



30 free plug-and-play PR hooks for feel-good *brands*

By Lem-uhn — The Feel-Good PR Agency



You've got the product. You've got the purpose. You've probably got a hundred ideas floating around. But what you really need is the right angle.

That's exactly what this guide is for.

Inside, you'll find **30 tried-and-tested PR hooks** we use to help purpose-led brands land coverage in titles like Vogue, The Telegraph, Glamour, and more. These are the same juicy angles we use to turn founder stories, product launches, and industry insights into headlines.

Each hook is:

-  **Plug-and-play**
-  **Journalist-approved**
-  **Designed to spark interest**
-  **Tailored for feel-good brands**

No gatekeeping. No PR jargon. Just tantalising ideas, real-world examples, and practical inspiration you can put to work straight away.

Ready to make some Lem *-uhnade?*

Trend-led *hooks*

Journalists are always looking for stories that feel timely. By linking your brand to a trend people are already searching for, sharing, and talking about, you give them a ready-made reason to cover you.

Whether it's a TikTok trend taking over everyone's feed, a spike in Google searches, or a topic dominating headlines, these hooks help your brand show up as culturally in the know.

In this section, you'll find freshly squeezed ideas ranging from dream job stunts and viral ingredients to data-led insights and expert commentary.

These angles are especially fruitful for wellness, fashion, lifestyle, and DTC brands looking to add a fresh twist to their PR strategy.

Use them when your story has a timely angle, your launch deserves a little extra buzz, or you want your brand to ride a cultural wave.





Dream job alert: this brand will pay you to test [X]

Why it works

People can't resist a dream job headline. Neither can journalists. It's attention-grabbing, shareable, and a brilliant way to generate buzz, backlinks, and a flood of sign-ups.

Example use

"This wellness brand will pay you £100 an hour to test its cold water ritual."

Best for

Wellness, food and drink, beauty, lifestyle

Where it could land:

- Metro,
- HuffPost,
- Mail Online,
- The Sun,
- Manchester Evening News



What this search trend says about [your industry] in 2025

Why it works

When search data spikes, journalists pay attention. Pairing your brand with trending Google or TikTok searches gives your story a timely hook and a solid reason to cover it now.

Example use

"Searches for 'lazy girl fitness' are up 700% and this brand is cashing in."

Best for

Fitness, fashion, beauty, DTC

Where it could land:

- Cosmopolitan,
- Refinery29,
- The Times, Stylist,
- The Independent,
- Hypebae

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The celeb-loved ingredient everyone's sleeping on

Why it works

Celebrity connections add instant intrigue, especially when paired with an exotic ingredient. It's familiar enough to feel relevant, but fresh enough to spark curiosity.

Example use

"This adaptogen loved by Gwyneth and Idris could transform your bedtime routine."

Best for

Wellness, supplements, food, skincare

Where it could land:

- GQ,
- Women's Health,
- The Times,
- Harper's Bazaar,
- Health & Wellbeing,
- Grazia

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Why now is the moment for [product/category]

Why it works

Journalists are always asking one question: why now? This hook gives your story relevance by linking it to a seasonal shift, cultural trend, or change in consumer behaviour.

Example use

"Why hybrid heels are the shoe trend defining party season."

Best for

Fashion, food, interiors, tech, personal care

Where it could land:

- Stylist,
- The Telegraph,
- Time Out,
- Grazia

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The data doesn't lie: what [your brand] knows about [topic] in 2025

Why it works

Exclusive data is PR gold. Whether it comes from customer surveys, sales trends, or first-party insights, it gives journalists a credible and original story they can't get anywhere else.

Example use

"Based on 30,000 purchases, this wellness brand reveals the UK's most stressed-out cities."

Best for

DTC brands, subscriptions, wellness, tech, food & drink, travel

Where it could land:

- The Times,
- The Independent,
- The Grocer,
- Metro,
- Refinery29,
- Sifted

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Local is the new luxury

Why it works

Consumers are craving community, craftsmanship, and businesses with roots. Stories that celebrate local impact feel timely, relatable, and packed with heart.

Example use

"How this brand turned a high street bakery into a movement."

Best for

Food & drink, retail, indie makers, design

Where it could land:

- Courier,
- The Grocer,
- The Times Magazine,
- Time Out,
- Dazed,
- Eater London

7

Subculture spotlighting

Why it works

Editors love niche communities and emerging movements. These stories tap into identity, belonging, and the cultural shifts shaping how people live.

Example use

"Why roller skating is having a feminist renaissance."

Best for

Lifestyle, sport, fashion, community

Where it could land:

- Dazed,
- The Face,
- i-D,
- Vice,
- Stylist,
- Refinery29

8

The anti-trend trend

Why it works

Not every story needs to chase what's new. Sometimes the most compelling angle is about timeless design, longevity, and products made to last.

Example use

"Why this bag has looked the same since 1974."

Best for

Fashion, accessories, interiors, lifestyle

Where it could land:

- Monocle,
- The Times,
- Gentlewoman,
- Wallpaper,
- The Guardian,
- The Telegraph

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Social, but make it quiet

Why it works

Soft socialising is having a moment. People are craving connection without the pressure, and journalists are keen to explore what that shift looks like.

Example use

"The rise of book clubs that are mostly silent."

Best for

Events, hospitality, wellness, tech, social apps

Where it could land:

- Time Out,
- The Standard,
- Dazed,
- Vice,
- Stylist,
- Culture Whisper

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Community is the campaign

Why it works

The strongest brands build belonging, not just awareness. When your community becomes your biggest advocate, that's a story worth telling.

Example use

"Why this gym spent their budget on free coffee, not ads."

Best for

Fitness, wellness, clubs, lifestyle

Where it could land:

- Courier,
- The Independent,
- The Drum,
- Sifted,
- Forbes,
- Men's Health

Emotional *hooks*

Not every great PR story starts with a statistic. Some of the best coverage comes from stories that make people feel something.

Joy, identity, or personal experience gives your brand meaning and creates the kind of storytelling that sticks. These emotional hooks help journalists move beyond what you sell and focus on why your brand matters.

In this section, you'll find freshly squeezed ideas to spotlight your story, share real customer experiences, and reveal the heart behind your brand.

These hooks are perfect for purpose-led brands in wellness, food and drink, mental health, and family spaces. But honestly, every brand can benefit from storytelling with a little more soul.

If your story is bigger than the product, you're in the right place.





Our expert explains: what you're getting wrong about [topic]

Why it works

Journalists are always looking for credible voices who can cut through the noise. This hook positions your brand as an authority while offering genuinely useful, myth-busting insight.

Example use

"Our nutritionist breaks down the most misunderstood wellness trends on TikTok."

Best for

Wellness, health, finance, skincare, tech, parenting, supplements

Where it could land:

- Stylist,
- HuffPost UK,
- Health & Wellbeing,
- The Telegraph,
- Glamour



What is soft living? The TikTok trend that [X]% of millennials are adopting

Why it works

Explainer-style stories are highly clickable. By combining TikTok virality with lifestyle data and emotional resonance, they help journalists decode trends while putting your brand at the centre of the conversation.

Example use

"Soft living isn't lazy — it's how burnt-out millennials are reclaiming peace. This brand is helping them do it."

Best for

Wellness, beauty, food & drink, home, fashion, journaling

Where it could land:

- Glamour UK,
- Refinery29,
- Stylist,
- The Independent,
- Cosmopolitan,
- BBC Woman's Hour

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This brand started as a coping mechanism

Why it works

Vulnerable founder stories are powerful because they're real. When a business is born from a personal challenge, people connect with the story on a much deeper level.

Example use

"I started blending herbs in my kitchen to cope with anxiety, now it's a bestselling mood drink."

Best for

Wellness, food & drink, mental health, skincare

Where it could land:

- Mail Online,
- BBC,
- The Sun,
- Wales Online,
- HuffPost

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How [real person] used [product] to solve [problem]

Why it works

Real stories with real outcomes are incredibly compelling. They show your product in action and give journalists a relatable human angle. Editors and audiences love real people who embody a trend or insight.

Example use

"How this 29-year-old solved her burnout with a bedtime drink and started sleeping again."

Best for

Supplements, wellness, tech, beauty, journaling, food

Where it could land:

- Metro,
- HuffPost,
- The i Paper,
- Women's Health,
- The Sun

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This isn't about the product. It's about the feeling.

Why it works

Journalists are done with “product for product’s sake” pitches. People buy into what those products make them feel. Calm. Confidence. Joy. Nostalgia. This hook taps into the emotional reason your brand matters.

Example use

“This perfume isn't about smell. It's about taking up space.”

Best for

Beauty, fashion, interiors, wellness, gifting

Where it could land:

- Glamour UK,
- Cosmopolitan,
- Elle,
- Wallpaper

16

I didn't know anyone, so I joined this...

Why it works

Stories about loneliness, belonging, and connection resonate deeply. They tap into a very human need and show the real-world impact of your brand or community.

Example use

“I moved cities, didn't know anyone, and found my best mates through five-a-side.”

Best for

Sport, wellness, clubs, social apps, community brands

Where it could land:

- VICE,
- BBC Woman's Hour,
- HuffPost UK,
- The Independent,
- The Guardian

17

I became a founder the same year I became a mother

Why it works

Big life changes make for powerful storytelling. This hook explores resilience, identity, and the balancing act behind building something meaningful.

Example use

"Building a brand during nap times taught me more about resilience than any job ever did."

Best for

Family, wellness, gifting, beauty, fashion

Where it could land:

- Grazia (The Juggle),
- The Times Magazine,
- HuffPost Parents

18

Nostalgia is the new disruptor

Why it works

Nostalgia is a shortcut to emotion. It taps into comfort, memory, and familiarity, which makes your story instantly more relatable and shareable.

Example use

"Why jelly sandals, Lisa Frank and lemon drops are back."

Best for

Fashion, food & drink, toys, gifting

Where it could land:

- The Face,
- Dazed,
- Refinery29,
- Stylist,
- Vice,
- Elle

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What your go-to [product] says about you

Why it works

This playful hook blends personality and light psychology. It's highly clickable and works perfectly for lifestyle features and round-ups.

Example use

"If you're always buying the lemon-scented candle, you probably need a holiday."

Best for

Gifting, beauty, food, fragrance

Where it could land:

- Stylist,
- HuffPost UK,
- BuzzFeed,
- Elle,
- Refinery29

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We asked people how they really feel about [topic]

Why it works

Survey-led stories combine data with emotion, which is a fruitful mix. They give journalists exclusive insight into what people are thinking, feeling, and searching for right now.

Example use

"We asked people how they really feel about going out sober — here's what they said."

Best for

Any brand
(tailor survey to category)

Where it could land:

- Metro,
- The Independent,
- Daily Mirror,
- Daily Express,
- The Times

Seasonal & timely *hooks*

Sometimes the difference between getting ignored and getting featured is timing.

Journalists are always looking for stories that feel relevant to what people are thinking, searching for, and shopping for right now. When your pitch taps into a seasonal moment or cultural event, it instantly becomes easier to say yes to.



From New Year resets and Mother's Day gifting to summer trends, back-to-school energy, and festive round-ups, seasonal hooks give your brand a natural reason to join the conversation.

They're especially powerful for product launches, ecommerce brands, and businesses who want to secure coverage throughout the year.

In this section, you'll find ideas to help you connect your story to moments that matter, so your PR lands at exactly the right time.

21

The January reset that isn't about weight loss

Why it works

January coverage is everywhere, but audiences are over extreme transformations and “new year, new you” messaging. This hook offers a fresh feel-good angle focused on habits that support wellbeing.

Example use

“This brand wants you to add, not subtract, this January.”

Best for

Wellness, supplements, beauty, food & drink

Where it could land:

- Stylist,
- SheerLuxe,
- The Independent,
- Grazia,
- Red

22

How [your brand] is redefining [traditional category]

Why it works

A classic disruptor hook that's perfect for challenger brands with a twist. This hook helps you explain how you're doing things differently, and why your approach feels relevant for today's consumer.

Example use

“How this brand is redefining sleepwear as daywear for women who WFH.”

Best for

DTC brands, subscription services, home, fashion, health

Where it could land:

- Courier,
- The Grocer,
- The Sunday Times Style,
- Forbes

23

The spring clean for your social life

Why it works

Spring isn't just for closets. This hook takes the familiar concept of a "spring clean" and applies it to routines, relationships, and wellbeing.

Example use

"How this community club helped me declutter my calendar — and my head."

Best for

Community, fitness, therapy, social apps

Where it could land:

- The i Paper,
- Stylist,
- Happiful,
- BBC,
- Time Out

24

Why we're all rebranding in September

Why it works

The 'new school year energy' of autumn makes it perfect for repositioning. September has serious new-notebook energy, and it's an ideal moment to talk about reinvention and strategic pivots.

Example use

"Why this founder launches new collections in September, not January."

Best for

Fashion, beauty, coaching, DTC brands

Where it could land:

- Stylist,
- The Guardian,
- i News,
- Refinery29

25

Halloween for adults is a gifting goldmine

Why it works

Halloween has evolved far beyond trick-or-treating. From witchy wellness to autumn hosting, it gives brands a playful and highly shareable seasonal angle.

Example use

"How this candle brand became a bestseller every October."

Best for

Homeware, beauty, fashion, food & drink

Where it could land:

- Red,
- HuffPost UK,
- Dazed,
- The Times

26

Modern motherhood isn't one-size-fits-all

Why it works

Today's family dynamics are diverse and beautifully imperfect. Stories reflecting the realities of modern families are emotionally resonant, especially around key calendar moments like Mother's Day.

Example use

"Why I'm sending flowers to my stepmum, not my mum."

Best for

Gifting, wellness, food & drink, florals

Where it could land:

- The Guardian,
- Grazia,
- HuffPost UK,
- The Independent,
- Red,
- BBC Woman's Hour

27

What Brits actually want for Christmas in 2025

Why it works

A little festive data goes a long way. This hook combines consumer insight with gift guide potential, making it extremely attractive to journalists.

Example use

"This year, Brits are swapping perfume for peace and quiet — literally."

Best for

Gifting, wellness, home, beauty, food & drink

Where it could land:

- Metro,
- The Guardian,
- Grazia,
- SheerLuxe,
- HuffPost, Red

28

Spring searches for [X] are surging – here's what they mean

Why it works

When search volumes start climbing, it's a signal that consumer behaviour is shifting. Pairing that data with your brand's insight gives journalists a timely story with a reason to cover it now.

Example use

"Spring searches for 'quiet hobbies' are up 400% — here's the brand helping women slow down and reconnect."

Best for

Wellness, lifestyle, journaling, community, gifting

Where it could land:

- The Sun,
- The Telegraph,
- Daily Express,
- Grazia

29

The cost of summer 2025: Brits are swapping [X] for [Y]

Why it works

Journalists love stories that reveal how people are adapting their lifestyles. If your brand offers a smarter or more affordable alternative, this is a juicy angle to position your product as part of a behavioural shift.

Example use

“Why more Brits are ditching the beach club for bring-your-own-picnic park days — and the drinks brand built for it.”

Best for

Food & drink, travel, retail, lifestyle

Where it could land:

- Mail Online,
- i News,
- BBC,
- ITV News

30

Why Gen Z are training for their first 10K — not just party season

Why it works

This hook puts a fresh twist on seasonal wellness stories. Rather than focusing on summer aesthetics, it taps into the growing shift toward performance, mental wellbeing, and health-driven goals.

Example use

“Searches for ‘how to run longer’ spike every June — and this wellness brand is making it easier.”

Best for

Fitness, supplements, apps, sportswear

Where it could land:

- Women's Running,
- Men's Health,
- Stylist,
- Happiful

Ready to turn these hooks into headlines?

You've now got 30 freshly squeezed PR hooks in your back pocket. The next step is to turn them into stories journalists actually want to cover.

That means finding the strongest angle, developing a pitch with flavour, and sending it to the right people at the right time. Easy in theory, but slightly more nuanced in practice.

If you'd like a hand, we'd love to help.



Book a free 15-minute PR Strategy Consultation

In a quick, no-pressure call, we'll look at your current PR activity, uncover opportunities, and share practical ideas to help your brand get seen, searched, and talked about.

Book yours here

You can also [drop us an email](#) or follow us on [Instagram](#) or [LinkedIn](#).

Making Lemuhn-ade

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