



UTOPIA COMMUNICATIONS, Inc.  
Changing the world, one client at a time.

## Mothers are Stuck on You

**The Challenge:** Stuck on You was an Australian personalized labeling company that was discovered by American Amy Lipton in 1996. The company already had a presence in Australia and Canada, but had not yet broken into the U.S. market. Once Amy had established a toe-hold in North America, she realized she needed to build brand awareness, but did not have the resources to implement a full-scale (and expensive) advertising campaign to drive sales. As a result, Amy turned to Utopia Communications to see if public relations could move her sales forward.

**The Gameplan:** Using a combination of product publicity, trade show support and “momprenuer” story placements, Utopia successfully generated significant media coverage in leading parenting and women’s magazines, as well as daily newspapers. Amy set up her website in a way that asked customers where they heard about the product line, thus making a direct connection between the publicity generated by Utopia and her rising sales. With the advent of social media, Utopia supplemented its print media efforts with a push on social media and a new focus on mommy blogs.

**The Result:** Stuck on You was able to increase sales by nearly 50% year-over-year. The company eventually generated enough revenue to support an advertising campaign and online product giveaways. The Stuck on You name is now readily recognized by magazine editors and mommy bloggers alike, and the brand, now known as the original online personalized labeling company, has been used by thousands of families.

