



Indian case study

3 messages

Administrator <admin@noredfaceformula.com>
To: Ben Marshall <ben.marshall@bbc.co.uk>

Sat, Sep 18, 2010 at 3:51 AM

Hi Ben,

As requested, I have someone ready and willing to participate as an Indian case study for your story - what is the next step?

Do you have any updates regarding my last email? A simple mention of the ebook and the website in the story would be sufficient.

Regards,

Jeik

Ben Marshall <Ben.Marshall@bbc.co.uk>
To: Administrator <admin@noredfaceformula.com>

Tue, Sep 21, 2010 at 8:37 AM

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Administrator <admin@noredfaceformula.com>
To: Ben Marshall <Ben.Marshall@bbc.co.uk>

Thu, Sep 23, 2010 at 5:28 PM

Hi Ben,

Sorry for the delayed response once again.

This is great news, thank you for the opportunity to get the word out about my product.

When seeking feedback from our customers about their experiences with Asian flush, their feeling is that the disorder prevents them from being able to comfortably integrate within a society in which the consumption of alcohol underpins a lot of the usual social dynamic, both amongst young people and also business professionals. Whether it be a quiet social beer, a party scene or a serious client entertainment event, those who experience Asian flush often find themselves in a difficult position of wanting to fit in and join the drinking festivities but afraid facing the embarrassment of being overcome by the various symptoms such as a red / swollen face, headaches, nausea, itchiness, etc, in the presence of people who may not fully understand the disorder. This would be the main point I would raise. That said, if this does not fit with the format you have in mind I would be happy to talk on anything about the topic to fit your story.

I would be more than happy to have a phone conversation - perhaps in the next few days as I am still on the road in Italy at present.

Just for clarification, will this be a television report? or a print article?

Kindest Regards,

Jeik

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