Overview

Henman Communications was appointed by Balance Performance Physiotherapy to raise awareness of their physiotherapy, sports performance and well-being services in the sport, health and fitness and medical media.

This case-study outlines our PR strategy, activities and results.

Background
Balance Performance employs a team of over 30 highly qualified and experienced professionals. The Balance team is multi-disciplinary and consists of some of the most highly experienced and talented therapists, doctors, coaches and specialists in the UK.

Balance’s facilities are state-of-the-art from Alter-G ‘anti-gravity’ treadmill to Trigger Point Performance Therapy, KT Tape to Kettlebells, sophisticated use of movement to straightforward intensity of effort.

The Balance team take time to educate their clients so they are fully informed, engaged and empowered to maintain their own health and well-being.

Balance works with individuals from all levels; from Professional and Olympic athletes to office workers.

Testimonial
“We are delighted to be working with Henman Communications to develop our PR strategy and plans. The lead into London 2012 is a very exciting time for Balance Performance. We have recently opened our new studio in Fulham to take our innovative approach and expertise to the people of West London.

Henman Communications have helped us build on a decade of experience working in sports such as running, triathlon and the combat sports sector, but also in new sports such as golf. They have also helped us highlight the innovative health and fitness products that we retail and also educate professionals and the public on how to use them effectively. On-going PR has been very important and has helped us build those networks.”

Scott Morris, Performance Director, Balance Performance Physiotherapy
Our deliverables included

- PR strategy and planning
- Integrated strategy to include:
  - The three Balance physiotherapy clinics – Clapham, Fulham and The City
  - Raise the profile of retail fitness products to drive revenue
    - KT tape
    - TPT trigger point therapy
    - Alter G ‘anti-gravity’ treadmill
    - Crosscore 180
    - Kettle Bells
- Barefoot running workshop with Naeem Akram, barefoot running coach, and Darryl Edwards, founder of The Fitness Explorer.
- Media packs: core messages, information sheets, testimonials, visuals, video, staff biographies
- Filming, editing and distribution of video testimonials with: Dion Harrison (Pro Triathlete) and Claire Bennett (British No.2 Fencer)
- Press release drafting and media distribution
- Press cuttings books & media evaluation reports
- Media relations - setting up & managing one-to-one media interviews
- Advice on: marketing strategy, HTML newsletters, marketing collateral,
- Press office at The Virgin London Triathlon and The Virgin London Marathon exhibitions,
- Internal staff communications.
Gordon hopes for last laugh

Gordon is a proud Londoner, and when you get onto the mat, if you don't think, you lose. "When you're on the mat, you can think. You've got to respect everybody, whatever their creed or colour of skin."

"You've got to understand that there's a culture you have to follow. The kids of today are going to be the type of athletes we don't have anymore. They're not going to be the prima donnas. They're not going to be the gadget players. They're going to be the ones that are going to be strong."

"Germany. The judo world is like a village, and if you're going to do your judo, you have to have a culture. Your culture is to learn to enjoy the challenge. You must attack life with energy, because you're coming to London."

"The kids of today are going to be the ones that are going to be the type of athletes we don't have anymore. They're not going to be the prima donnas. They're not going to be the gadget players. They're going to be the ones that are going to be strong."
Barefoot Running & Movement Workshop

The Experts
The workshop was run by Naeem Akram, a certified running coach for leading barefoot running brand Vivobarefoot, and Darryl Edwards, founder of Fitness Explorer and qualified Register of Exercise (REPS) Level 4 personal trainer who specialises in Movement Therapy.

The Workshop
The workshop looked at natural MOVEment and our PRIMALITY philosophy as an anagram which underlines this. Discussion topics during the workshop included: What is Natural Movement? The 25 Components of Fitness, What is the matter with Tabata? Function vs. Structure and Fitness Dualism. Interactive demonstrations and audience participation will include: Bipedal Motion, Quadrupedal Motion, Primal Play, and Social Based Fitness.

Our PR activities included:
- A barefoot running workshop at Balance Performance
- A photo shoot for Out Door Fitness magazine
- Co-ordination of the DSP feature in Out Door Fitness magazine
The host nation has guaranteed host nation place in every judo category at London 2012, unsurprisingly, dominating with 65 medals – 28 more than second-placed Germany. The judo world is like a closed society, it's like discussing politics. It makes you richer.

And why not? Judo has given Gordon a sense of discipline and responsibility, which he now imparts to the youngsters he works with. The discipline, he believes, is perhaps the most important aspect of judo, and one that translates easily to everyday life. "Judo is ultimately about self-discipline," he says. "You've got to respect everybody, don't respect anybody who's on that mat, you just walk on by. Let it go."

Stung by the laughter ringing in his ears, he resolved to learn how to eulogise about its power to shake himself free.

It's possible," he says. "As long as you keep going, you'll get there."

Random fact

At the Tokyo 1964 Olympics in the women's under-48kg division, Japan's Ryoko Tani lost only one fight – the Olympic gold-medal. In the following eight years, she finally won a gold medal at the Sydney Olympics, before losing in the final of the 2000 Games and again in Athens. Then, after a dreadful World Championship in Istanbul, she won the World Cup in Paris, and finally won a gold medal at the Sydney Olympics.

Experience is just going to be unfinished business. In Athens he lost agonisingly in a play-off for the bronze medal, while four years ago he finally won a medal at the World Championships. Now, at 35, one of the elder statesmen of judo, he is planning to be at Rio in 2016. He is only just feeling his way back from an injury to his back.

In the squad for the European Championships in Paris last August, Willis and Kate-Jemima Yeats-Brown were unable to make their place in the final. That was how people who weren't friends before became friends and that's how people who weren't friends before became friends.

The French were at the next table," he remembers. "They'd all got theirsessions. When you get onto the mat, if you get the opportunity, you're not going to let it go."

The disappointing performance in Chelyabinsk, Russia, are the last major tournament action at next division. He will make his return to test event at the ExCeL last December. Yet he refuses to accept the London 2012 is his swansong, and even looks forward to competing at Rio in 2016.

Our deliverables included

- Media invitation drafted and distributed to key Judo, sports and health
- Press packs: testimonials, profiles, media release
- Media 'sell-ins' & follow up
- One-to-one broadcast and print interviews
- Photo shoot with Winston, Balance team and school children
- video clips circulated to the media and stakeholders
- Q & A with Winston Gordon and the school children
- Judo demonstration with Judo squad at Ernest Bevan School
- Interview management on the day
- Stakeholder Management with
  - Ernest Bevan School
  - British Judo Association
  - Greenhouse Charity
- Athlete liaison with Winston Gordon
- Media monitoring & evaluation
- Press cuttings book
Athlete sponsorship

Brand Ambassadors
During our PR engagement we arranged and co-ordinated ‘service in kind’ sponsorship deals with several leading Olympic athletes.

The team at Balance would look after each athlete: training, strength and conditioning, well-being, nutrition and other specialist requirements and provide free use of the performance training facilities and equipment and personal trainers, in return for PR and marketing opportunities.

Ambassadors included
- Claire Bennett: No.3 British Olympic ladies fencer
- Dion Harrison: Former world amateur triathlon champion
- Toby Radcliffe: Iron man competitor and elite triathlete
- Naeem Akram: Vivobarefoot running coach
- Darryl Edwards: Founder of The Fitness Explorer & movement specialist
We assisted Balance Performance with their launch of the new The Trigger Point Therapy Performance Golf kit at the London Golf Show at Earls Court.

Scott Morris, Performance Director at Balance Performance and qualified Trigger Point Therapy trainer comments:

“The most common swing flaws and golf related injuries are caused by physical limitations in one or more of the 8 areas of the body that we has the greatest influence on a golf swing biomechanics. Any tight or overactive muscles can disrupt the process, resulting in loss of distance and accuracy. The Trigger Point Therapy Performance Golf kit allows you to restore your full range of motion, lengthen any tight muscles and allow your body to produce a powerful, efficient and consistent swing.”

Our PR activities included:

- Media packs
- Drafting and distribution of media invitation to golf media
- Media ‘sell-ins’ and follow up
- Sending TPT samples to editors of all the golf magazines for product reviews
- Social media strategy & delivery
- Photography at event
Content Generation

Video testimonials
Our deliverables included:
• Filming & editing
• Scripting
• Distribution of content across social media to key online sports and lifestyle media

Dion Harrison - Professional Triathlete talks Balance Performance Physiotherapy
http://www.youtube.com/watch?v=QIbevHnLkso

Claire Bennett Team GB Fencer tries the CrossCore 180 with Andy "IronMac" Mckenzie
http://www.youtube.com/watch?v=2WhntECwKIQ

Claire Bennett Team GB Fencer talks Trigger Point Therapy
http://www.youtube.com/watch?v=5GSSc_EiSxk

Claire Bennett Team GB Fencer talks Balance Performance Physiotherapy and Anti-Gravity Training
http://www.youtube.com/watch?v=NzkYEum5EFM
Running Fitness magazine

We created a media partnership with leading running magazine ‘Running Fitness’. Every month one of the team from Balance provided an editorial feature focusing on a range of sports injuries including: sports nutrition, sports massage, joint flexibility, body weight, achilles tendonitis, kinesiology tape, plantar fasciitis, anti-gravity training, gait analysis, back pain and runner’s knee.

Over the course of 12 months these articles built Balance’s media profile and positioned them as one of the leading UK sports physiotherapy clinics, with expertise across all sports injuries and sports recovery field.

The end of the feature included a text box with website and links to social media channels.