



## CASE STUDY

*"I have been working with Alexander King since 2004, and they have been integral to my original and continuing development. They are highly motivated, professional and hard working, very versatile and accommodating, and are always there for a second (or third!) opinion on*

**Client:** Mandarin Silk  
**Budget:** Ongoing retained client

**Objectives:**

- To promote the luxury and health benefits of silk bedding
- Increase sales
- Provide further marketing support for a sole trader

**Strategy & Plan:** Working with Mandarin for over 5 years has enabled AKA to build a deep understanding of its target market and long term objectives. However, with only one product to promote, we are constantly devising new, creative and exciting campaigns to appeal to a wider audience and have successfully achieved this time and time again.



**Results:**

- National coverage including the Guardian, Telegraph and Daily Mail
- Lifestyle and home interest magazines including House Beautiful, GQ, Woman & Home and BBC Home & Antiques.
- Consistent coverage in regional lifestyle and daily newspapers.

**Measurement & Evaluation:** Mandarin was a loss-making business when it approached AKA for PR in 2004. Since working with AKA the business has moved into profit, with a sales increase of 53% in the past four years (2005-2009)

***"The private jet of the duvet world"***  
**Caroline Roux, The Guardian**

***"The Rolls-Royce of Duvet"***  
**Sian Williams, Woman & Home Maga-**

