# 3. CASE STUDY

We were retained by a leading luxury destination wedding planner based in Morocco who was eager to increase brand awareness for his company internationally. Our client had both an impressive portfolio, as well as extensive experience that we wanted to equally leverage. We narrowed down our strategies to the following four for our first year together.

## strategy 1

We expedited the submissions of his recent portfolio to top tier wedding blogs and publications. We interviewed the couples at length and paired the narrative with our client's insight on the days. As a result, our client enjoyed a number of exclusive features including Harper's Bazaar, Aisle Perfect, Inside Weddings and Burnett's Boards. We also followed up with encore features with site such as PartySlate and Think Shaadi, when appropriate.

# strategy 2

Next, we dug right into our client's areas of expertise- in particular, luxury event execution and destination wedding planning. We crafted story angles to showcase his expertise, while pairing him with incoming opportunities. As a result, our client's press features grew nearly ten-fold in the first year, with mentions at such noble media outlets as the New York Times, Wall Street Journal, The Knot and Wedding Business Magazine.

# strategy 3

We also agreed to equally promote Morocco as a up-and-coming destination for couples, positioning our client as the leading experts. With this strategy, we were able to secure a number of location specific features, including ones with PopSugar, the Travel Channel, Hertz and Brides

# strategy 4

We also made a point to stay hyper vigilant about any industry award opportunities, hand selecting our client's very best work for the international categories. As a result, our client won top design honors for the WIPA Awards, as well as International Wedding Company of the Year for the ACE Awards.

# results

As a result of the above strategies, our client enjoyed over 70 placements in this first year with us, in additional to the (2) major industry awards.