



CASE STUDY

PUBLIC RELATIONS CAMPAIGN

Keybridge Communications turns FitDeck -- a start-up exercise products company -- into a well-known household brand.

FitDeck is a consumer products company in the \$300 billion physical wellness market. It delivers a diverse and growing array of simple, convenient, and fun training products for fitness-minded individuals.

FITDECK AT-A-GLANCE

INDUSTRY:

Exercise and Physical Wellness

CHALLENGE:

Rapidly fuel consumer brand awareness.

SOLUTION:

Media outreach campaign targeting top daily newspapers and magazines.

RESULTS:

Feature articles with color photos in *New York Times*, *LA Times*, *Family Circle*, *Muscle & Fitness* and other top publications.

“If I could give one piece of advice to any company that wants to expand its press coverage, I would say, ‘Hire Keybridge Communications!’ ~ Phil Black, Founder, FitDeck”

THE CHALLENGE

Early in its business, FitDeck approached Keybridge Communications looking to massively increase consumer brand awareness. FitDeck founder Phil Black firmly believed that he had a great story to tell, and that PR could be a cost-effective way to reach a broad and diverse customer base. Yet FitDeck's internal team had been unable to generate large-scale media interest despite issuing regular company press releases.

KEYBRIDGE PR STRATEGY

FitDeck hired Keybridge Communications to run a broad media outreach campaign targeting leading mainstream daily newspapers and consumer magazines.

In a \$300 billion industry rife with exercise equipment and boring work-out programs, Keybridge zeroed in on the strongest elements of FitDeck: a convenient, inexpensive, pocket-sized workout that could endlessly reinvent itself.

Keybridge strategically incorporated the founder's personal story to humanize the product and establish credibility. Phil Black conceptualized the original deck-of-cards workout as a Yale undergraduate and honed it as a Navy SEAL.

Finally, Keybridge crafted its pitches in the context of current and newsworthy issues facing the nation.





KEYBRIDGE
COMMUNICATIONS

CASE STUDY

RESULTS

In the ensuing months, hundreds of newspapers and magazines published feature articles about FitDeck -- including the *New York Times*, *Washington Post*, *LA Times*, *Family Circle*, and *Muscle & Fitness*.

We secured extensive coverage of FitDeck in hundreds of newspapers and consumer magazines -- including full-color feature articles in the *New York Times*, *Washington Post*, *LA Times*, *Family Circle* and *Muscle & Fitness*.

I could go on for hours about all the fantastic media coverage Keybridge got for us.
~ Phil Black, Founder, FitDeck

