

CASE-STUDY

Client: Profeet

Sector: Retail, sport and health.

Contract status: Retained since 2006



Profeet was launched in 2001 and were one of first high street shoe retailers in the UK to introduce a scientific approach to customizing sports footwear for individual athletes. Initially starting in skiing, Profeet have now expanded into all individual and team sports, with a focus on running and triathlon.

Developments in sports science technology and in particular foot pressure scanning and video gait analysis, mean it is now possible to offer the customer the complete fitting process, from customized footbeds, body alignment and biomechanical analysis, through to the purchase of sports shoes and equipment.

PR activities include:

- PR strategy and communications planning
- Media packs: core messages, information sheets, testimonials, visuals, staff biographies
- Endorsements from clients, media, athletes & celebrities
- Press release drafting and media distribution
- Press cuttings books & media evaluation reports
- Internal & external company distribution (hard & PDF format)
- Briefing clients about topics & presenting the journalists
- Setting up & managing one-to-one interviews
- New store launch opening event
- Crisis management
- Sponsorship: with performance / endurance athletes or partnering with suppliers
- Advice on: Marketing and retail strategy, HTML newsletters, website design and build, marketing collateral, POS material, events & exhibitions, internal communications.

Coverage obtained:

- Daily national newspapers
- Sunday newspapers & supplements
- Consumer magazines
- Sport specific magazines (Running, ski, triathlon, tennis, golf)
- Trade press
- Charity press
- Online media

Corporate Partnerships established with:

Asthma UK, Virgin Active, One Aldwych, Cannons, Esporta Health and Leisure Group, Fitness First, David Lloyd Leisure, Kinetika Grp, Running Mate, Phoenix Coaching, 37 Degrees, The Chelsea Club, Chelsea FC, The Hurlingham Club, The Rat Race, Innovation Sports, Sport Dimensions, Sport & Spinal Clinics, The Pilates Room, Ambition Events, Premier Golf consulting, British Military Fitness.

Shoe brands retailed:

Running: Adidas, Asics, Mizuno, Saucony, Brooks

Skiing: Head, Atomic, Nordica, Tecnica, Lange, Salomon, Rossignol