

Mindful Life

MINDFUL LIFE

Prelude

Megan Gale is an Australian model and fashion icon turned entrepreneur. Following the birth of her son, Megan was inspired to create a skincare range for babies and children that was free from nasties and nurtured the connection between parent and child.

Seeking a like-minded PR and communications partner to help launch the business in May 2019, Mkt. was engaged by Megan to introduce the brand to media and influencers through traditional press office activity and social media.

Mkt. developed a strategic communications and social media program to launch the lifestyle collection. Journalists and influencers alike were thrilled to hear of Megan's new business venture, the brand ethos and trial the new products.

Stories told

As Mindful Life's PR, communications and social media partner, Mkt. officially launched the brand via traditional press office activity, influencer relations and social media.

Mkt. secured an exclusive cover and feature article with Stellar Magazine that introduced Australian consumers to Megan's new business venture, why she started the range and how she hoped parents would adopt the philosophy.

Alongside traditional media, Mkt. created Mindful Life kits, consisting of a beautiful gratitude journal, tote and product for our tailored circle of influence program. The kits encouraged parents to trial the range on their little ones.

Mkt. also launched and managed Mindful Life's Instagram and Facebook page. The audience grew considerably through the sharing of curated content including quotes, reviews, ingredient highlights and mindful tips.

Happily Ever After

- The stories we've told (total number of media coverage): **64**
- The social posts they've shared (total number of social media posts): **165**
- Those who have read our stories (total reach): **617,558,382**
- The deliveries we've done (total number of kits sent): **85**
- Coverage highlights (top pieces of coverage for both media + influencers)
 - Stellar (cover & interview)
 - The Morning Show
 - Studio 10
 - The Daily Edition
 - Nova: Fitzy & Wippa
 - Nova: Chrissy, Sam & Brownie
 - News.com.au
 - Good Health
 - WHO
 - Now to Love



Domain
REVIEW



Mkt.