

CASE STUDY: Linkasink



Linkasink creates hand-crafted artisan sinks. I am extraordinarily proud of the level of exposure I've been able to deliver to them.

The owner and the president of Linkasink gave me complete latitude in designing and implementing a PR effort. I kept in very close communication with them as I thoroughly learned their products and worked to develop a brand image that was in keeping with their vision for the company.

I created a press kit that had a luxury feel and design that would be unforgettable to editors. The press releases were carefully crafted to tell the Linkasink story. The theme of "artisan, hand-made products" was communicated throughout.

To reach editors on a more personal level, I arranged product showcase meetings for Meredith Corp. editors (*Better Homes and Gardens. Kitchen & Bath Ideas, Beautiful Kitchens, Renovation Style*, and many others). My client and I took several sinks to Des Moines and hosted a luncheon and presentation.



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GREEN WITH ENVY
This cast-metal sink has an inner lining of moss green glass mosaic pieces in two shades arranged in a circle pattern. Designed as a vessel mount, this sink looks best when positioned on a piece of frosted glass or granite slab, accented with accessories of the same materials, according to Kirk Guthrie, Linkasink owner.

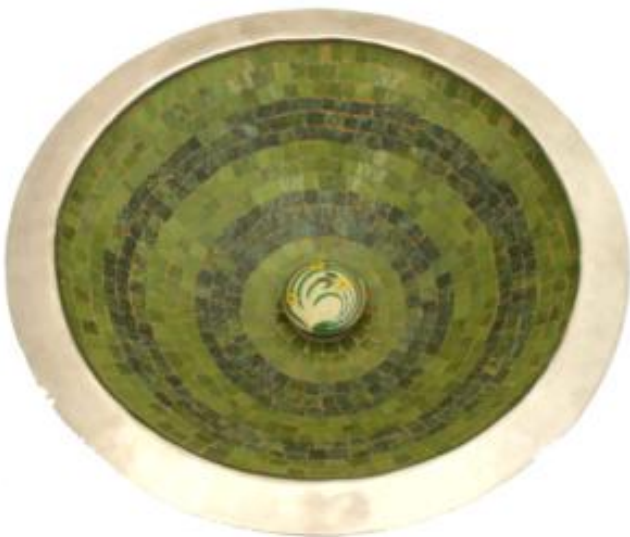
SINK IT

COMPANY Linkasink
RETAIL \$1,300 INFO linkasink.com

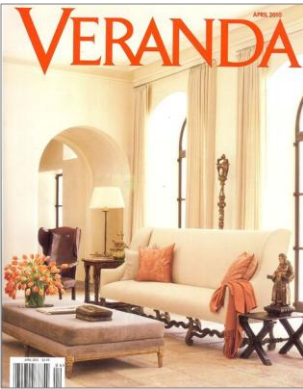
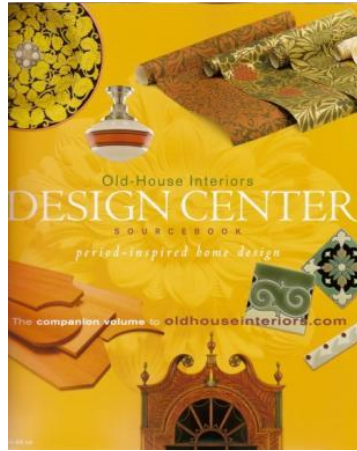
The result of these product showcases were editors putting the sinks on carts and wheeling them off to their office to arrange for them to be part of upcoming photo shoots. Upon meeting the owner of the company and hearing about his creative process the editor of *Renovation Style* wrote a feature about Linkasink's owner and his product designs.

I have developed a relationship with this client and the employees of this company, and they do not hesitate to contact me when they have a creative challenge – whether it is coming up with a name for a new sink, working with showrooms on advertising projects, or creating educational presentations to be used with the sales force across the country.

The result has been increased brand recognition and overwhelming media exposure for Linkasink. This has translated into a marked increase in sales. The products have appeared in hundreds of magazines, newspapers, television shows, design websites, and blogs. Linkasink has appeared on the cover of 4 national design magazines and have been featured in magazines as far-reaching as Newsweek.



RESULTS



Spectacular media coverage in national magazines, major newspapers, regional design publications, trade publications – and television coverage on HGTV.

- On the cover of numerous magazines and newspapers including *The Orange County Register*, *Old House Interiors' Design Center*, *Kitchen and Bath Ideas Product Guide*, and *Better Homes and Gardens' Find It! Magazine*.
- Significant and spotlighted coverage in national design and trade publications and websites including *House Beautiful*, *Veranda*, *Interior Design*, *The Robb Report*, *Better Homes and Gardens*, *The Chicago Tribune*, *StyleHive.com*, *Kitchen and Bath Ideas*, *Beautiful Baths*, *Luxe*, *Custom Homes*, *Phoenix Home and Garden*, *San Diego Home and Garden*, *Kitchens.com* and *The Orange County Register*.

RESULTS



After spotlight coverage in *Beautiful Kitchens Magazine* on the Table of Contents page and as part of an editorial piece . . .

Sales of the Onyx Sink went from 1 per year to more than 1 per week following this media placement.

Over a 2 year period . . .

Total editorial placements: 122
Sales growth: 52%



“Kristen has made an incredible impact on our business, and we could not be happier with our partnership. I would attribute a great deal of our company’s growth to her efforts.”

– Rick Wickham, President, Linkasink