



Specializing in High Visibility Public Relations
and Image Management Services
for Authors & Entrepreneurs

B I S S O N  B A R C E L O N A L L C

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Success Story: Juliana Fern Patten, Author *Another Side of World War II, A Coast Guard Lieutenant in the South Pacific*

Program/Project: High Visibility Public Relations Campaign

Challenge

Juliana Fern Patten needed a publicity firm that would partner with her to create an innovative promotional strategy for her first book. Ms. Patten required the services of a company that would fully understand her need, and could identify additional opportunities that would allow her to achieve her goals. An agency that could create media awareness, generate interviews and feature stories, capitalize on industry holidays, and offer support and encouragement throughout the campaign was a must.

Bisson Barcelona Strategy

Our team created a nationally focused, high visibility media campaign. The strategy consisted of researching industry trends, capitalizing on significant holidays and pitching angles to print, radio and television outlets throughout the country. Bisson Barcelona secured media interviews, coordinated book reviews and arranged and promoted events and presentations.

In addition, Bisson Barcelona worked with Ms. Patten to have her books carried by numerous specialty museums and bookstores throughout the United States.

Result

The campaign generated awareness of the book and developed recognition for Ms. Patten as an author. She established credibility with the media and was able to connect with her target market. In the fall

of 2006, with the arrival of Veteran's Day and Pearl Harbor Day, we increased our promotional efforts. News releases were distributed and Ms. Patten's expertise was pitched to the media.

Our efforts generated a Veteran's Day radio interview and two cover stories. As a result of the publicity, her book became a local bestseller. Creative strategies combined with unique media angles allowed us to establish Ms. Patten and her book in the marketplace.

Over a period of 12 months, we secured dozens of print and broadcast interviews for this first time author, including *The Portsmouth Herald*, *Foster's Daily Democrat*, *Portland Press Herald*, *The York Independent*, *The Quarterdeck Log*, *WLOB Fox Morning News*, *NH Public Television*, *NH Public Radio*, *WHEB 100.3 FM* and *WSTN 1270 AM*.

Deliverables

- Created timely and targeted news releases that were distributed to media sources throughout the country resulting in several inquiries, interviews and feature stories.
- Promoted book signings and speaking presentations at professional organizations, museums and bookstores.
- Continually researched industry trends and national holidays, and pitched media to drive media interest and maintain top-of-mind awareness.
- Solicited book reviews from industry publications.
- Assisted with the setup of national book distribution.
- Established Ms. Patten's credibility as an author and industry expert.



Juliana Fern Patten

"Bisson Barcelona has far exceeded my expectations in every direction. Their professionalism, knowledge in the field, diligence and attention to detail has resulted in a wide range of publicity that has been both beneficial and rewarding for me. Traci and her staff never cease to demonstrate optimism as they continually reach into their vast supply of resources to gain more and more exposure for my book."

