

## CASE STUDY

# Navigating the Media Landscape to Boost Revenue for JP Francia's LIFE CIDER

# XL PR

EARNED MEDIA XL'ENCE

## OBJECTIVES

XL PR's objective was to generate widespread awareness and interest in Life Cider, ultimately driving revenue growth for the brand. The agency aimed to humanize the brand by sharing Francia's personal journey and the inspiration behind Life Cider, connecting with consumers on a deeper level.

## STRATEGY

XL PR developed a comprehensive PR strategy, leveraging their network of media contacts and storytelling expertise. They crafted a compelling narrative around Life Cider and its founder, highlighting Jon Pierre Francia's health journey and the brand's commitment to addressing health issues, generating reader interest in Life Cider.

## EXECUTION

XL PR's strategic execution included pitching the story of Life Cider and Jon Pierre Francia to top-tier media outlets. Their efforts resulted in a comprehensive article by Gabrielle Shiozawa, a journalist from KSL.com, published on June 25, 2023. The article highlighted Francia's personal journey, the creation of Life Cider, and its growth trajectory. It emphasized the potential benefits of Life Cider and resonated with readers, capturing their attention and interest.

## RESULTS

XL PR's media efforts significantly enhanced Life Cider's brand visibility and public awareness, driving notable revenue growth exceeding \$25,000 within days. The KSL.com article sparked high product interest, demonstrating the influential role of effective PR in stimulating consumer demand. Furthermore, the article attracted interest from a 70+ gas station chain and a 20+ location grocery chain, resulting in potential partnerships and expanded market reach.

## CLIENT BACKGROUND

Jon Pierre Francia, the visionary entrepreneur behind Life Cider, approached XL PR with the objective of introducing his unique product to the world while highlighting its mission of combating obesity and diabetes. Life Cider, a health-focused beverage, aimed to provide a healthy alternative to traditional sugary drinks and make a positive impact on consumers' lives.

## CONCLUSION

XL PR's partnership with JP Francia and Life Cider showcased their narrative skills, yielding tangible results. Through strategic media placements and captivating storytelling, XL PR boosted Life Cider's visibility and revenue growth. This case study highlights XL PR's PR expertise and knack for impactful campaigns, connecting brands with their target audience. With a proven track record, XL PR is an invaluable partner for brands aiming to enhance their public image and achieve business goals through strategic communication and media engagement.