**PR strategy**

**Tiffany’s Cupcake Wars appearance**

**Social media presence**

* @greengoodiesokc stats
* Followers: 938
* Following: 886
* Tweets: 874
* Facebook likes: 4,124

Promote a Twitter hashtag throughout: **#TeamTiffany**

Green Goodies live tweets/Facebook posts during the show (Sunday 8 p.m. EST)

* On Twitter, interact with viewers, Cupcake Wars judges @sprinklescandac @FlorianBelanger and host @Justin\_Willman (as well as with Tiffany’s personal twitter account if she’ll be online)
  + - We will get @ClassenCurve on board to retweet
    - Share posts on Classen Curve Facebook
    - @FoodNetwork retweet and/or interactions
      * Note: follow these accounts beforehand
      * Note: Be aware of fourth guest judge and involve them with Twitter interactions.

Promote afterward by posting link to Hulu full episode on Facebook, Twitter. <http://www.hulu.com/cupcake-wars>

\*These are good ways for Green Goodies to gain Twitter followers and Facebook Likes

**Pitching Media**

* Position for possible appearance on local morning shows
* Invite KFOR to attend watch party and highlight event on “Great State” segment
* Target Food reporters statewide
* Notify Oklahoma Gazette about Cupcake Wars for “Best of” lists.
* Green goodies was featured in the Gazette (6/5): <http://www.okgazette.com/oklahoma/article-18445-sweet-no-wheat.html>.

\*No mention of Cupcake Wars in article. Journalist - Stephie Gregory

* Can we verify that Green Goodies is first bakery in OKC, Oklahoma to appear on Cupcake Wars? This independent mapping site suggests that is the case. <http://find.mapmuse.com/map/cupcake-wars-cupcakeries>

**Episode Screening Event**

* Play episode on loop
* Note: T asked about Chesapeake projectors for outside use, check with Jessica O.
* Media interviews with Tiffany and Kirsten (photos available)
* Inform other local media of event
* If she wins, could write one release announcing win and promoting event

**Possible community benefits (highlight during event)**

* Raffle to benefit tornado victims
* \*Prize could be cupcake voucher to be redeemed at later date.
* Sell, for a limited time, four-pack of winning(?) four flavors Tiffany made on the episode. “Winning Quartet” (if possible)

Note: Other watch parties have taken this approach to benefit the community and it has been successful.

\*this can also attract media interest

Cupcake Wars watch parties-with benefits

* Cupprimo
* Casey’s Cupcakes