

CASE-STUDY

Client: Energicer UK Limited
Campaign: Launch of Energicer's sports cooling solution into the UK sports market
Services: Public Relations & Sponsorship
Website: www.energicer.co.uk

ENERGY
 Wear one Energicer™ Band on one or both wrists for increased energy or enhanced concentration. Anytime, anywhere.

ENDURANCE
 Wear one Energicer™ Band on each forearm for endurance sports or high performance sports.

EXTREME
 Wear two Energicer™ Bands on each arm plus Energicer™ Vest in extreme heat conditions.

**Be Cool
 Be Your
 BEST**

Energicer™

Cools for Hours • No Refrigeration Necessary
 Increases Power • Optimizes Heart Rate
 Enhances Concentration • Regulates Body Temperature
 Competition Tested • Scientifically Proven

Made in Switzerland
 by Liquid Ice™

Product Background

Energicer achieves the high rate of cooling as the ingredients in the Energicer solution include a patented combination of ethyl alcohol, menthol and camphor. Together, these ingredients create a level of cooling similar to the feeling of placing a cold can of drink against the skin.

By keeping cooler with Energicer, an athlete can expect to perform to their maximum physical ability for longer, as they will reduce or delay the negative effects of fatigue, muscle weakness, loss of concentration and cramping normally associated with a rise in body temperature from sustained physical activity.

Deliverables

- PR, sales and marketing strategy and activation plan.
- Creating sampling / sponsorship opportunities with players, coaches, celebrities or medical staff across arrange of team and individual sports.
- Creating retail opportunities with sports based: academies, universities, schools, players, and agents.
- Creating and leveraging news stories for the sports media to build Energicer's national profile to create further sales leads.
- Creating potential networking opportunities at tournaments, conferences or events.

Testimonial:

"We found Henman Communications PR services extremely helpful in profiling Energicer by creating product sampling and sponsorship opportunities with high profile contacts in the sports industry."

Andrew Taylor, Managing Director Energicer UK Limited