

case study

Client Name | **BENU MABHENA**

Challenges:

Benu Mabhena landed her first feature film in Warner Bros' Oscar-nominated movie *Blood Diamond* opposite Djimon Hounsou, Leo DiCaprio, and Jennifer Connelly. Mabhena retained 720PR to aid in introductions to the press, promote her role to Hollywood decision-makers, properly reconnect her with European/African press outlets, and cultivate a fanbase through urban and mainstream media. Specifically:

Perform meet and greets with influential entertainment press through article pitching and red carpet promotion

Manage overseas press with Pan-African media and US-based outlets that supplied direct content globally

Create opportunities for introductions to top executives and creatives in the entertainment community



Pictured above (clockwise): Benu Mabhena at the 2007 GIANT magazine Oscar party for Jennifer Hudson, Mabhena on the cover of 110 Magazine, Mabhena noted as an answer for syndicated game Daily PLAY FOUR!

Strategies:

When Mabhena shared the story of her family's journey to the United States, it became apparent that she drew on personal experience for her role in *Blood Diamond*. A shift in the political regime of Zimbabwe forced her family to flee and find refuge every 2 weeks to 2 years in different areas of South Africa. Her character in the film also had to flee with her family. Realizing that many people of the Diaspora share similar experiences, Joy Donnell of 720PR generated and executed a unique campaign that highlighted her human interest story and enrapturing emotional performance. The campaign included red carpet and TV appearances, specific networking opportunities, and strategic print/online placements.

Results:

By prepping the media before her red carpet premiere in Hollywood for *Blood Diamond*, Mabhena was able to obtain feature interviews on **Extra** and **About.com**. Later public appearances obtained press in **LA Confidential Magazine**, **People**, and **AOL Blackvoices**.

Mabhena acquired unique press placements including a 6-page cover article in **110 Magazine**, a featured celebrity interview for **WB** and **USA Today Weekend's** THE WORLD POVERTY CRISIS hosted by Bryant Gumble. Mabhena was also pitched and placed as an answer in the popular, syndicated game **Daily Play Four!** The game's daily player-base is approximately 18 million people. Clue: "Blood Diamond's Mabhena." Answer: **BENU**

Mabhena positively reconnected with African press, acquiring a loyal fanbase in Zimbabwe and South Africa through press in African newspapers, radio, and an in-depth interview on **SABC** television. Her fanbase in Africa opened the door for a brand ambassadorship with Carrol Boyes, a South Africa-based international lifestyle company. 720 introduced Mabhena to the company at an Oscar gift suite.