

# Case Study

## RevitaLash / Athena Cosmetics



Dear Gavin,

I am writing you this letter in sincere thanks for putting on another wonderful show! The Oscar Gifting Suite was even better than all of the others that I have attended previously – you have really outdone yourself.

I am always amazed at how much press we get in exchange for such a small investment. As you know, we have attended the Emmys, American Music Awards, Golden Globes, Sundance Film Festival, and now the Golden Globes. Because of your due diligence in partnering with the Press, and because of the quality in celebrities that you bring in, we have been featured in 11 magazines including:

- People
- In Touch
- Us Weekly
- Elle
- OK
- In Style
- Allure

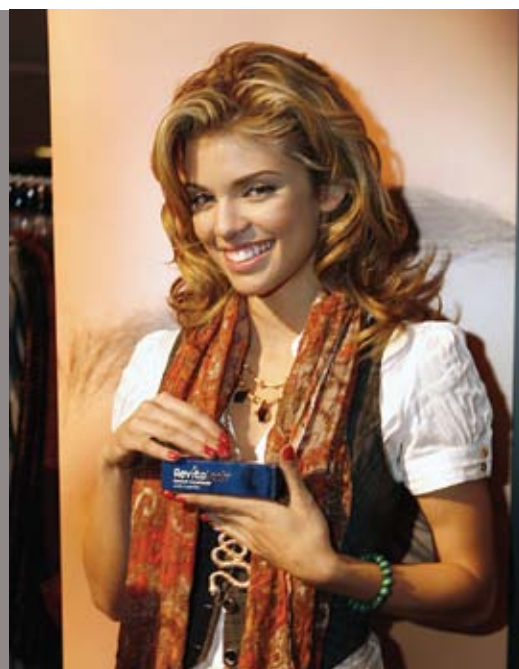
In addition, we have been interviewed at the gifting suites numerous times and have been featured on Fox, ABC, NBC, E News, and many others.

And the press does not stop domestically! Just this past week we are on three different news and beauty television shows in the UK as well as Hello Magazine, which is perfect, because as you know we will be attending our first UK trade show this week!

I cannot tell you what an intricate part you and the GBK Gifting Suites has played in the success of our company. The Wall Street Journal has just told me that they have never seen a company grow in this industry as fast as we have. I know that it is because of the celebrity users and the press that we have received. Your entire staff is wonderful and you are all a joy to work with. Keep up the good work, and PLEASE never retire!

I thank you very sincerely,

Hannah Murray  
VP, Marketing  
Athena Cosmetics



“I have worked with GBK for over three years now. Last year I spent less than \$40,000 and got over \$2 million dollars worth of FREE PR.”

-Hannah Murray

