

# PR Case Study

BravoBride harnesses the power of bloggers and PR to launch new website, drive traffic and sales



FEATURED ON:

The New York Times



## Results

- 1 Attracted new site advertisers after broadcast coverage appeared on NBC-affiliate station.
- 2 Secured coverage in print, broadcast, and blogs including:  
**The New York Times,**  
**King-5 TV, The Seattle PI,** and  
**WeddingFanatic.com.**

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***“In three months, the team secured great coverage on TV, in magazines and online. This supported our company’s launch and fueled consumer web traffic.”***

***Susan Alexander Shapiro,  
Founder, BravoBride.com***

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## Public Relations Challenges

1. Had only three months to secure media coverage for newly launched web site (similar to a **Craigslist** for brides).
2. Needed to drive significant site traffic to entice potential vendors to advertise on a new site with little brand recognition.

## Tactics

1. Researched compelling statistics and trends to entice media to write about the company. Wrote news release that leveraged a timely news hook: “Budget-Conscious Brides Go Online To Slash Wedding Costs.”
2. Reached out to print and broadcast outlets regarding economy-related wedding stories. Offered real-life stories and money-saving tips.
3. Supported social media campaign by targeting top wedding bloggers to generate coverage, site traffic and consumer buzz.
3. Positioned company president as expert available to comment on wedding industry trends.

### About BravoBride

BravoBride is an online marketplace where savvy brides buy and sell new and pre-owned wedding items. You won't find bicycles or fish tanks on BravoBride. Instead, we focus on pre-owned designer wedding dresses, jewelry, accessories, ceremony and reception items, wedding favors—everything you need for the perfect wedding.  
[www.bravobride.com](http://www.bravobride.com)

**Radiance**  
●●●● Communications

Specializing in food, beverage, and  
consumer product marketing