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Silhouettes finds a fit for 'Today'

[David Ward](#)

May 03, 2007

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Today, February 12

Who is your client, and what are its media goals?

Michael Olguin: Silhouettes is an online Web site/catalog brand specializing in plus-size clothing for women. It wants to be seen as the leading destination for plus-size fashions and was looking to drive brand awareness in as many top-tier media outlets as possible.

Today is a great placement, but what made it a good fit for Silhouettes? How did you pitch the show's producers?

Olguin: Formula set its sights on *Today* because of its great credibility and its ability to reach more than 17 million of Silhouettes' target consumers. However, the show is a tough get and rarely does single-brand features. So instead of directly pitching the show, we opted to leverage our relationship with plus-size fashion authority Michele Weston - who is a recurring expert for *Today*. We worked with Weston for several months as she put together a fashion segment that featured Silhouettes, along with other plus-size brands.

Did you do any media training for Weston? What clothing or support materials did you provide to help clinch this placement?

Olguin: We didn't do any media training, but we did provide her with data points related to the brand and the products that were showcased. We also gave her statistics noting the tremendous growth in the plus-size market that she worked into her comments during the segment.

What was the impact of the hit?

Olguin: After Silhouettes' clothing was highlighted on the February 12 show, the company saw an increase both in Web site traffic and sales. We were able to note in subsequent pitches to local media that Silhouettes had just been featured on *Today*, which helped secure even more coverage. That first appearance has also led to another planned segment featuring Silhouettes on the show in the coming weeks. Because Silhouettes executives told us when we first came on board that *Today* was their ultimate media goal, they are thrilled.

Name: Michael Olguin, president, Formula PR (San Diego)

Placement: *Today*, February 12

Pitch timeline: Three months

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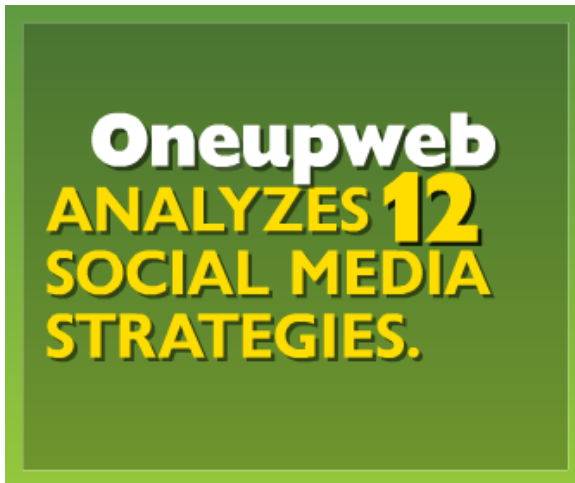
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