

News Book

PR Strategy
and Reach

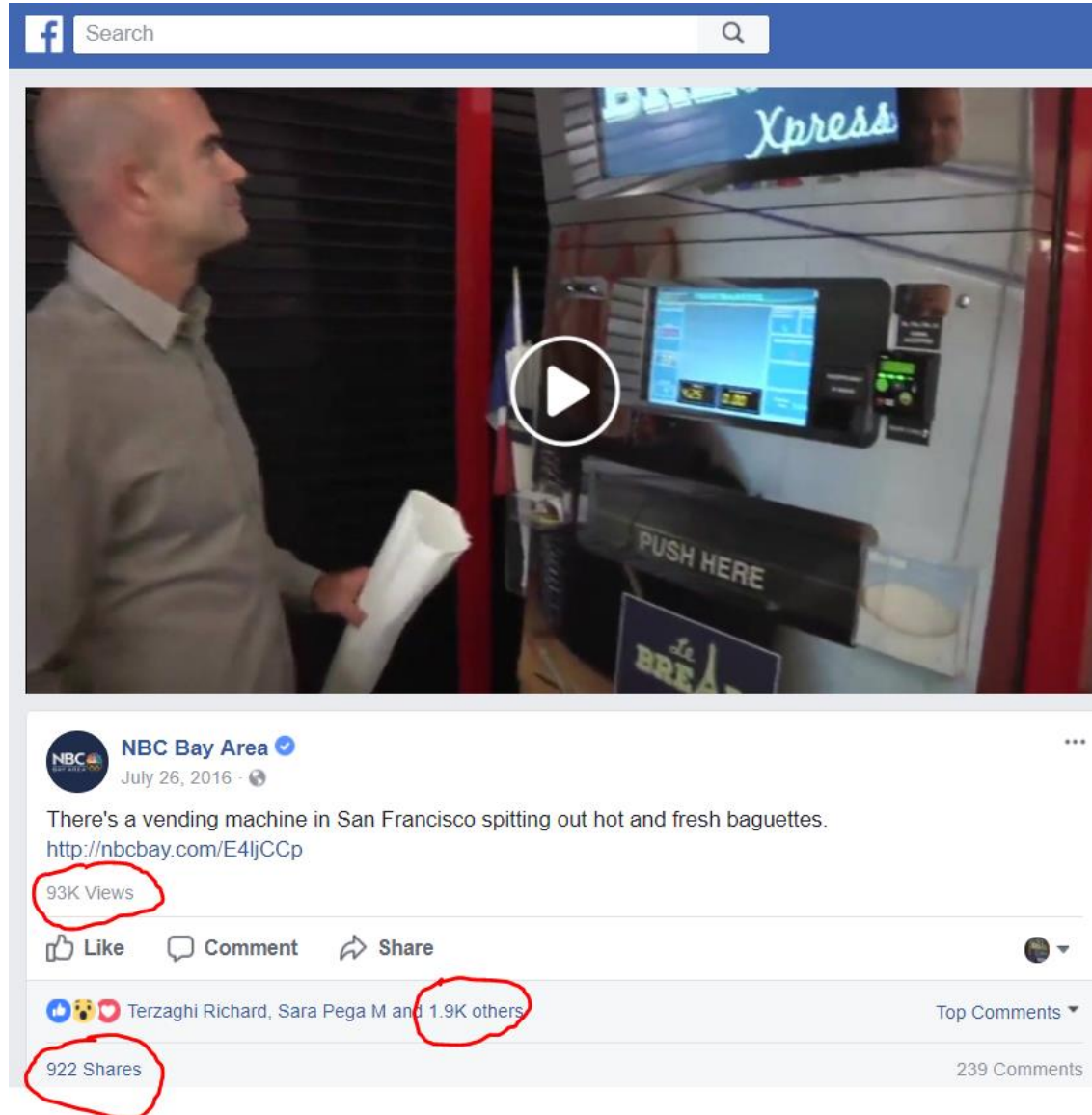




Le
BREAD
Xpress

Launch of the 1st Machine in USA

- Featured on NBC
- 90,000 local views in 24H



Al Jazeera News

AJ+

Viral Video

290,000 views



Link:

<https://www.facebook.com/ajplusenglish/videos/776406782500831/>



[Forbes Interview](#)
[CBS News](#)
[AJ+ Al Jazeera](#)



On The Evening News Prime Time

Le Bread Xpress reached 144,000 people and Video is considered VIRAL with more than 60,000 views

- Results from previous campaign done with Habiter aux USA
- 144,000 people reached
- 62000 unique video views
- More than 6000 clicks on links





Industry News Sites



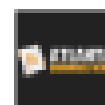
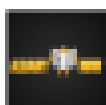
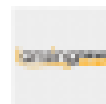
Planned Communication for Location Launch

Guaranteed reach to the following medias: (more than 100 more)



Financial Feeds

Social Media



NewsPaper and Major News Title

