

## STRATEGIC OBJECTIVES

- Introduce Les Mills brand to the target audience before they enter the gym
- Utilize Les Mills research studies to position them as industry thought leaders
- Demonstrate programs' approachability for all fitness levels
- Create a halo effect across multiple Les Mills programs

## INDUSTRIES SERVED

- Health & Fitness
- Fitness Equipment

## RESULTS



**1,436**  
media placements



**1.2 Billion**  
media impressions

**“Portavoce PR did more to elevate Les Mills in the public relations space than any other agency was able to accomplish.”**

- Trever Ackerman,  
VP of Marketing for  
Les Mills U.S.



## Competing for Coverage in a Crowded Fitness Marketplace

In 2015, there were 34,000 fitness centers in the U.S.<sup>1</sup>. With so many options, a fitness brand needs to find a way to differentiate itself to stand out to consumers. Les Mills is the creator of 20 group fitness programs. The company licenses classes to more than 17,000 gyms and health clubs worldwide. It's programming is scientifically developed to be effective, safe and consistent. Due to its low brand recognition in the U.S., Les Mills hired Portavoce Public Relations to increase consumer awareness.

Les Mills was experiencing a disconnect in the U.S. market between the company's numerous fitness programs and the name Les Mills. The company's fitness classes are well known in different global markets, yet U.S. consumers had little understanding that the various programs are all created by Les Mills. Additionally, the target market, primarily educated women ages 30 and older, was attracted to the music, energy and intensity of Les Mills programs, but were only seeing or hearing about Les Mills as a brand when they were already at the gym.

Les Mills hired Portavoce PR to increase U.S. market share of the company's fitness classes and to drive consumers to ask for a Les Mills class at their gym.

### PUBLIC RELATIONS BRINGS BRAND EXPERIENCES TO LIFE

Portavoce PR developed a comprehensive public relations strategy highly focused on media relations. The campaign employed product publicity, creative pitch angles and brand experiences to bring the overall brand to life, not just its individual programs.

The Portavoce PR team created materials including press releases and fact sheets with relentless messaging about Les Mills differentiation points to associate the individual fitness programs in the context of Les Mills. The team broke through to the crowded fitness marketplace with new media approaches such as listicles, infographics and dynamic visuals to grab editors' attention. In addition, the team worked with Les Mills subject-matter experts to create and deliver ready-to-publish material to editors and journalists. Portavoce PR secured coverage of Les Mills fitness programs in *Engadget*, *The Los Angeles Times*, *MSN.com*, *Well+Good*, *fitness*, *Glamour*, *Racked*, *InStyle* and more.

The agency team also secured a product integration on The Doctors TV, a national health program, to promote the LES MILLS SMARTBAR, a unique weight

bar designed by Les Mills. This featured controlled brand messaging about the SMARTBAR. Two million audience viewers nationwide viewed the placement.

### CONVERTING COMPLEX RESEARCH FOR CONSUMER EDUCATION

For many years, Les Mills International conducted clinical research studies with academic organizations, yet the company was not externally publicizing the results. Portavoce PR utilized the library of research to benefit the brand and position Les Mills experts as interview sources. Portavoce PR collaborated with the in-house research team and external research organizations to promote the research that Les Mills was already investing in. The agency dissected complex exercise research studies into consumer-friendly media materials that built brand credibility and established Les Mills as a thought leader in the fitness industry. Les Mills research studies have appeared in *Real Simple*, *Shape*, *TIME*, *Elite Daily* and more.



Portavoce PR also secured a series of face-to-face meetings with editors at national publications to discuss embargoed research studies. The desk-side meetings with a Les Mills research executive presented opportunities for editors to ask detailed questions about the research studies and brought the results to life with interactive presentations. Coverage of Les Mills equipment has appeared in *Men's Journal*, *Glamour*, *Muscle & Fitness – Hers*, *Examiner* and more.

“Les Mills International’s scientific research was a relatively new strategy for the company and Portavoce PR played an integral role in generating awareness of, and promoting, our work in the U.S. market to help establish research as a significant part of our brand.”

- Bryce Hastings, head of research at Les Mills International



### PUBLIC RELATIONS DRIVES MEANINGFUL RESULTS

Portavoce PR’s consumer publicity team secured strategic earned editorial placements in top-tier national outlets that included quotes from Les Mills spokespeople, product visuals and brand mentions. During the course of three years, Portavoce PR secured 1,436 stories for Les Mills and earned more than one billion media impressions. The ongoing cadence of media placements increased the Les Mills’ U.S. brand awareness.

Portavoce PR built strong relationships with journalists, resulting in high-value media placements. Public relations stimulated an increase in incoming media requests for interviews with Les Mills experts. The client expanded the public relations program year-over-year.

“Portavoce PR was very supportive and professional to work with, and also helped develop invaluable relationships with U.S. media. The Portavoce PR team helped transform Les Mills from a fitness company to thought leaders in health and exercise science,” said Hastings.

Source:

<sup>1</sup> <https://www.franchisehelp.com/industry-reports/fitness-industry-report/>

### COVERAGE EXAMPLES



Portavoce Public Relations has one focus: advancing your business goals through strategic, quality communications. That means when you come to us with a challenge, you get the full attention of an expert team whose specialty is getting your brand, your product and/or your company noticed in all the right ways.

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