New Balance

Prelude

The Mkt. team was engaged as New Balance Australia's first ever public relations agency to drive awareness of this global fitness brand, its products and ambassadors in Australia over a two-year period - creating a level of brand awareness and media engagement locally that they hadn't experienced.

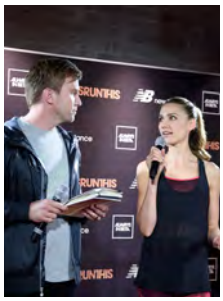
Stories told

Mkt. successfully collaborated with media, bloggers and influencers through a creative and targeted press office, celebrity and influencer seeding program and launch events to help achieve greater brand awareness and drive sales of the New Balance brand in Australia.

As well as managing all media requests for regular new collection releases, store openings and ambassador interviews, Mkt. delivered strategic brand communications activity for key campaign launches and events including Heidi Klum by New Balance, Football launch with Tim Cahill, Girls Run This, as well as the signing of Rachael Finch as their first-ever Australian women's ambassador to name a few.

Happily Ever After

- The stories we've told: **1,289**
- Those who have heard and seen: **452,854,245**
- The events we've hosted: **11**
- Examples of fit friends we've made: **Melissa Ambrosini, Dani Stevens, Bianca Cheah, Nadia Bartel, Kayla Itsines, Matt Wilson, Hamish Blake, Isabelle Cornish, Lee Sutherland, Jess Dempsey, Luke Hines, Pia Miller, Mel McLaughlin, Dan Hong….**



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