

CAPE TOWN, SOUTH AFRICA



The Brief:

To manage a local South African and international PR campaign for the launch of Cape Active (www.capeactive.com), a boutique travel company specialising in Pilates and active holidays.

Tactics:

- Compiling a media strategy within a limited budget.
- Putting together English-language and German press materials, image library and media target lists
- Targeting international travel and health journalists.
- For the launch of the company planning and executing a 2-day press trip with selected local South African media.
- Leading up to the World Cup 2010 targeting selected regional UK media in areas with strong football fan base and organising press trip for a journalist to review Cape Active.
- Implementing a programme of press releases aimed at various target audiences **and their media, i.e. men's magazines, women's magazines, family-**orientated magazines, health and fitness magazines.
- Setting up a Facebook fan page and administering the page .
- Using Steve Jordan as a Pilates spokesperson for expert advice on health questions in various consumer magazines.



Results:

- Extensive press coverage in targeted consumer magazines and newspapers in the UK and Germany.
- Within only 12 months Cape Active feature twice in the prestigious UK Conde Nast Traveller.
- Strategically planned activities ensured that the right coverage appeared at the right time: Coverage in The Guardian and the Yorkshire Post (UK) prior to the World Cup Coverage in The Observer's Wellbeing supplement at the beginning of the year
- Press coverage resulted in numerous direct enquiries and bookings.



theguardian



Pilates South Africa

Pilates won't seem boring at all if you practise it in the exciting destination of South Africa, where Cape Active has launched a Pilates, Chill & More Retreat programme in a setting with beach and mountain scenery an hour from Cape Town. The total body workout is held in the Pilates studio of a guesthouse in Betty's Bay, and the retreat also has mountain bikes for riding along the coast. The guesthouse has a Jacuzzi and a fun atmosphere in the evenings, although there are plenty of restaurants nearby for dinner.

• A seven-night break costs £550pp including B&B, daily Pilates classes, personal assessment and training, three days' bike hire, but excluding flights. capeactive.com



- Extensive press coverage in targeted consumer magazines and newspapers in South Africa



- A 20-minute radio interview on SAfm national radio with presenter Karen Key in her weekly show "Time to travel"

