addition to the tour, the campaign showcased Lauren's broader mission, which involved donating books to schools and children's charities. Key talking points included the book's unique features, such as a glow-in-the-dark dust jacket that can be transformed into a wall poster. Mouth also launched a robust social media campaign to extend the book's reach and drive pre-orders/sales. Our initial social media campaign (in English and Spanish), focused on the book and the author tour, Lauren's philanthropic efforts, and facts about science/space. After our initial campaign was completed, Lauren and her team extended with us indefinitely to expand the overall book brand to include her other passions, like flying planes and inspiring dyslexics to overcome the stigma and stereotypes associated with this neurological condition.

Results: Mouth's efforts helped to make the book a New York Times Best-Seller! Mouth successfully booked national and regional media, including "The View" (viewership numbers, 2.158 million), "Good Morning America" (viewership numbers, 2,687,000), "GMA Saturday" (viewership numbers 2.680 million), USA Today (68,216,472 monthly circ.), People en Español (total circulation, 2,257,086), "Good Day New York" (Fox affiliate viewership total 5,351,466), "Extra" (total viewership of 400,094), "Nightline" (total viewership, 878,000). In addition to this robust traditional media campaign, Mouth advertised the brand's Facebook and Instagram posts—reaching more than 1,000,000 users and driving more than 15,000 clicks to the book's website each month. In six months, Mouth grew Lauren's social media book platforms from 0 to 9,800 on Facebook and from 130 to 4,700 on Instagram—an increase of 3,515%.