

Live Wire increased brand recognition of US Fitness brands – Sport&Health and Onelife Fitness – through an aggressive media relations campaign, elevated its perception among consumers as the region’s health and fitness leader and positioned brand ambassadors as thought leaders within the fitness industry.

CAMPAIGN OVERVIEW

In today’s 24-hour news environment, business leaders understand that the media has greater reach and more power to affect their success than ever before. Whether a business needs to leverage the media to achieve its objectives or manage the media to protect its reputation, it takes experience and a powerhouse of talent to navigate today’s challenging media environment.

US Fitness turned to Live Wire in 2003 to rejuvenate and elevate its Sport&Health brand. This year, the relationship has expanded to include the Onelife Fitness brand in both Washington, DC and Atlanta, GA. Through Live Wire’s strategic public relations campaign, the brands have become the premier exercise, fitness and lifestyle brands of each metropolitan area. Continued public relations and media outreach efforts have resulted in coverage on corporate news, unique fitness programming, trainer development and member success stories that have positioned US Fitness brands at the top of the DC and Atlanta regions’ fitness markets.

Through tactical planning and strategic media outreach, **Live Wire secured 133 earned media placements** with targeted local and national media outlets since January 2016. Live Wire’s efforts have positioned US Fitness and its brands as thought leaders in the fitness and lifestyle industry.

CAMPAIGN OBJECTIVES

Upon initially engaging with US Fitness, Live Wire conducted a comprehensive discovery process with key executives to gain an in-depth understanding of the company’s brands, key messages, market position and business goals. Live Wire analyzed and synthesized that information into an extensive PR campaign with the following objectives, which have remained consistent over the course of our relationship:

- 🔦 Elevate the Sport&Health Clubs and Onelife Fitness brands to be Washington and Atlanta’s go-to leaders in health and fitness, highlighting the greatest variety of programming with the most experienced and certified staff in family-friendly facilities;
- 🔦 Promote Sport&Health Clubs and Onelife Fitness programming and their unique value proposition to support membership success, growth in membership and overarching brand expansion strategy; and
- 🔦 Present Sport&Health Clubs and Onelife Fitness employees as thought leaders on health and important fitness issues in Washington, DC and Atlanta regions and the national health and fitness community.

CAMPAIGN STRATEGIES

Based on a comprehensive analysis of Sport&Health Clubs, Onelife Fitness and their competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- 🔦 Build relationships with reporters, editors and producers at local media outlets and specialized health and fitness trade publications to educate them about programs, services and achievements;
- 🔦 Engage reporters, editors and producers from targeted outlets to pitch and secure compelling health and fitness stories for local consumer audiences;
- 🔦 Research and secure high-value print and broadcast editorial and feature opportunities highlighting programs and facilities; and
- 🔦 Develop and implement corporate philanthropy and thought leadership campaigns focused on critical health and fitness issues, such as exercise for the elderly and combatting Parkinson’s disease.

CAMPAIGN TACTICS

Live Wire developed and implemented a comprehensive strategic public relations campaign for Sport&Health Clubs:

- Research past media presence and develop brand identity to capitalize on established presence and to present a clear, accurate and compelling image of Sport&Health Clubs and Onelife Fitness that supports marketing and growth objectives;
- Launch a strategic media relations effort to introduce new and renovated Sport&Health Clubs and Onelife Fitness facilities to local and regional community media as well as health and fitness industry press;
- Develop strategic messaging to promote Sport&Health Clubs and Onelife Fitness trainer and member stories while integrating brand messaging into all communications mediums;
- Engage assignment desk contacts, reporters, editors and producers on an ongoing basis to present proactive media pitches, resources for rapid response stories, and to establish relationships with targeted media outlets;
- Develop libraries of topics and resources for the editorial staff assigned to pending health and fitness editorial opportunities; and
- Place stories that demonstrate the prowess of Sport&Health and Onelife Fitness members, trainers, and unique fitness programming.

CAMPAIGN RESULTS

Since January 2016, Live Wire delivered the following tangible results:

- Secured **133 media placements** through articles in print and online outlets as well as TV and radio segments highlighting programming, corporate news, club achievements and member success stories;
- Developed a relationship with DC-based anchor Larry Smith that produced **54 segments** for WJLA-ABC7's "Good Morning Washington" Workout Wednesday series – presenting Sport&Health as the expert source for more than 50% of all segments;
- Earned Onelife Fitness of Atlanta more than **71% of print media market share** relative to its top three competing brands in 2017;
- Generated **34 placements** highlighting member success stories, **54 placements** showcasing trainer expertise, **22 placements** promoting unique programming options, **6 placements** fulfilling rapid-response requests for expert sources and **17 placements** relaying corporate development, thought leadership and philanthropic efforts; and
- Since 2003, delivered **986 media stories** – an average in excess of 6 highly-targeted media placements per month over the course of the relationship.

For 13 years, we have trusted Live Wire to elevate our Sport&Health brand. After over a decade of exceeding expectations and results goals, we again trusted them with our Onelife Fitness brand. Time and time again, they have excelled in strategic communications that elevate our fitness family – from our corporate development to our stories of member success. Their unwavering commitment and high-energy approach have positioned our brands to the top of the industry.

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