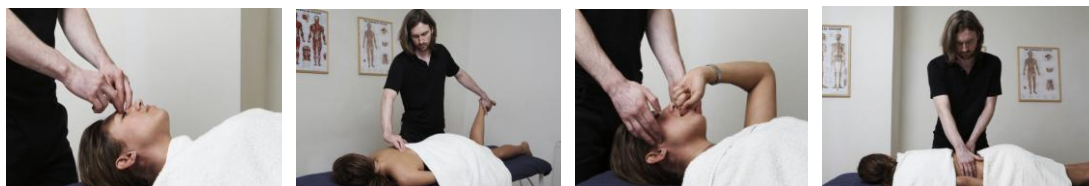


CASE-STUDY

Client: Responsive Therapy

Sector: Sport, Health, Medical, Well-being and Corporate Sectors

Website: www.repsonsive-therapy.co.uk



The Bowen Technique is highly acclaimed as it can offer dramatic results on long-term injuries. Using gentle movements, it is deeply relaxing, and no deep muscle manipulation is involved. It is ideal as a way of preventing sports injuries, enhancing performance, as well as treating injuries once they occur. Bowen can be used as a form of pain relief on all musculoskeletal injuries such as: tennis elbow, restricted joints and pulled muscles.

Brief

To launch *Responsive Therapy*, London's first Bowen Therapy clinic specializing in sports injuries, into leading health clubs in London.

Deliverables:

- Initial PR and business development strategy
- Creation of key media messages (per sector)
- Creation of media & information packs
- Press release copy writing, email distribution and follow up
- Media relations focusing on sport, health, medical, well-being and corporate sectors.
- Advise on and source potential 'celebrities' as part of launch campaign
- Ongoing account management & Crisis Management (as and when required)
- Website development
- Press cuttings file (hard copy & PDF format)
- Advise on and pursue marketing partnership opportunities
- Target established sports and health clubs in London for opportunities to join sports health and fitness & alternative therapy teams
- Advise on internal and external marketing opportunities to increase profile, educate members about The Bowen Technique, grow client base, increase revenue per club

Through our business development Responsive Therapy has now won club contracts to join the health & fitness teams of the following leading London clubs: The Queen's Club, RAC, The Third Space and Nuffield Pro Active Health.

