



# Client Case Study

## Everybody Loves Raymond Cast Publicity

Starting in the fall of 2003, JCI earned the wonderful opportunity to work as the publicity specialists for the Sweeten kids whom are three of the cast members of the hit CBS comedy, "Everybody Loves Raymond." Madlyn, Sawyer, and Sullivan Sweeten are three of the most talented pre-teens currently working in television. JCI worked to gain the trio a greater amount of publicity to solidify their image in the market. Some successes include:

- Two appearances on the Early Show
- Appearing on Living It Up! The Ally and Jack Morning Show
- Emmy Awards Pre-Show Coverage and media attention to their presence at the Emmy Awards Coverage
- Articles written about the trio in such magazines as Teen Beat, Seventeen Magazine, Los Angeles Times, TV-Guide, and Time For Kids.
- Spots on KTLA Morning News and The View.
- The trio was interviewed on KCBS Morning Show in New York.
- The Sweetens were invited to be a part of Hollywood Squares in 2004.

