



### Background:

Promote were hired to publicise the UK arrival of BodyVib, the world's first vibrating dumbbell.

### Timing:

From April 2011

### Activity:

A press day in London was arranged, where journalists were invited to a Baker Street studio and received a one-to-one personal BodyVib session with a Faster trainer.

### Results:

National coverage in the Evening standard, Marie Claire, Zest, Healthy magazine, Running Free and Bodyfit.

Coverage total to date : 6

Total EAV to date: £20,811

Total circulation to date: 3,369,994

