

CASE STUDY: Linkasink



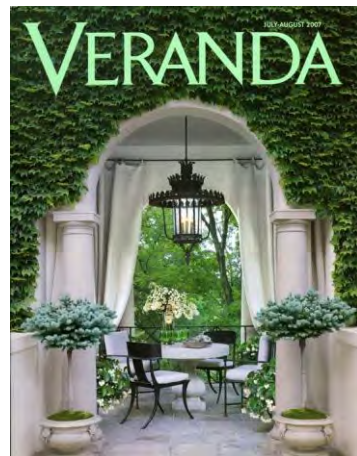
Linkasink creates hand-crafted artisan sinks. The owner and the president of Linkasink gave Kristen Cooper Public Relations complete latitude in designing and implementing a PR effort that would showcase their sinks in high-end luxury and home design publications across the country. Frequent communications with the company executives provided in-depth product knowledge which assisted in the development of a brand image that was in keeping with their vision for the company.

A press kit filled with photography and product samples was designed to 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, a product showcase meeting was arranged for Meredith Corp. editors (*Better Homes and Gardens*, *Kitchen & Bath Ideas*, *Beautiful Kitchens*, *Renovation Style*, and many others). Several sinks were on display in Des Moines during the presentation by Linkasink’s owner and head designer.

Editors at the product showcases immediately took many of the sinks to their office to arrange for inclusion in upcoming photo shoots. Soon after meeting the owner of Linkasink and hearing about his creative process, the editor of *Renovation Style* featured him in a story for the magazine.

RESULTS: Linkasink



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: Linkasink



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