

CASE STUDY

aquapr

Marketing • PR • Results

TITLE Creating Regional Campaigns for Franchises

Situation

Boot Camp has 15 franchises with 25 locations in metro-Atlanta. Their customers choose a franchise on geographic location. The PR team was tasked with using public relations and online marketing to increase registration.

Solution

- Created a regional PR platform to increase awareness by blending news and social trends while highlighting Boot Camp
- Pitched and created relationships with local print, broadcast and social media
- Highlight regional “experts” to comment on trends that the media is covering
- Pitch customer success stories
- Generate online buzz in blogs, social media and online consumer review sites



Results

- Coverage in all major Atlanta broadcast
- Significant increase in print and online coverage.
- Overall increase in generation of trial of camps during preview workouts
- Increase in camp enrollments.