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## WELCOME TO **COVERED**

Hello, June!

The sun is shining, summer's officially here, and so is a fresh edition of **COVERED!** Inside, you'll find the hottest PR, social, and marketing trends, alongside fantastic client successes and media features we just had to share. Whether it's inspo, intel, or a peek at what's been heating up at **SUGO**, we're thrilled you stopped by. Let's dig in! 🌈

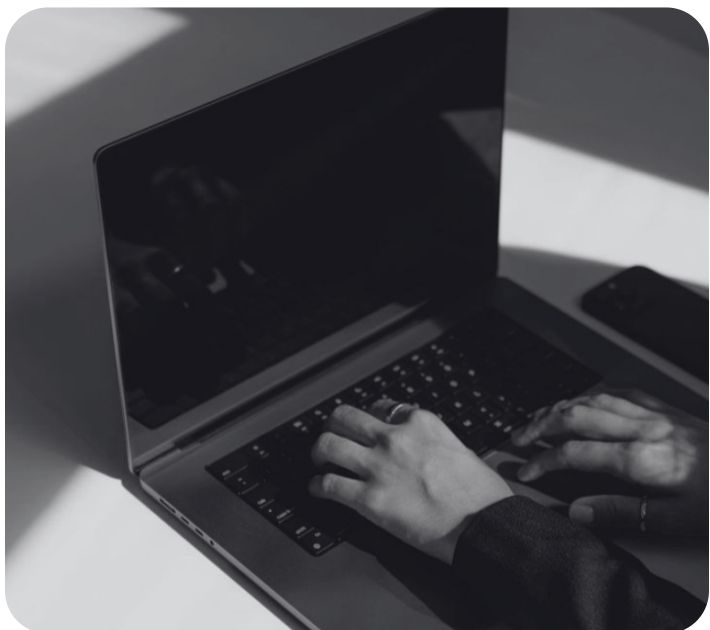
## WHAT'S TRENDING?



## AI IS RESHAPING THE PR/SOCIAL WORLD

AI is quickly transforming PR and social media, letting brands connect with audiences more efficiently. For PR and social pros, understanding and using AI tools is now essential. **It's no longer a luxury; it's a necessity for staying competitive.**

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## OUR TEAM IS EXPANDING!

We're growing our team at SUGO! We're actively seeking a **Business Development Manager** to help us expand our reach. If you or someone you know is a driven, organized individual looking to join a dynamic PR, social and marketing agency, then this is the perfect fit for you!

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## IS INFLUENCER MARKETING REPLACING TRADITIONAL?

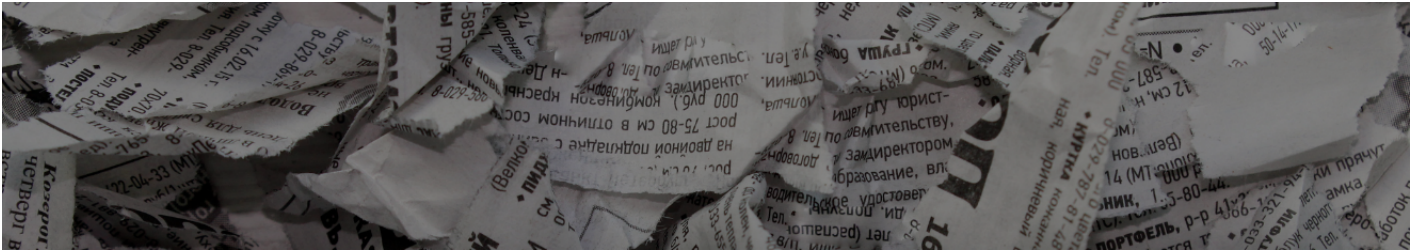
Influencer marketing now outperforms traditional advertising, fostering direct trust with target audiences. Consumers favor genuine influencer recommendations over typical brand ads.

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## HOT OFF THE PRESS

Check out the **powerful media coverage** we've landed for our clients: **The Cottage Cheese, Thai Trade Centre, Skyscanner, and BakeGood.** These placements truly show our team's commitment to creating engaging stories and getting top-tier features.

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## NEW CLIENT ALERT

### PALDO FOOD



Born in **1983**, **Paldo** set out to bring comforting Korean flavors worldwide. Starting with ramen, their passion for taste led to iconic products like **Bibimmen**, Korea's original cold spicy noodle, and **Kokomen**, a white broth chicken ramen.

Now, the star of the show is their **Volcano Carbonara Chicken Noodle**, a creamy, cheesy, spicy fusion that is comforting and thrilling at the same time.

[LEARN MORE](#)

# IN THE KNOW

UNIQUE MARKETING CAMPAIGNS, UPDATES & MORE



## PERSONALIZATION MATTERS!

Personalized marketing targets customers individually with tailored messages based on their behavior and interests. Its goal is to create more relevant and engaging customer experiences. This isn't just a trend; it's a fundamental shift in how successful businesses connect with consumers.

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## LABUBU DOLLS ARE THE NEWEST OBSESSION

The Labubu doll phenomenon is sweeping the globe! These charming, collectible monster elves, created by Hong Kong artist Kasing Lung, are characterized by their playful yet mischievous grins, pointed ears, and sometimes fuzzy textures.

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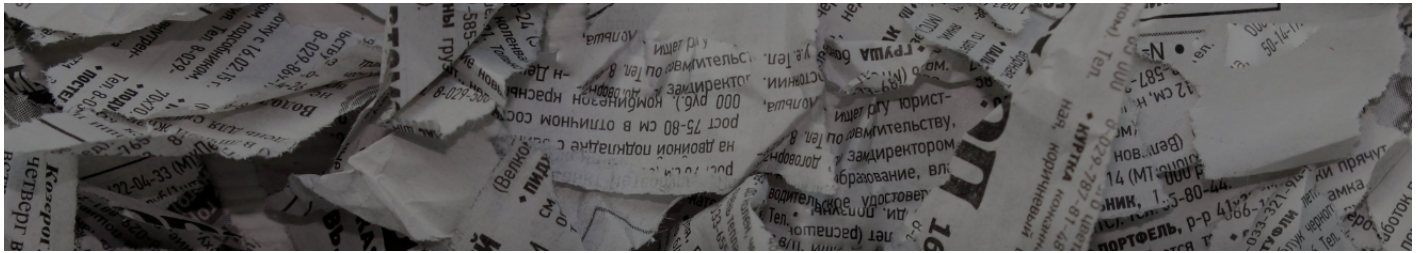
## E.L.F. ACQUIRES RHODE FOR \$1 BILLION

Massive beauty news just dropped! E.L.F. Beauty has made headlines by acquiring Hailey Bieber's highly popular Rhode skincare line in a staggering \$1 billion



deal. This monumental move is set to reshape the competitive beauty landscape and redefine brand power.

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