

MEDIA RELATIONS

Bree's Sweet Treats

Most SevenTwenty clients are listed on the Fortune 500, but sometimes the best clients come in small (business) packages. In 2015, we met the owner of Bree's Sweet Treats, an Accokeek, Maryland, bakery founded by 16-year-old student, baker and entrepreneur, Bree. SevenTwenty has helped Bree deliver her very powerful message with consumers and the media, fine tune her website's messaging, promote her bakery's grand "reopening" after a store expansion and build relationships with local and national media.

Working to share Bree's unique story, we secured her a steady drumbeat of placements—the Washington Business Journal, Maryland Gazette, Washington, DC's WTOP radio, "Yahoo Parenting," Washington Post Express—and most recently, "Today" and ABC's "The Chew."

Bree's story started out in a local newspaper, and in a matter of months, enabled us to secure far-reaching national coverage. Building a bank of stories established credibility and enabled larger media to consider Bree and her story as a viable newsmaker.

First, we created a local news hook for Bree's story—the "grand reopening" event—then drafted a news release and contacted local reporters to garner interest. A Maryland Gazette reporter was intrigued and interviewed Bree along with a representative of Fisher House, the event's charitable focus.

With the Gazette story in hand, we secured interviews with the Washington Business Journal, WTOP and The Washington Post's Express, all of which profiled Bree and her bakery. Starting small can help you grow "big."

Our local stories piqued the interest of a "Yahoo Parenting" reporter, who also profiled Bree. That national article went viral. Our phones rang off the hook with interview requests, including from the "Ellen DeGeneres" show and the "Steve Harvey" show. We even heard from a production company that wanted to make a reality TV show around Bree. As a result of the media coverage, Bree got invited to participate in a summer veterinary program, her other passion, at North Carolina State University and new customers emerged coast to coast.

Next we packaged all the profiles and stories and pitched "Today" and "The Chew." Ultimately, both sent camera crews to Bree's Accokeek, Maryland bakery. Both shows' producers praised Bree's maturity and composure. She displayed a winning, down-to-earth personality that won them over. Bree is a natural spokeswoman; she delivers great sound bites and knows exactly how best to share her story.



Losing is part of winning.

Several shows asked for exclusives. We chose "Today" and "The Chew" as the best venues; however, this led other national shows to pass. Turning down free media seems illogical, but it was part of the price we were willing to pay for such superb national coverage.

National media can be tough but also be very kind.

Producers from "The Chew" invited Bree, her mother and her grandmother to New York to attend the taping where her segment would air. To her surprise, the host also invited Bree on stage to bake and "co-host" the show. Her live appearance included the presentation of a "Sweet 16" crown for the prom Bree didn't get to attend, and her inclusion in a nearly 15-minute live segment—a rare "get" for anyone.



Meanwhile, "Today's" Jenna Bush Hager traveled to Accokeek, Maryland to interview Bree personally after falling in love with her during our initial pitch. Due to Jenna's busy schedule, the segment took more than two months to finalize and shoot. During that period, we were awed by Jenna's kindness and appreciated her ideas for boosting Bree's business even further. When the story aired, Jenna chatted live about Bree and her bakery.

Never stop pitching.

The culmination of our success in national TV appearances didn't mean we were resting on our laurels. While our national coverage was in production we secured several other interviews in the D.C. market, including Voice of America, Radio One and Fox News in Baltimore.

The media attention Bree received helped establish a significant presence for Bree's Sweet Treats and increased delivery and catering orders as well as foot traffic to the bakery. Most recently, the Maryland Black Mayors recognized Bree with its 2015 Outstanding Leader Award. Bree has received more than \$3,500 in donations to help retire her mom's bakery debt and she and the bakery continue raking in media requests.

List of some of Bree's media coverage:

- NBC's Today Show
- ABC's The Chew
- Voice of America: Teen Business Owner Creates Recipe for Success
- Washington Business Journal: How I... Opened My First Store
- Washington Post Express: These two teenagers can cook you under the dinner table
- Yahoo Parenting: This 16-Year-Old Is Quietly Building a Treats Empire
- WTOP: A sweet gig: 16-year-old opens Md. bakery
- Maryland Gazette: Sixteen-year-old expands Accokeek bakery