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ReLaunch of MicroCotton Eco-Friendly Luxury Towels

Overview: MicroCotton is a high-end, luxury towel brand that needed a stronger media presence. The towel was 100% recycled and was proven to use less energy to wash and less time to dry than the average towel. At such, it is the towel of choice of the prestigious Bellagio hotel in Las Vegas and was sold in various retail and department stores throughout the country including Macy's, Dillard's and Bed Bath & Beyond. The program's aim was to complement the advertising campaign and extend its reach in support of the national launch of the brand.

The Challenge: The home goods and towel market was deeply saturated with products and the PR campaign had to gain media attention. A launch event was planned that magazine editors would find desirable to attend while, at the same time, help convey the luxuriousness of the product. The brand also needed a stronger web presence.

The Result: A spa event was coordinated at the Mandarin Oriental hotel in NYC and offered foot and neck massages. Guests received treatments on MicroCotton towels and were then wrapped in MicroCotton robes following the massage. The event generated significant media attention from a variety of leading magazines, which then flowed into radio and newspaper coverage that highlighted the eco-friendly aspects of the product.

An online contest was also coordinated and publicized in home and decorating magazines. The contest called for entries and asked entrants why they thought they deserved to win a set of luxury towels. The contest received over 10,000 entrants within the two-month time span and generated heavy coverage in social media forums.

*Disclaimer: This program was handled by a Utopia team member while employed at her previous agency.



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