

THE RUNNINGSCHOOL CASE-STUDY

Client: The Running School

Website: www.running-school.co.uk

Services: Public Relations & Communications

Date: 2008 - 10



The Running School® has developed a series of training protocols which can teach anyone (adults and children) how to run efficiently and how to run faster in 6 hours! The coaching methodology has been proven with thousands of recreational athletes and elite athletes and is easy to follow, effective, complete and motivating.

PR activities include:

- PR strategy & planning.
- Online social networking integration
- Key message development.
- Creation of media packs & information packs
- Working with Brand Ambassadors – e.g. – Iwan Thomas, Dean Macey and Andy Vernon.
- Press release drafting and email distribution
- Working with marketing partners: Lucozard Sport, Dartfish, KSWISS, The Vale and Esporta.
- Media relations & reputation and issues management
- Monitoring & evaluation
- Digital and mobile development
- Advise on marketing, commercial and partnership issues.

Media Coverage: National & Sunday papers, online, consumer & trade magazines, local London press, sports and health magazines.

Marketing & Franchise Partners:



"Henman Communications have provided a valuable, strategic and pro-active PR resource for The Running School. This has enabled us to plan and deliver a series of press launch events for our new Running School franchise programme across the UK. Our ongoing PR activities have significantly raised our profile in the national print media and consequently we have started to increase commercial franchise and sponsorship opportunities."

Mike Antoniadis, Founder and Performance & Rehabilitation Director of The Running School