

Live Wire increased Sport&Health brand recognition through an aggressive media relations campaign, and elevated its perception among consumers as a leader in three core areas: 1) the fight against childhood obesity; 2) promoting heart health; and 3) preserving health and fitness for senior citizens.

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In today's 24-hour news environment, business leaders understand that the media has greater reach and more power to affect their success than ever before. Whether a business needs to leverage the media to achieve its objectives or manage the media to protect its reputation, it takes experience and a powerhouse of talent to navigate today's challenging media environment.

When Sport & Health Clubs needed to consolidate and rejuvenate its brand and elevate its profile to support its growth objectives, it turned to Live Wire. Our talent and expertise delivered a comprehensive communications strategy that has helped Sport & Health Clubs grow into one of the premier exercise and fitness businesses in the midatlantic region. Recognizing the everchanging media relations environment, Live Wire began providing strategic counsel in Sport&Health Clubs social media efforts.

PR Campaign Objectives

Live Wire engaged in a comprehensive discovery process with key Sport & Health Clubs executives to gain an in-depth understanding of the company's brand, key messages, market position and business goals. Live Wire analyzed and synthesized that information into a comprehensive PR campaign with the following objectives:

- Consolidate and rejuvenate the Sport & Health Clubs brand to position Sport & Health Clubs as Washington's leader in health and fitness, with the most locations featuring the greatest variety of programming with the most experienced and certified staff in a family friendly inviting atmosphere.
- Promote Sport & Health Clubs programming and its unique value proposition to support growth in membership and overall expansion strategy.
- Elevate Sport & Health Clubs as a leader on health and fitness issues of importance to the Metro Washington region.

Campaign Strategies

Based on a comprehensive analysis of Sport & Health Clubs and its competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- Build relationships with reporters, editors and producers at local media outlets and specialized health and fitness trade publications to educate them about Sport & Health Clubs and its programs and services.
- Engage key reporters, editors and producers to pitch and secure compelling Sport & Health Clubs health and fitness stories for local consumer audiences.
- Research and secure high-value print and broadcast editorial and feature opportunities highlighting Sport & Health Clubs programs and facilities
- Develop and implement corporate philanthropy and thought leadership campaigns focused on critical health and fitness issues, such as childhood obesity and heart disease.
- Interact with online communities – providing both proactive messaging and reactive efforts to increase Sport&Health Clubs visibility and customer service.

"As we've grown, Live Wire has been at our side helping us articulate our growth strategy, our points of differentiation and key messages, while also keeping what we do at the forefront of the news cycle throughout the Washington, DC Metro Area. With Live Wire's determination, sage counsel and relationships, it comes as no surprise that our brand receives more positive exposure each year while reaching more influential audiences than ever."

— Nancy Terry, Senior Vice President
of Marketing and Communications
Sport&Health Clubs

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Campaign Tactics

Live Wire developed and implemented a comprehensive strategic public relations campaign for Sport & Health Clubs:

- **Researched and developed brand identity** to present a coherent, compelling image of Sport & Health Clubs that supports its marketing and growth objectives.
- Launched **strategic media relations effort** to re-introduce Sport & Health Clubs to local and regional community media and to health and fitness industry press.
- Researched and developed **strategic messaging to tell Sport & Health Clubs story** while integrating brand into all communications mediums.
- **Engaged assignment desk contacts, reporters, freelancers and producers on an ongoing basis** to keep Sport & Health Clubs top-of-mind as an editorial resource for pending health and fitness-related stories, and to **proactively seed ideas** for direct and indirect coverage opportunities.
- Developed libraries of **topics and resources for the editorial staff** assigned to pending health and fitness editorial calendar opportunities.
- **Placed stories that demonstrate the prowess of Sport & Health's members and trainers**, and the uniqueness of fitness programs, which communicates the company's commitment to the importance of starting healthy habits early.
- Developed and implemented PR campaigns in **support of sale of Sport & Health Clubs company** to new ownership group.
- Launched an internal communications initiative – in the form of a monthly eNewsletter – to keep all personnel apprised of company current events.
- Developed and implemented PR campaigns focused on Sport & Health Club efforts to **curb childhood obesity** and **promote heart health**.
- Provided **monthly online review reports** to monitor, respond and engage with online communities – which increased customer service and online presence.

Campaign Results

Live Wire delivered the following results for Sport & Health Clubs:

- Delivered **358 media stories and 725.5 million media impressions** – and average in excess of 4 placements per month over the course of the relationship.
- Secured Sport&Health Clubs' participation in the **White House Easter Egg Roll** as part of the First Lady's Let's Move Campaign to fight childhood obesity.
- Prior to Live Wire, Sport & Health Clubs achieved about one percent of the media mindshare compared to its competitors; **Live Wire increased Sport & Health Clubs' feature story coverage by an annual average of 60 percent**.
- **Elevated the Sport & Health Clubs brand** as Washington's leader in health and fitness, enabling growth and return on investment over the past six years.
- **Positioned Sport & Health Clubs as a leader** in terms of fitness programming in response to childhood obesity and heart health issues.
- Transformed Sport & Health Clubs into the **go-to source for health and fitness stories** in the Metro Washington area.

