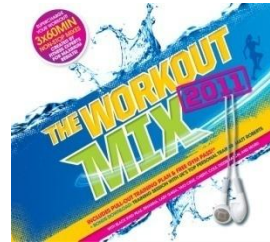


# Case Study: Universal Music



UNIVERSAL MUSIC TV



**Background:** To manage consumer press launch of Universal Music's first fitness album, The Workout Mix 2011

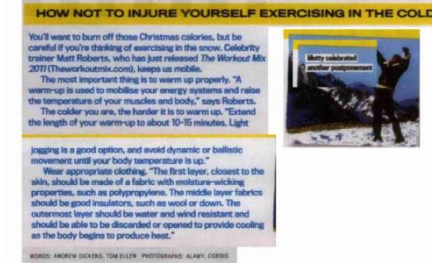
**Activity:** Press day organised with Matt Roberts at his studio in Chelsea, press packs created and distributed to key media with intensive sell in and product placement

**Results:** 15 pieces of coverage generated so far, with coverage including Cosmopolitan, Closer, Heat and OK

**EAV:** £74,000

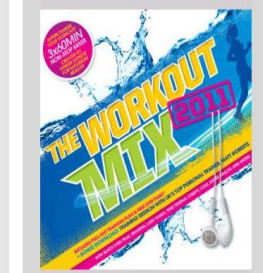
**Reach:** 3,122,406

**ROI:** 21:1 !!



What to do this week

By Rebecca Twomey 14.01.2011, Comments (0)



5 OF THE BEST

Fabulous fitness motivators

