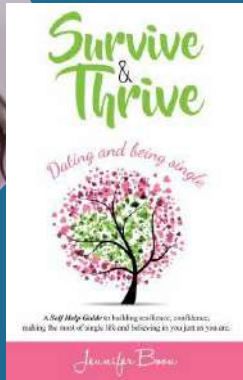


CASE STUDY JENNIFER BOON



Our Campaign

Jennifer Boon is a life coach specialising in building confidence and resilience – empowering clients to overcome their internal sabotaging and create the future they dream of.

She came to us to help promote the first book in her new series, *Survive and Thrive*. We had the dual aim of spreading word about the book far and wide and positioning Jennifer as an expert life coach in the media. Our focus was women's magazines and national papers and broadcasters.

Our Results

SURVIVE & THRIVE

To date, we've achieved 102 pieces of coverage for Jennifer Boon. These ranged from interviews on BBC Radio 1Xtra on Valentine's Day and on the *Irish Times* Women's podcast, to articles in the *Guardian*, *Cosmopolitan*, *Huffington Post* and *Fabulous* magazine, to tips in the *Sun* and *Health & Wellbeing* magazine.

WHAT JENNIFER SAYS

“From my first call with Ella I felt reassured I was in safe hands with promoting my book and promoting me as life coach. The coverage I received was well beyond my expectations. The team were efficient and always one step ahead. I really loved working with Jessica and Ella and I will be going back to them when my second book has been written.”

