

Case Study: Decathlon

DECATHLON

Background: Decathlon wanted to raise profile for its new sports store launching in Reading

Timing: November 2010

Activity: Using our strong connections with regional media and sports team in Berkshire, we devised a campaign to attract visitors to the store over the first weekend. We arranged partnerships with the likes of Reading RC, the Reading Post and radio station Reading 107.

Results: The Reading store opening was the most successful ever for Decathlon with a footfall of over 20,000 for the opening weekend. Over 25% of all stock was sold over the opening weekend.

Coverage: 29 pieces of media coverage were generated

EAV: £21,084

Reach: Circulation of 1,397,589



Tah-dah! Store manager Rod Hulme and directors from Oxford Road Community School perform at the opening of the new Decathlon store in Reading. **PHOTO: MIKE SWIFT**

Our offering caters for all ages and levels of sporting ability... We're keen to become a valued part of the community and are making contact with hundreds of local sports clubs... so that we can build relationships and help them increase participation.

Just a few weeks ago, our public relations manager Kate McNeill was out running in the Reading Road marathon. She added, "In addition to the superb existing shopping facilities in central Reading, such as The Oracle and The Broad Street Mall, we believe that choosing to introduce a Decathlon store will give shoppers and sports enthusiasts who travel from outside the town another reason to visit."

The new store, which has created 30 jobs in Reading, means the company will have 27 stores in Britain by the end of the year.