

CASE STUDY MYZONE LAUNCH



MISSION

After beating three specialist sports agencies to win our first wearable client, Little Red Rooster had to launch a completely new concept in fitness technology into an already crowded market occupied by household names, such as Fitbit and Jawbone. The task was made trickier by needing to get something off the ground in a matter of weeks and at the busiest time of the year in the run-up to Christmas. We were also required to produce detailed press materials from scratch, including arranging and styling a photo shoot with a full suite of product and lifestyle images.

METHOD

With the press materials and photo shoot in the bank, we devised two exceptional hands-on launch events on a limited budget, persuading swathes of VIP journalists to get sweaty with us at two of London's top gyms. The first saw key national and tech press attend a private MYZONE workout at the exclusive Chelsea Health Club & Spa next to Stamford Bridge. Attendees were also treated to lunch, a guest membership to the gym and the chance to win Chelsea FC match tickets. For the lifestyle press, we arranged on-trend HIIT training and rumble classes for early bird journalists before the start of their working day. We chose GQ's gym of the year, 1Rebel, for its great location, superb facilities and cult reputation. Following the sessions, the media were invited to hang out at the Roots & Bulbs juice bar and discover more about the brand.

BOOM

In just eight weeks MYZONE received more than 30 pieces of breath-taking coverage, including being named sports accessory of the year by The Independent and influential tech websites Wareable and Btekt. MYZONE was also highly commended by Metro, Mail Online, The Mirror, The Sun, T3, Stuff and Pocket-Lint. Our outreach means MYZONE's brand awareness continues to go from strength-to-strength, featuring in Gay Times, Elle and being named a top fitness trend for 2016 by Grazia.



**LITTLE
RED
ROOSTER**

We ♥ design, technology, fashion & the Rolling Stones.