

# DEMO DIVA

## DOWN TO THE DIRT

Final Case Studies Project --GraceAnn Carroll --CMCN 423



Simone Bruni- Owner of Demo Diva

# Background of Simone Bruni

- ❖ Prior to 2005: Luxury event planner in NOLA
- ❖ 2005: Lost home, job, and city to Hurricane Katrina
- ❖ 2006: Began demolition on her own home, then started to assist her neighbors
- ❖ 2007: Decided to start her own demo company with \$250
  - \$30 in business cards, \$50 on car magnets, \$170 on Yard signs
- ❖ Now one of the top demolition companies on the gulf coast

“Let me help you get home. Trust me. I’m your neighbor.” - Simone Bruni



# Objectives:

1. Establish a local presence in the community and gain the trust of the citizens.
2. Create a brand that would stand out in the field of demolition.
3. Reconstruct her career to fit the need of the population and target audience

# Target Audience

- ❖ Women were the true decision maker for the household
- ❖ Showed more compassion
- ❖ Worried men would know she had no experience in construction



# Strategy

- ❖ Yard Signs in demoed lots
- ❖ Pink dumpsters in high traffic areas
- ❖ Pink Volvo Excavator
- ❖ Background in public relations and marketing from Event planning.
- ❖ Branded EVERYTHING.





# 1st Commercial



# Principles



❖ Law of Primacy

❖ Timing



❖ Reputation

❖ Know Your Publics



❖ Name with Benevolent Cause

❖ Credibility

❖ Audience Participation



❖ Understand How actions affect public



❖ Adaptability

❖ Calculated Risks



## Discussion Questions:

1. Would this case still have been successful if Simone started the business at the beginning of restoration rather than two years into the process? Why or Why not?
2. Do you think it was ethical that Simone placed her advertisements on what she did not complete herself? Why?
3. What are different marketing techniques you would have used in the establishment of this case?
4. What similarities do you see between hospitality management and demolition relating to public relations?
5. How do you think Simone could have incorporated social media into her company? If so, what platform do you think she could have used?
6. What do you believe was the most successful strategy in the case?
7. How could she have gotten different groups (not previously mentioned) to interact with her brand?
8. Do you believe the target audience was justified in the choosing? Why or why not?