

Public Relations & Social Media Case Study



 Perfect Pitch PR

Perfect Pitch PR excels at delivering innovative, integrated strategies that result in increased awareness and brand credibility.

Campaign:

What's Your Nude

Tara Raines, Los Angeles-Based Psychologist

Objective:

To generate awareness of an online petition created to mobilize and drive women to demand more variety in "nude" colored bras from manufactures, department stores and lingerie and specialty stores.

Strategy & Implementation:

Perfect Pitch Public Relations refined and enhanced the client's social media presence, developed a more comprehensive social media strategy and integrated traditional media relations for a more well-rounded, results-driven approach. Over the course of the campaign, our firm:

- Created and managed a Facebook page for the campaign
- Created and managed a Twitter page for the campaign specifically to generate support from target demographic, reporters and celebrities
- Created a "Brown Bra Scavenger Hunt" campaign and contest concept with a YouTube video component
- Wrote press releases to generate awareness, and position Tara Raines as an edgy, online activist
- Distributed the press release to more than 3,000 journalists, and industry leaders and influencers
- Wrote blog and social media content, including a YouTube script
- Secured contest sponsorship from a newly launched lingerie company specializing in nude colored bras



RESULTS SNAPSHOT (ALL RESULTS ACHIEVED WITHIN 30 DAYS)

- Global media coverage, including television, radio, print and online placements
- 100,000+ online impressions
- 3000+ organic Facebook followers in less than two weeks
- Successfully recruited social media influencers (brands, journalists and celebrities) on Twitter for support, including Warners, Olga, Holly Robinson Peete (The Talk), Sunny Anderson (The Food Network), Yvette Nicole Brown (NBC's Community) and Chrissette Michele (Grammy Award-winning singer/songwriter).

Partial List of Media Clips

- 'What's Your Nude' Campaign Calls for Bras of All Skin Tones (Yahoo!)
- 'What's your nude?': Online diversity campaign targets bra colors (The Today Show Online)
- 'What's Your Nude?' Facebook Campaign, Tara Raines Tackles Lack Of Brown Colored Bras (Huffington Post)
- 'I want one in BROWN!' African American psychologist attacks bra manufacturers for catering only to white women in 'nude' collections (The Daily Mail / UK)
- Lingerie for All Women, No Matter What Skin Tone, Says L.A.'s Tara Raines (L.A. Weekly)
- Power to the Double Ds: "What's Your Nude?" (The Boston Herald)
- "What's Your Nude?" underwear campaign lobbies for brown bras (San Francisco Chronicle)
- Women of Color Sound off to Bra Makers (BUST Magazine)
- When 'Nude' Doesn't Match Your Skin Color: Psychologist Tara Raines Launches 'What's Your Nude' Campaign to Promote Diversity in Bra Colors (Fashionista.com)
- Tara Raines promotes 'What's your Nude' to promote different diversity in bra colors (OMG Haute)
- The Problem With Nude (Etsy)
- "What's Your Nude?" Facebook Page Fights Lack of Brown Lingerie: Will It Help? (Clutch Magazine)
- Empowering your stakeholders to take action (Public Relations Society of America)
- What's Your Nude Campaign Wants Brown Bra Options in Lingerie Aisles Everywhere (Betty Confidential)
- Women of Color to Sound Off to Bra Makers on Feb. 1 (The Lingerie Journal)

Blogs/Columns:

- Not MY Nude -- Why I Started the Brown Bra Scavenger Hunt (xojane)
- More Brown Bras, Please: The 'What's Your Nude?' Campaign (The Lingerie Addict)

For More Information:

For more information about this case study, please contact Perfect Pitch Public Relations via our website at www.perfectpitchpr.com.