

CASE-STUDY

Client: Doe Sport

Web address: www.doesport.co.uk

Sector: Sports Trade

Contract status: Retained between 2002-06 & on a project basis since.



Doe Sport is the leading sports facility contractors in the UK. They have been involved in the construction of sports facilities since 1946 and are the exclusive installers and distributors of all GreenSet tennis surfacing systems in the UK.

Doe Sport constructs both indoor and outdoor sports facilities and Multi-Use Games Areas. Doe Sport now have expanded their sports products to include the construction of FIFA approved, rubber filled 'grass' carpet full size football pitches.

PR requirements

- To launch the £2 million University Of Bath Tennis Academy Facility
- Raise Doe Sports profile on a national and regional scale
- Secure media coverage for Doe Sports through trade media
- Promote latest Doe Sports products & services
- Internal communication with: strategic partners, project managers and contractors
- Raise awareness of new Doe facility to the local community
- Case study new facility to Doe guests
- Increase profile of Doe to the LTA, Sport England and other National Governing Bodies

PR activities

- PR strategy and planning for launch event
- Media packs: core messages, information sheets, testimonials, visuals, staff biographies
- Press release drafting and media distribution
- Press cuttings books & media evaluation reports
- Briefing journalists about Doe Sports and 'selling in' launch event
- Ongoing media relations with trade press
- Liaising with key partners: LTA, Tim Henman, Sport England, University of Bath, Matchtight PR
- Advice on: HTML newsletters, website design and build, marketing collateral

Media coverage obtained

- Trade press, SW regional broadcast media, selected tennis & sport specific consumer magazines, online media, Governing & National Bodies

Testimonial

"Doe Sport started working with Henman Communications in 2002 and, as a result of their contacts, and professional approach we have developed a more strategic and focused view across all marketing and PR requirements. Without their input, Doe Sport would not have been ready or able to take advantage of the PR opportunities now presenting themselves in 2005."

Sarah J Swanick

Managing Director | DOE Sport Limited