

CASE-STUDY

Client: Liquid Ice & Liquid Ice EQ

Web address: www.liquidice.com

Sector: Retail & distribution – Sport, health and fitness, medical and equine sectors

Contract status: Retained between 2005-07



Liquid Ice was introduced to the British market from the US and is a cooling compression bandage known as an 'ice wrap'. Liquid Ice in USA was voted 'Sports Product of the Year' in 2002 by 1,500 American Sports journalists; it has taken the American market by storm.

It is used by top athletes, like tennis player Andy Roddick and basketball player Patrik Ewing, as well as US Special Forces, where it is included as part of their survival package.

The Liquid Ice EQ Vet Pack has been developed specifically for horses under the strict supervision of International Veterinary Surgeons. It is internationally acclaimed and the BETA Equestrian Product of the Year award winner in 2003. It has been used successfully in the United States in competition and has competed at the Olympics with the German and Swiss Olympic Teams.

PR activities

- Developing a sales and marketing strategy and plan (Consumer & trade)
- Developing a national distribution network (Consumer & trade)
- Developing a PR & communications strategy and plan for brands (LI & LI EQ)
- Generating news worth features for the media
- 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 for editorial reviews or product placement opportunities
- Sponsorship opportunities for athletes & celebrities
- Advising on: Advertising, sales & marketing, POS material, packaging, website design & build, marketing collateral design & print, events & trade exhibitions

Media coverage obtained

- National press
- Trade and medical publications
- Sport, health and fitness and equine magazines
- Online sports and retail sites

Testimonial

"Henman Communications have assisted our sports injury brand with a more strategic approach to communications. Through targeted business development our advertising, direct marketing and sponsorship activities have increased the awareness of our Liquid Ice brand in the UK and as a result our sales revenue and client base has increased. I hope we will have the opportunity to retain Henman Communications again in the future."

Rostand Bowat
UK Managing Director | Liquid Ice CosMedicals GmgH