

Easton Smith

APRD 3103

Prime Feature Pitch

The journalist I am going to craft this pitch for is Manish Pandey. Pandey is a journalist for BBC News, he is a newsbeat reporter who has experience producing pieces for online and radio mediums. To start off, I am choosing Pandey because he has written about Prime before in an insightful way. Back in April, Pandey wrote an article for BBC titled "Prime Drink: How KSI and Logan Paul Made it so Popular." I read this article and felt he did a great job understanding how Prime was built and the role the two founders play in it. I think it would make sense for Pandey to write another article about PRIME, focusing on the human-interest story of how KSI and Paul were huge rivals that turned into successful business partners. Also, I think BBC is a great news outlet for the story. BBC is based out of London, a market PRIME thrives in because that is where KSI is from. Also, BBC is so well known that other parts of the world can still get the news.

PRIME

To: manish.pandey@bbc.co.uk

Subject: For M. Pandey: From Ring Rivals to Business Allies, Prime Hydration's Remarkable Story

Mr. Pandey:

Can you think of two people who used to hate each other, boxed each other twice on a national stage, and then created one of the fastest growing brands in one of the most competitive industries? That's the remarkable backstory of Prime Hydration and how founders Logan Paul and KSI went from ring rivals to business allies. There is no other brand in history that has this unique origin story and Prime Hydration is certainly a one-of-a-kind brand.

This unlikely origin story of Prime Hydration would be a great piece for you to write for BBC News. You have successfully written about Logan Paul and KSI before and how they made Prime so popular, so this human-interest origin story would fit perfectly for your audience who will crave anything Prime related, especially with KSI being from London. This is a fascinating story

on a brand that is truly changing the game and fits with BBC's desire to serve the public's interest.



KSI and Logan Paul Boxing

This is an exclusive offer specifically for you and BBC News, so I would need to know by November 2nd if you are interested. I will follow up on October 31 if I have not heard back yet. If you accept this offer, you will have access to Logan Paul and KSI who will be available for interview and photo opportunities.

Please let me know how I may help. My direct line is +1 (812)-678-9083

Thank you for your time and consideration.

Easton Smith

Easton Smith

Public Relations Director

Prime Hydration

(812)-678-9083

es@drinkprime.com

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PRIME

Logan Paul and KSI: From Ring Rivals to Business Allies

FOR IMMEDIATE RELEASE

Subject: Prime Hydration's Remarkable Story

NEWS PROVIDED BY

Prime Hydration

24 Oct, 2023, 09:00 ET

Louisville, Oct. 24, 2023—

YouTube sensations Logan Paul and KSI, once fierce boxing rivals, joined forces as business partners to create Prime hydration. Their journey from rivals to allies reflects personal growth, redemption, and the power of collaboration.

Paul and KSI's rivalry started in 2018 when they squared off in a boxing match. What began as a battle of egos soon evolved into a global spectacle, with lots of trash talk being thrown back and forth. Their first bout ended in a draw and set the stage for a rematch.



KSI and Logan Paul Boxing

The rematch took place in November 2019 with lots of buzz around the event. The highly anticipated fight generated millions of dollars in revenue and underlined their status as online stars. However, after this match things changed.

Despite their ongoing rivalry, Paul and KSI experienced a transformation that extended beyond their boxing matches. They soon discovered a shared vision for success beyond the ring.

"We both had our differences, but we also realized that we had a lot in common. We both knew the importance of perseverance and self-improvement. It made sense for us to unite our strengths," Paul explained.

This realization led to the birth of Prime Hydration, a wellness-focused company specializing in innovative hydration products. This unexpected collaboration proves to be a great business move.



Prime Founders Logan Paul and KSI

KSI elaborated on their decision to join forces, saying, "Prime Hydration is all about optimizing wellness, something that both Logan and I are deeply invested in. Our shared commitment to this vision was a powerful catalyst for our partnership."

Prime Hydration's products have made a mark in the wellness industry. Their lineup offers consumers a holistic approach to hydration and overall well-being.

Paul and KSI's involvement extend beyond endorsements. They are actively engaged in product development, marketing, and shaping the company's strategic direction. Their combined influence as content creators and entrepreneurs lets Prime Hydration have great success.

As Paul summarizes, "We've proved that even the most intense rivalries can evolve into partnerships with a profound impact. Our story is an example of the resilience and adaptability that define us as individuals."

The future of Prime Hydration looks promising. Paul and KSI's shared vision, passion for wellness, and online status position the company for continued success and innovation. As they expand their product range and reach new markets, Prime Hydration is poised to make a significant impact on the wellness industry.

Media contact: Jack.Hernandez@drinkprime.com

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