

Three Girls Media, Inc.

Spreading the good news about YOU!



Client Case Study: Louise Green

The following case study is based on Three Girls Media's campaign for *Louise Green*.

A globally recognized "fit and fat" voice at the forefront of the Body Advocacy movement, Louise Green is certified in personal training and group fitness. As a plus-size athlete herself, Louise is living proof that society's beliefs regarding the physical limitations of larger bodies are false. She strives to empower plus size women to live healthy, active lives through her blog, health and wellness retreats, a wide variety of speaking opportunities and Body Exchange, a plus-size boot camp. Louise uses her wide-reaching voice as an advocate for the Body Love Movement, which fosters authenticity, acceptance, self-worthiness and more.

GOALS: Establish Louise Green as a plus-size fitness expert over a six-month period.

SOLUTIONS: Three Girls focused on placing stories in national websites and blogs.

RESULTS: Through a variety of pitching efforts, Three Girls secured two guest author opportunities and a variety of media placements, which led to the story being picked up by Upworthy & HLN.

LOUISE GREEN CAMPAIGN STATISTICS

- **Total Media Placements Achieved:** 13
- **Percentage of Top & Mega Tier Coverage (500K & 1M respectively):** 54%
- **Combined media reach:** 62,136,758
- **Total PR Value:** \$402,840

INTERNET:

1. Always Active Athletics - Sep. 2, 2014
2. The Mercury Online - Sep. 23, 2014
3. Muffy's Fitness Blog - Oct. 6, 2014
4. StacyKnows - Oct. 15, 2014
5. Confessions of a Fat Girl - Oct. 23, 2014
6. Better After 50 - Nov. 3, 2014
7. HLN Online - Dec. 2, 2014

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8. PLUS Model Magazine - Dec. 8, 2014
9. PopSugar - Dec. 8, 2014
10. Cranky Fitness - Dec. 22, 2014
11. Upworthy - Dec. 22, 2014
12. HLN Online - Jan. 16, 2015

NEWSPAPERS:

1. The Mercury - Sep. 23, 2014

About PR Values: PR Value is *not* the same as Advertising Value. Ad value is based strictly on the size of an ad, and whether it is printed in Black & White or Color, and where it is physically located within the publication. Calculating PR Value takes much more into consideration including:

- ✓ *Where was the coverage within the publication and where is it positioned on the page?*
- ✓ *Was the client included in the Table of Contents?*
- ✓ *Was a photo included?*
- ✓ *Was the coverage favorable?*
- ✓ *Was appropriate contact information included?*
- ✓ *Are there competitors mentioned or profiled in the article?*

The methodology is not an exact science, but provides fact-based, consumer-researched, financial equivalents.

A half-page, color advertisement in a national magazine like Real Simple or People may cost \$100,000 or more. The same size editorial feature about your company's products can easily equal \$500,000 in PR Value!

Call Today to Learn More About Our Services Specifically Designed for Small Businesses Including:

- ✓ Website & General Copywriting
- ✓ Professional Collateral Creation
- ✓ Media Advisories & Event Promotion
- ✓ Local or Nationwide Editorial Media Campaigns
- ✓ Facebook & Google Ad Creation & Management
- ✓ Social Media, Blog & E-Newsletter Management
- ✓ Public Relations & Website Branding Consulting

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