

CASE-STUDY

Client: The Bowen Technique / Responsive Therapy

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

Website: www.repnsive-therapy.co.uk



The Bowen Technique

Bowen 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 specialising 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

Business Development:

Michael Patrick has now joined the Health & Fitness teams of the following leading London clubs: The Queens Club, RAC, The Third Space and Nuffield Pro Active Health.

