
Boudavida appointed us to launch the brand and inaugural activewear range. We also launched their social media channels and digital strategy and secured headline sponsorship of the Boudavida Women's 10k.

Over 151 pieces of coverage included The FT, The Telegraph, Red, The I, Prima, Women's Fitness, Hello, Top Santé, Women's Running, Health & Fitness, along with extensive bloggers and influencers.

