

CASE-STUDY

Client: The Altitude Centre

Sectors: Medical, health, fitness, mountaineering, sport

Contract status: 6 month project fee

Websites: www.altitudecentre.com



The Altitude Centre in central London provides a complete simulated altitude training service (IHT) for performance and amateur athletes. It is the first of its kind to offer this latest form of simulated altitude training and has proved to be very popular among the rugby and football clubs in both Australia and New Zealand.

IHT now makes it possible for everyone from the Premiership footballer to City business executives to experience the benefits of High Altitude Training in a fraction of the time. IHT is the latest high altitude medicine that improves the fitness of both injured and un-injured players and is already used by several of the top Premiership clubs.

PR & Communication activities included:

- Initial PR and communications strategy
- Construction of media packs: core media messages, fact sheets, visuals, staff biographies, endorsements from clients, media, athletes & celebrities
- Business development plan to franchise out TAC to health clubs
- Media campaign to increase brand profile with key media
- Core media: sports specific, endurance sports, medical and health, life style and consumer media
- Press release drafting and media distribution
- Reader offer with Ultra Fit magazine
- Press cuttings book & media evaluation reports
- Copy writing and proof reading for marketing collateral and website development
- Logo design and brochure design for new marketing brochure

The Altitude Centre services include:

- ❖ • Courses of Mountain Air Therapy using altitude simulation equipment
- ❖ • Acute Mountain Sickness (AMS) susceptibility tests
- ❖ • Teaching of the Buteyko breathing method
- ❖ • Consultancy service for Sport, Mountaineering and Health Industries
- ❖ • Rental and Sales of simulated altitude training equipment

"I used Mountain Air Therapy to prepare for my row across the Atlantic Ocean. Now I want everyone to experience the benefits".

Richard Pullan | Founder and Director of The Altitude Centre