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## Kohler Design Center Re-Design: Project Review

## **Project Goal:**

Assist with the development of the media materials for the new designer vignettes featured at the Kohler Design Center and build awareness of the six new designer vignettes through media relations.

## **Work Provided:**

- Reviewed written materials and provided feedback and edits
- Interviewed designer Tristan Butterfield for media materials about his room
- Wrote and edited press release for Tristan Butterfield
- Wrote and edited press release for Eric Cohler
- Interacted with designers and media representatives to manage program goals and expectations
- Created media pitching strategies and media pitch lists for pre-release exclusives, post release coverage and press kit mailings
- Pitched key long lead shelter magazines offering room exclusives
- Pitched more than 200 reporters at outlets ranging from local to national print and broadcast media including a special focus on shelter magazines and local dailies
- · Conducted multiple rounds of follow up calls and emails
- Supported reporters who were providing coverage, including on-site tours of the six new rooms
- Interacted with Kohler media team, providing written and verbal status reports

## Media Coverage:

- Secured coverage of Jamie Drake's room with Copley News Service.
  - Article will run in more than 250 newspapers around the country.
- Secured coverage in the *Chicago Sun-Times*' suburban papers including: *The Elgin Courier News, The Joliet Herald, The Aurora Beacon News*, and *The Lake-County Sun News* 
  - Estimated total impressions = 253,615
- Secured email newsletter coverage with Traditional Home Magazine.
  - Estimated impressions not available online
- Secured email newsletter coverage with *Interior Design* Magazine.
  - Estimated total impressions =116,718
- Secured full-color, multi-page coverage of Eric Cohler's room in the **North Shore** Magazine, a regional magazine targeted towards the affluent North and Northwest Chicago Suburban residents
- Secured full-color coverage of Blustin Heath's room in LUXE Magazine
- Secured full-color coverage of Eric Cohler's room in Palm Springs Life Magazine
- Secured multi-page, full-color coverage in the Lakeshore Life & Style Magazine which is a new magazine reaching citizens of Sheboygan County:
  - Estimated total impressions = 37,500
- Secured follow up coverage in the Sheboygan Press
  - Estimated total impressions = 52,240
- Secured interest for May/June Bath Issue with Home & Design.
- Secured interest from **Good Housekeeping** for issue on decorating with stripes.
- Secured interest with **Domino** Magazine for the green issue, but they chose to focus on green Kohler products verses the Blustin Heath room.