

NewsWireJet >

# Case Study

The Voice Society

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## Objective

The Voice Society, a distinguished agency catering to high-end clientele, faced a critical obstacle – lengthy turnaround times for securing media placements for their clients. This delay hindered their ability to effectively promote their clients' work and establish their authority within the fashion and lifestyle real estate niche.



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## Solution

Recognizing the urgency, NewsWireJet, a rising boutique PR firm, stepped in with their expertise and established relationships. Leveraging their network, NewsWireJet secured a coveted spot for Lucinda Loyals, a client of The Voice Society, to be featured in the prestigious Kate Spade Showhouse.



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## Solution

NewsWireJet's strategic approach involved three key steps:

**Content Creation:** Recognizing the importance of showcasing Lucinda Loyals' expertise, NewsWireJet collaborated with a journalist within their network to craft compelling content. This content highlighted Lucinda's authority and research, positioning her as a valuable voice within the industry.

**Targeted Outreach:** Utilizing their established media connections, NewsWireJet strategically targeted publications relevant to Lucinda Loyals' niche – fashion and lifestyle real estate.

**Swift Execution:** Contacted on May 20th, NewsWireJet delivered exceptional results within a remarkably short time frame, securing placements by June 7th.

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## Results

NewsWireJet was able to place this client in top tier media outlets for best brand visibility

