



CASE STUDY

# Mindful Champs

[www.mindfulchamps.com](http://www.mindfulchamps.com)



Mindful Champs produce and sell products that are designed to support children's mental health, enrich their emotional development, and guide them through grief. Their products include puzzles, mindfulness diaries, flashcards, and grief journals.

The brand's mission is to help tackle mental health issues in children through emotional education, ensuring they develop a strong sense of self-awareness.

 Child education     London, UK

## The Challenge

Nima, the founder of Mindful Champs, approached VerriBerri looking for PR support. Our aims were to promote the brand and its products whilst enhancing Nima's own presence and credibility as a mental health expert and psychologist.



Public Relations



Brand Awareness

## The Process

Knowing what Nima wanted to achieve, our team explored a variety of exciting and valuable press opportunities that would propel both Mindful Champs and Nima into the public eye. We approached reputable publications with coverage concepts that we knew would garner widespread attention. Our team vastly exceeded Nima's lead quota, securing fantastic coverage with national publications to reach millions of potential customers.

## Key Metrics

Whilst working with Mindful Champs, the VerriBerri PR team were successful in securing consistent coverage for Nima within national titles and family-driven publications alike. We also explored other types of coverage, such as radio interviews, in order to demonstrate Nima's versatility and reach an even wider audience.

Our team obtained coverage within a significant number of notable publications.

Some of the titles included:

**GLAMOUR**    **GOOD HOUSEKEEPING**    **METRO**  
*The Telegraph*    *STYLIST*