

Case Study: Volleyball England



Target: Volleyball England retained Promote to raise the profile of the organisation and drive participation via national, regional, consumer, trade and online media

Timing: June 2009 - ongoing

Activity: We provide ongoing support to all areas of the Volleyball England organisation, including GB Sitting Volleyball, national leagues and cups, local clubs, events, tours, tournaments and initiatives

We create and sell in news, features, case studies and expert comment on an ongoing basis, and for specific campaigns.

Results: 193 pieces of coverage reaching over 45,000,000 was achieved in 2010

EAV: £1,000,000 +
Reach: 45,000,000
ROI: 10:1

