

CASE-STUDY

Client: Corpotential

Web address: www.corpotential.co.uk

Sector: Sports - Health & nutrition

Contract status: Retained since 2004 to date.



Corpotential was set up to offer a range of specialist consultancy services within the field of Sports Nutrition. Its philosophy is to take each individual as biochemically and anatomically unique. The first consultation is of the utmost importance. Its aim is to determine the athlete's complete medical history, dietary habits, reactions to foods and the environment as well as daily exercise patterns.

Corpotential is able to provide clients with the best impartial advice on supplements in the knowledge that these will be tailored to their individual needs and their own personal goals.

PR requirements

- To launch Corpotential as a company providing a specialist sports nutrition service.
- To build a profile for Corpotential within the relevant media and throughout the sports industry.
- To build a reputation based on a personal service delivering results, backed up by research and proven fact.
- Introduce Corpotential to sports governing bodies, agents and selected athletes.
- Develop and expand existing Corpotential client base.

PR activities

- Annual PR strategy and planning
- Media packs: core messages, information sheets, testimonials, visuals, staff biographies
- Press release drafting and media distribution
- Press cuttings books & media evaluation reports
- Ongoing media relations, constantly seeking new opportunities for press coverage and editorial
- Sponsorship: supporting performance athletes prior to events
- Advice on: HTML newsletters, website design and build, marketing collateral
- Corporate events & workshops : 24 hr RICS rowing event, Atlantic row, nutrition workshop at The Queens Club

Media coverage:

- National daily & Sunday newspapers & supplements, consumer magazines, sport, health & fitness, nutrition magazines, trade press, online media.

Testimonial

"It is impossible to stress enough the need for good PR and marketing to a new company. Henman Communications took the time to get to know and understand us in order to target precisely the most suitable clients for us to work with. Their advice, contacts and support have been invaluable. We look forward to working together for a long time to come."

Kathryn Bistany

Managing Director | Corpotential Limited