



## BODUM & JBC PR PR Partnership Success Story

Today, thanks to our ongoing, nine-year strategic PR campaign for Bodum USA, the brand has become an icon for great, accessible design. For nearly seven of those years, the extremely successful NYC flagship store had been a major source for product ideas and trend directions for the myriad media friends, writers, designers and stylists, with whom we continue to work today, as they guide the country's taste and style preferences .

We've shifted our PR strategy over the last couple years to firmly position Bodum as the ultimate brand in the specialty coffee category, as we also emphasize that Bodum provides the "greenest" method for brewing coffee and is a delicious, affordable alternative to coffee lovers' daily stops at their local coffee shops.

The recent launch of the 2009 Bodum color collection is allowing us to open new doors into the fashion world as we begin to position Bodum as a lifestyle accessory!





**BusinessWeek**



metroactive



**PLENTY**  
THE WORLD IN GREEN

**Green savings:  
Brew your own  
green coffee**



**domino**

10 things that make me happy

