

Case Study: TRX



Background: TRX wanted to secure coverage surrounding a visit to UK from the creator of TRX, Randy Hetrick

Timing: January 2011

Activity: Journalists were invited to attend an exclusive masterclass, hosted by Randy Hetrick, to trial TRX and enjoy interview time with Randy afterwards

Results: The event attracted national journalists, from titles including The Times, The Independent, OK Magazine, Metro, Sport, Easy Living, Closer, Healthy, Women's Running and Women's Fitness

Coverage total to date : 26 pieces
Total EAV to date: £42,620
Total circulation to date: 55,279,021

"Thank you for such an enjoyable session trying out TRX! I was really impressed with the exercises we tried and after speaking to Randy can absolutely see its relevance to women runners"

Katherine Selby, Women's Running

