

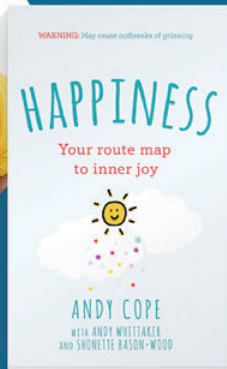
CASE STUDY ANDY COPE

Our Campaign

We work directly with Dr of Happiness Andy Cope. This means that, year-round, we're busy profiling him as the UK's resident happiness expert.

Each month we focus on the key PR opportunities, whether that's jumping on news stories we can hijack or making the most of awareness days like Random Acts of Kindness Day. We also work specifically to promote his wonderful books, which include *Happiness* (Hodder), *Be Brilliant Everyday* (Wiley) and his forthcoming book, *Shine* (Wiley).

Andy first got in touch many moons ago and we're delighted that we've been his chosen PR folks ever since. We manage the PR for his every book launch, either in conjunction with his publisher or on their behalf, depending on the publisher's needs.



Our Results

HAPPINESS

So far, for Andy's latest book *Happiness*, we have achieved 68 pieces of coverage including: a double-page spread in the *Telegraph* (plus insert on the front page); a full page in the *Sunday Mirror*, *Fabulous* mag, *That's Life* and *Reveal*; online articles in the *Independent*, *Mail Online*, *Harper's Bazaar*, *Elle*, *Irish News*, *Telegraph*, *Irish Examiner*, *Yahoo*, *Management Today* and the *i*; and comment and features in the *Metro*, *Shortlist*, *Daily Mail*, *Daily Mirror*, *Yours* magazine, *BT.com*, *Natural Health* magazine and *Health and Wellbeing* magazine – to name a few.

BE BRILLIANT EVERY DAY

For Andy's book *Be Brilliant Every Day*, our coverage totalled 73 pieces. Highlights included a full page interview in the *Daily Telegraph*, an interview in the *Daily Express* and *Metro* and a full-page feature in *Top Sante* and the *Irish Independent*. Other book reviews included *Woman & Home*, *Real People*, *Metro*, *Take a Break*. January Blues tips were featured by *Daily Mirror*, *Independent*, *Daily Star*, *Glamour*, *PA Life* and *BT.com*. We also secured a regular blog on *Huffington Post* for Andy as well as more than 50 pieces of regional coverage across radio and print.

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