



**CLIENT:** DAYMOND JOHN

**Type of Account:** Talent/ Author

**Type of Media:** Public Relations/ Viral Marketing

Daymond John, founder/owner of global brand FUBU Inc. and its many subsidiaries, was selected as one of the five star judges on Mark Burnett's reality series, *Shark Tank* (ABC) in September 2009. The show had just launched when Integrated PR was hired and had not yet attained a foothold in its timeslot nor did it earn respectable ratings following its well-advertised August premiere.

Our firm was retained to maximize the exposure of Daymond using the vehicle of his critically-lauded primetime series, create media and partnering opportunities specific to his expertise as a branding genius, generate water-cooler conversation concerning his current projects and craft a public relations campaign for his forthcoming second book, due April 1, 2010.

**Responsibilities:**

Leverage, to the fullest extent, our relationships with national electronic, print and online editors, writers and producers in ensuring elite media coverage and when appropriate, introduce Daymond to CEOs of companies in need of re-branding. Goals include reaching far beyond the urban/hip hop audience to securing mainstream media coverage/opportunities and to collaborate and maximize strategic viral marketing campaigns driving traffic to Daymond's online portals which include his consistent presence on Twitter and Facebook.

**Results:**

John has received prestigious coverage in major media outlets ranging from a front-page story in *USA Today's* "Money" section to an in-depth piece in *Women's Wear Daily*. He recently shot the cover of *Success* magazine and will appear on Neil Cavuto's FOX "Business Report" for the second time in three months. He has become a favorite of news programs ranging from CNBC's *Mad Money* to ABC News.

Daymond's social media presence has tripled since Integrated PR has been actively involved through our facilitating and maximizing two-way communication with fans of *Shark Tank* and the FUBU brand and via targeted tweets and carefully-structured status updates.

By redistributing links to pivotal interviews, posting overnight Nielsen ratings following *Shark Tank* airings and carefully constructing daily updates to all John's online platforms, we have facilitated ancillary projects including Daymond recently ringing the closing bell at NASDAQ and serving as a keynote speaker at select industry conferences include the Tweet House at Sundance and Funding Post's annual confab in Miami.

We have successfully arranged endorsements – from CNBC's Jim Cramer to *Today's* Donny Deutch and E's Kim Kardashian – for his forthcoming book, [The Brand Within: The Power of Branding from Birth to the Boardroom](#) (DOP Publishing). He will soon be profiled in *Consumers' Digest* magazine and featured on the cover of *Personal Branding* magazine timed to a national book tour we are coordinating which will hit U.S. major markets from coast to coast.