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# Amplifying Durana Elmi's Impact

Through a Strategic Media Campaign

A Case Study





## Client Background:

Durana Elmi, the co-founder and COO of Cymbiotika, a renowned wellness brand, has emerged as a trailblazing entrepreneur and advocate for women's empowerment. Escaping the confines of Afghanistan, Durana arrived in the U.S. with a fierce determination to leave her mark on the world. Cymbiotika, a cult-favorite in the wellness industry, reflects her commitment to health and well-being

## Campaign Timeline:

May 2023 – Ongoing

## Initial Situation:

Upon joining Society22 (S22), Durana Elmi was an accomplished businesswoman with limited media exposure. Her public profile relied on outdated articles, not reflecting her current impact. Recognizing this gap, we identified an opportunity to significantly enhance her media presence.

### Campaign Goals:

- **Build media presence**
- **Increase social following**
- **Secure top-tier opportunities**

### Press Mentions at Onboarding:

**Approximately 5 years.**

### Media Placements:

**Durana receives 6-10 opportunities per month, with an average acceptance rate of 5. Currently boasting 44 successful placements.**



## Strategies Deployed:

### 1. Deep Exploration of Durana’s Story:

Thorough analysis of her personal and professional life, covering her immigration journey, philanthropy, and role at Cymbiotika.

### 2. Multi-faceted Storytelling:

Individual spotlight on different facets of Durana’s life, creating engaging and unique narratives. This approach resonated with diverse audiences.

### 3. Awards and Recognition:

Implementation of a high-level awards plan resulted in Durana being named San Diego Business Woman of the Year 2023 and winning the Female Achiever | Leader of the Year (Silver) in GLOBEE Awards.

## Deliverables/Outcomes:

- Top-tier TV stations, including NBC, attending Cymbiotika events
- Influencers with significant reach participating in events
- 44 live links generated
- Inbound media opportunities, including organic magazine covers featuring Durana
- Durana named San Diego Business Woman of the Year 2023
- Awarded Female Achiever | Leader of the Year (Silver) in GLOBEE Awards

## Client Achievements During Campaign:

- Durana’s social following grew from 4,000 to over 100k
- Cymbiotika expanded product lines, including Cymbiotika Kids and Cymbiotika Home
- Main sponsor for US San Diego Open and official wellness partner of USC
- Durana is writing an autobiography due to the interest in her story
- Creation of Durana’s personal brand website
- Cymbiotika earned 3 Product of the Year awards

## Top 5 Media Placements

**Forbes**

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**BAZAAR**<sup>Harpers</sup>

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**Wellness**  
Voice

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**Entrepreneur**

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BROADCASTING

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*This case study showcases the transformative impact of a strategic media campaign in elevating Durana Elmi's profile, solidifying her brand, and fostering significant achievements for Cymbiotika.*