

CASE-STUDY

Client: Corpotential

Web address: www.corpotential.com

Sector: Sports – Sport, health, nutrition & medical

Contract status: Retained to date since 2004



Kathryn Bistany launched Corpotential in 2003 to offer a range of specialist consultancy services within the field of Sports Nutrition. 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.

The diet itself is of the greatest importance to any nutritionist or dietician. Corpotential places strong emphasis on educating its athletes on the reasons why certain foods are more beneficial than others, for a particular individual and at a particular time. Optimum nutrition levels are attainable only if an individual's basic diet is sound. Different situations, such as sport injuries, require a change in the diet. Corpotential's focus is not to improve short-term performance at the expense of long-term health but to optimize performance **and** long-term health in order to increase the length of an athlete's career.

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 on 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: 24 hr RICS rowing event, Atlantic row, workshop at The Queens Club

Media coverage

- National newspapers, consumer magazines, sport, health & fitness, trade & 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