



Special Guests

Providing Positive Publicity on Purpose since 1985

919-437-0001

Case Study:

Outsourcing Work for other Comms

Promoting everyone from Boxers to Authors

Challenge and Goals:

- 1) Promoting authors, and products from other agencies without taking direct credit
- 2) Avoiding a Wag the Dog scenario (demanding credit 😊)
- 3) Satisfaction of Agency that outsourced for to us.

Methods:

Booking talk show interviews for sub-clients.

RESULTS: All three goals were achieved:

Challenge and Goals:

- 1) Booked many talk show interviews for authors (including Brent Bozelle III), celebrities (including Princess Fergie), and product promoters including World Heavyweight Champion George Foreman, who we booked on shows including the Tonight Show/NBC TV.
- 2) Never demanded credit for the 7 year confidentiality term, and stayed alive to prove it. 😊
Promoted and helped jump start one of the most famous talk show hosts in history but still under nondisclosure agreement.
- 3) Pleased both the agency clients as well as their sub-clients.