



# CASE STUDY

PUBLICITY PLUS



LAVIDGE

# TABLE OF CONTENTS

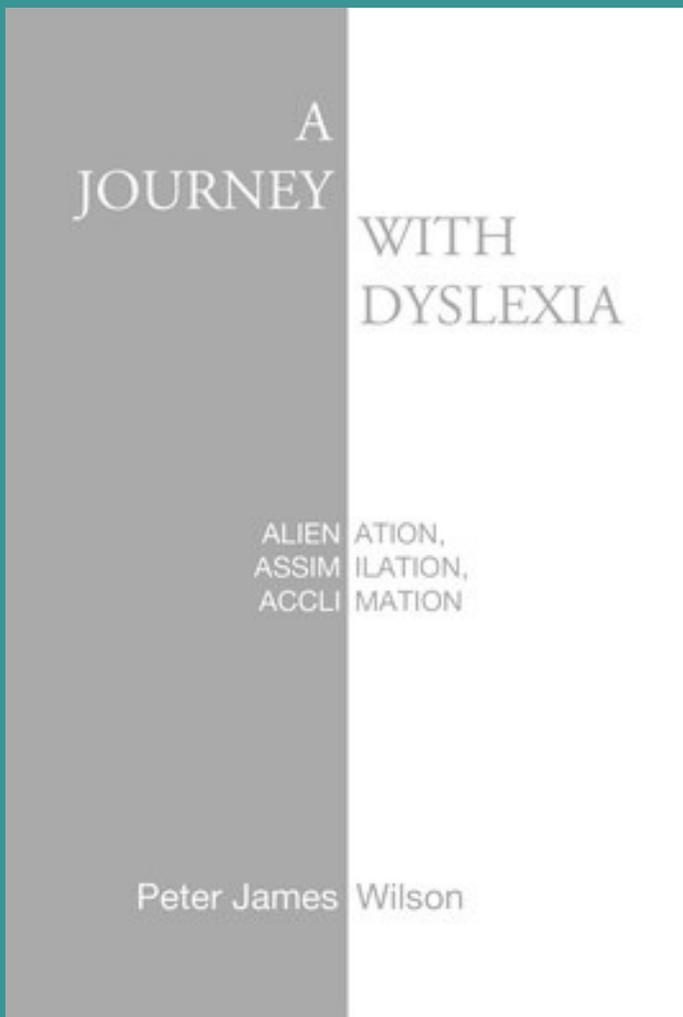


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OVERVIEW	3
SERVICE TIMELINE	4
STRATEGIES	5
RESULTS	6
CLIENT FEEDBACK	7

# OVERVIEW

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## AUTHOR AND BOOK

- Peter Wilson is an author whose journey through the world of storytelling is as unique as the tales he weaves. Born with dyslexia, Peter has faced challenges that have fueled his determination to conquer the written word.
- “A Journey with Dyslexia: Alienation, Assimilation, Acclimation,” invites readers to join Wilson on an adventure where words are not just letters on a page but a gateway to a world of imagination and inspiration. With every sentence, he challenges preconceived notions and breaks down barriers, proving that passion fuels creativity.

# SERVICE TIMELINE



- *Intro Call:* We begin with a brief call to get to know the author, their book, and their goals.
- *Strategic Plan and Press Release:* Our team creates an internal Strategic Plan that includes a 12-week timeline of media pitching and target demographics. Once approved by author, we create a professional press release to distribute to major media outlets and industry contacts.
- *Media Launch and Follow-Up:* We distribute the final press release to a curated list of 500+ media contacts, followed by a targeted check-in one week later.
- *Final Report and Next Steps:* We provide a performance report with personalized tips to help the author continue building momentum.

## GOAL

- The author's goal is to inspire greater research into dyslexia and the development of neural pathways.
- He hopes to help teachers, students, parents and other adults with dyslexia gain a deeper understanding of the condition and how to better support those who live with it.



# STRATEGIES

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- To effectively position an author who has personally overcome dyslexia, we centered our media strategy on the powerful intersection of personal triumph, educational insight, and advocacy. Our author was born with dyslexia and turned that challenge into motivation, instantly giving him authenticity, credibility, and emotional resonance. That becomes the main media message.
- We tailored his media outreach toward reporters focused on education, parenting outlets, and human-interests shows, including Scholastic, NBC News, NPR, Today's Parent, and more.

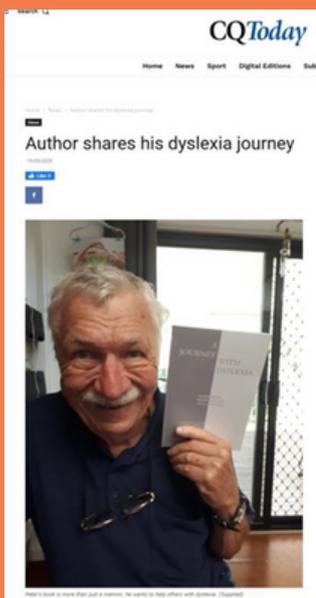
## Target Audience

- Teachers and Education
- Learning Disabilities
- Books (Fiction)
- Psychology and Linguists

# RESULTS

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- During the campaign we secured **four** strong media opportunities for the author, including two interviews.
- This momentum reflects how well his story, expertise, and mission resonated with the media, and how effectively our strategic approach positioned him for meaningful coverage.



## MEDIA OPPORTUNITIES

- Radio host Dales Whyte from *990 AM Central* interviewed our author on May 12<sup>th</sup>, 2025.
- Interviewer Shelby Gurney from *CQ Today Rockhampton* ran the interview on May 16<sup>th</sup>, 2025.
- *ABC Western Queensland* requested an interview.
- An editor at *Independent Australia* requested a book copy.



Independent **IA** Australia

# CLIENT FEEDBACK

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- Our goal is to build strong, trusting relationships with our authors, fostering a collaborative environment where their voices and visions are heard.
- By working closely together, we ensure every strategy and piece of content aligns with their goals, resulting in meaningful growth, increased engagement, and measurable success across their platforms.



**“That is really good. Thank you so much, Ziggy.”**



**“Thank you, Ziggy for securing this book review, I am really impressed.”**

# THANK YOU!

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Inspired by Casimiro success story?  
Get in touch with us to start your  
journey toward outstanding results.



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