



Target: Power Music wanted to raise profile of its new Gym Bunny gym mix

Timing: Summer 2010

Activity: Media campaign developed linking the album to behaviour in the gym, press releases, samples, product reviews

Results: 22 pieces of media coverage including Heat magazine and Women's Fitness

EAV: £15,000

Reach: 11 million

ROI: 6:1

Promote



rosemaryconley



GYM BUNNY
Need some inspiration to get moving? Try out the new 'Gym Bunny - Essential Gym Mixes' music album range to get you motivated. Music helps to boost your heart rate, energy levels and mood. The music has been created to guarantee non-stop motivation. The first two albums in the series are available to download now. Simply search under 'Gym Bunny' or 'Power Music' and download from www.apple.com/itunes priced £7.99.

women's fitness

POWER MUSIC GYM BUNNY CDS
The Gym Bunny range of workout CDs from Power Music are designed specifically to motivate you while you keep fit. The up-tempo tracks have been specially selected to match the optimum heartbeats per minute during exercise. Research indicates that music can boost energy levels, mood and actually improve your performance while exercising. Volume 1 features big hits such as Celebration and will give every gym bunny who loves music plenty of motivation on the treadmill! £7.99. www.apple.com/itunes

TOP PRODUCT

MICHAEL JACKSON SHADES
First, it was Thriller from the King of Pop. Now, it's Michael Jackson's new album, Shades of Black. It's a collection of soulful, funk-infused tracks that will have you dancing all night long.

FLARE UPS
Hollywood's Golden Globe Awards are being held in Los Angeles. Check out the list of nominees and see if you can guess the winners.

FLAKE
The new album from the band The Roots is available now. It's a collection of soulful, funk-infused tracks that will have you dancing all night long.

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THE BAROMETER
Light: Pleasant weather, perfect for a picnic. Heavy: A storm is brewing. Check the barometer to see what the weather has in store.

ASTHMA STRIPES
Light: Pleasant weather, perfect for a picnic. Heavy: A storm is brewing. Check the barometer to see what the weather has in store.

CATWALK SHOW
The new season of the fashion show is here. It's a collection of stylish, trendy outfits that will have you looking like a fashionista.

LEO'S SHOULDERS
The new album from the band The Roots is available now. It's a collection of soulful, funk-infused tracks that will have you dancing all night long.