



ABOUT THE BOOK & AUTHOR

We were appointed by Capstone to manage the publicity for *Be Brilliant Everyday* by Andy Cope and Andy Whittaker. The authors were so pleased with the results that they then appointed us direct to work with them for an additional 2 months.

Be Brilliant Everyday is a funny and cutting self-help book

which aims to inspire you to be that awesome version of yourself, when you are at your brilliant best.

The authors, Andy Whittaker and Andy Cope, are experts in the science of happiness and positive thinking. Together they run Art of Brilliance, a training company that delivers "Brilliant" workshops to business organisations and schools. Andy Cope is currently doing a doctorate in the science of happiness and positivity, and is well on his way to becoming the UK's first Doctor of Happiness.

OUR CAMPAIGN

We targeted mainstream media including national features and book reviewers, lifestyle media and regional broadcast media. As well as securing reviews, interviews and comment about the book, we also made the most of the authors' 'Dr of Happiness' status, creating a timely New Year angle of 'tips to overcome the January blues'. This proved a huge success.

HIGHLIGHTS

More than 73 pieces of high profile exposure were achieved!

The book received extensive media coverage and highlights included a full page interview in *The Daily Telegraph*, interview in *Daily Express* and *Metro* and full page feature in *Top Sante Magazine* and *The Irish Independent*. Other book reviews included *Woman & Home*, *Real People*, *Metro*, *Take a Break*, *The January Blues* tips were featured by *Daily Mirror*, *The 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.



“**WHAT THE AUTHOR SAID**

The Book Publicist team were appointed by our publisher and achieved amazing results including features with *Daily Telegraph*, *Daily Express*, *Top Sante* and *Huffington Post*. We were so impressed that we appointed them ourselves to profile our other books and events and we still work with them today.

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