

Case Study: Fitness First

Fitness First

Background: Fitness First hoped to increase brand awareness with national media coverage

Timing: Summer 2007

Activity: Developed 'Body Parts' campaign, looking at the parts of the body people want to change through exercise. Online research undertaken, sold in stories, press releases, interviews etc

Results: 10 pieces of national media coverage including The Independent, The Sun and Men's Health

EAV: £9,900

Reach: 12,000,000

ROI: 9:1

