

# Case Study: Reebok

## Reebok

**Target:** Reebok wanted exposure for its home fitness equipment range in the New Year

**Timing:** Dec – Feb 2010

**Activity:** Campaign to place press releases, samples, product reviews

**Results:** 25 pieces of media coverage including Daily Mail, Daily Telegraph, Easy Living, Heat magazine and Sky

**EAV:** £29,000

**Reach:** 27 million

**ROI:** 10:1



**REEBOK MEDICINE BALL**  
 Reebok's latest range of fitness equipment, Reebok Performance, includes this fabulous pink Medicine ball, which is sure to brighten up your spring workouts! Medicine balls are a great way to add functional resistance training into your workouts and tone up fast, and this one from Reebok has a new rubber compound that provides better bounce and extra durability, while the textured rubber dimpled surface provides additional grip. Comes in 1kg (£19.95), 3kg (£29.95) and 5kg (£39.95). Available at John Lewis stores nationwide, [www.johnlewis.com](http://www.johnlewis.com)

