

Three Girls Media, Inc.

Spreading the good news about YOU!



Client Case Study: Adam & Eve

The following case study is based on Three Girls Media's campaigns for *Adam & Eve*.

Adam & Eve is the nation's leading Internet retailer having served over 10 million customers through its website and catalog, and thousands more through their retail stores. With a long-standing history having a "sex positive" motto, Adam & Eve products have been spicing up the bedroom and enticing lovers for over 40 years. Adam & Eve sells only the highest quality products for individuals and couples looking to indulge in a positive sexual experience.

GOALS: Increase brand awareness and name recognition.

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

RESULTS: Through a variety of pitching efforts, Three Girls secured numerous media placements, including mentions in Women's Health, Men's Health and ESSENCE.com.

ADAM & EVE CAMPAIGN STATISTICS

Although Three Girls achieved numerous placements for Adam & Eve in media outlets such as Playboy, SHAPE, SheKnows and Prevention, the following statistics reflect a one-year period, from October 1, 2013 – September 30, 2014.

- **Total Media Placements Achieved:** 39
- **Percentage of Top & Mega Tier Coverage (500K & 1M respectively):** 31%
- **Combined media reach:** 94,458,358
- **Total PR Value:** \$1,638,799

MAGAZINES:

1. SHAPE - Jan. 2014
2. Women's Health - Jan. 2014
3. Women's Health - July 2014

INTERNET:

1. Social Media Samurai - Oct. 2, 2013
2. Guyism - Oct. 8, 2013

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3. Prevention.com - Oct. 11, 2013
4. Day Gamer - Nov. 6, 2013
5. SheKnows.com - Nov. 19, 2013
6. Playboy.com - Nov. 20, 2013
7. ESSENCE.com - Dec. 2013
8. Smart Mom Picks - Jan. 17, 2014
9. Indy Lounge - Jan. 30, 2014
10. LatinoSexuality - Feb. 7, 2014
11. TheCelebrityCafe - Feb. 22, 2014
12. Guyism - March 28, 2014
13. LGBTQutie - April 8, 2014
14. The Male Standard - April 9, 2014
15. Couple Dumb - June 2, 2014
16. Sugarbutch Chronicles - June 7, 2014
17. Men's Health Online - June 17, 2014
18. Ask Men - June 23, 2014
19. Indy Lounge - July 1, 2014
20. Indy Lounge - July 11, 2014
21. Yahoo! Shine - July 16, 2014
22. Indy Lounge - July 27, 2014
23. Crave Online - July 28, 2014
24. The Male Standard - Aug. 18, 2014
25. Guys Gab After Dark - Sep. 16, 2014
26. First To Know - Sep. 19, 2014
27. QSaltLake Online - Sep. 19, 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

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- ✓ Media Advisories & Event Promotion
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- ✓ Facebook & Google Ad Creation & Management
- ✓ Social Media, Blog & E-Newsletter Management
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