

# Case Study: Matrix Fitness

**Background:** Matrix Fitness wanted to raise profile of the new KRANKcycle in national and trade media

**Timing:** November 2009

**Activity:** Media launch event arranged with Jonny G and James Cracknell demonstrating

**Results:** Over 20 key media attended the event and 26 pieces of national press coverage resulted including the Daily Express, The Times, Woman & Radio 2

**EAV:** £27,500

**Reach:** 22,000,000

**ROI:** 8:1

## Client Comment:

**Jon Johnston, Managing Director, Matrix**

*"Having worked closely with Promote PR for over a decade on many varied projects and ventures I am certain that there is no other health and fitness PR company better placed to deliver targeted, consistent, and sustained PR and launch campaigns in the UK."*

THE TIMES

## Fitness fads the trends for 2010



**Parkour life** Take your body to the limit

**Urban gym** Bored with the weights room? Based on the principles of parkour or free running, this outdoor workout uses every thing from park benches to lamp posts as novel exercise tools. The hour-long classes are held in the early evening and are designed to take the body by surprise by introducing different movement techniques. There's a plenty of training to keep you warm and partner exercises to make the whole thing more social.

**Where and when** Classes launch in Bristol on January 11 and in London on January 12. More venues will be added in the next couple of months ([urbanfitnessgym.com](http://urbanfitnessgym.com) for details).

**Dance classes** Thanks largely to Strictly Come Dancing, we are now tipping our heads in our thousands to attempting every thing from the tango to Cossack dancing. And the health benefits are equivalent to any aerobic class in the gym.

**Where and when** Dance on tv has details of a range of classes all over the UK. To dance classes are held at the Royal Opera House ([www.roh.org.uk](http://www.roh.org.uk)), tango fever.com offers tango around the UK, while pinappleuk.com does Brazilian dancing classes, new danceport.co.uk has details of ballroom and Latin American dance classes.

**Running** Running has made a comeback, with nearly four million people in the UK claiming to go on their trainers regularly. World leaders, including Gordon Brown and Barack Obama, run to keep fit on stress as well as stay sane. If you think running is for you, prepare to be proved wrong – it burns more calories than most other activities, and it's free.

## Five new gadgets



**Cross-legged seat** Design nests in a circular seat with a curved surface.

**Adidas miCoach Pacer** This tiny little device will set and distribute training sessions, offering real-time feedback on your progress. From £55, [adidas.com/fitness/miCoach](http://adidas.com/fitness/miCoach)



**VPR The Ultimate 2010** was designed by a sports and exercise scientist and is a portable personal trainer.

**KIFA High-tech** Cable-challenging gym band that will challenge your workout as you go through a series of loops.

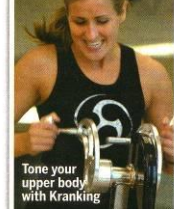


**Chest Expander** One of the best fitness gadgets.



## The new Spinning is...

**KRANK cycle** Want to blitz those bongo wings? Then try Kranking – the new creation from Johnny G, who introduced the world to Spinning in the 1990s. It launched in gyms around the UK on 1 January and is even available to use in your own home. The Krankcycle uses only the arms and provides a cardiovascular and conditioning workout.



Tone your upper body with Kranking



## KRANK UP YOUR FITNESS LEVELS

It's the latest exercise craze from the US which is set to storm gyms across the UK. PENNY STRETTON gives Kranking a try

WHEN I accepted an invitation to try out a brand new exercise called Kranking, I wondered what I'd get myself in for. It soon became clear that with a name like that, it could involve a lot of hard work. Kranking is the brainchild of American fitness expert Johnny G, who introduced the world to Spinning back in the 1990s. "Now a fitness class favourite across the UK," he says, "the Krankcycle provides a space for you to challenge your workout as you go through a series of loops."

"The Krankcycle can be used either sitting or standing, while the arms move together or on their own to turn the hand pedals, or cranks. It might sound easy but it takes co-ordination and immediately begins to work different muscles all over the upper body. My instructor Pierre Ponzio, who will be running classes at the INC Spine gym in central London, showed me how to place myself in a sitting position, as if on a bike, but with both feet flat on the pedals. It requires much more than a simple sit on the floor. Pierre showed me how to place my feet on the pedals, my shoulder and bring my elbow out as I turned, to help me work the upper body. Once I had mastered the rhythm, I then began to move like

"I was really getting my body moving and could feel my heart rate climbing. It was originally developed as a way for people with lower body disability to be able to teach spinning classes. They would simply show people what to do with their legs, by using their own arms. Across the US it was quickly adopted by able-bodied fitness enthusiasts, as well as athletes. Kranking can be beneficial for all types of people," Pierre told me. "The arm action while turning, pulls on a good number of muscles and lots of bones find it helps with their fitness levels. Sessions last between 30 to 45 minutes and Kranking is low impact, making it safe for people of all fitness levels to try." According to instructors it can help those with obesity, problems to lose weight as well as encourage people with reduced lower mobility to exercise more, due to the seated position. It's even something pregnant women can try. My arms were aching and my legs were a bit tired but believe it or not I can't wait to try again.

For more information on the Krankcycle, visit [www.krankcycle.com](http://www.krankcycle.com) or call 0800 389 6072.

