

**MarCom Awards Entry**  
**Public Relations**  
**lotus823**

**Client:** Bamboozle

**The Challenge:**

In January 2020, Bamboozle sought lotus823's assistance with managing the brand's public relations activities surrounding their eco-friendly homeware collection.

The top objectives of the partnership included:

- Generate awareness about Bamboozle's products through key editorial placements online and in print publications.
- Position Bamboozle as a trusted eco-friendly lifestyle brand that consumers would feel comfortable investing in, while knowing they're making a conscious decision to make a positive impact on the environment.

Continue reading to learn how we garnered an average of 502 million impressions per month for Bamboozle!

**The Strategy:**



From January-July 2020, lotus823 developed and executed a comprehensive Public Relations strategy surrounding Bamboozle's product suite. Activities included tailored media list curation, pitch/messaging development, editorial opportunity submission, and extensive media outreach.

As Bamboozle manufactures homeware products such as nesting bowls, serveware, and a stylish composter, which all promote sustainability, it was important to the team that their brand's mission and values were voiced in all outreach efforts conducted by lotus823. Targeting domestic lifestyle, eco-friendly, trade, and business publications paired with unique outreach angles such as Composting 101, Baking Essentials, and Bringing Happy Hour Home as part of the comprehensive PR campaign allowed the brand to tell their story and connect with audiences in both the B2B and B2C spaces.

**The Results:**

In only a seven-month period of account management, lotus823 was able secure media placements in top tier media publications such as **Food Network, The**

Kitchn, Domino, Dwell, Reader's Digest, goop, House Beautiful, Food & Wine, and many others for a combined total reach of more than 3 billion.

# 103

Total Pieces of Media Coverage

# 3.5 Billion

Total Media Impressions

