



Client:

Body Glove (Fellowes UK)

PR Team:

Stewart-Muir Communications (UK), Eliotrope (France), Becker + Schreiner Kommunikation (Germany) and Leads United (Benelux).

Campaign:

To develop and implement a pan-European launch campaign for Fellowes' licensed range of Body Glove digital camera cases and digital accessories in the UK, France, Germany and Benelux.

Budget:

Undisclosed

California-based Body Glove is a world-renowned manufacturer of high tech wetsuits for surfing, diving and other recreational water sports and is known for its fresh, forward-thinking approach to concept and design. In early 2002, the company developed a new product line of accessories for consumer electronics that combine California style with durable materials for those with an active lifestyle.

When Fellowes UK secured the Body Glove brand license for use with these accessories, it turned to Plexus to develop and manage the launch of this product range throughout Europe. In June 2002, Stewart-Muir Communications and Eliotrope launched Body Glove's new mobile phone cases, PDA cases and CD wallets in the UK and France. In February 2003, Fellowes once again appointed Plexus to develop, manage and implement the pan-European launch of the latest additions to the lifestyle accessories range - Body Glove's new camera cases - in the UK, France, Germany and Benelux.

Objectives:

In the UK and France, the objective was to introduce Body Glove's new line of camera cases, while at the same time reinforcing and reviving media interest in the accessories that had previously been launched.

In Germany and Benelux, the objective was to introduce the complete Body Glove lifestyle accessories range, placing particular emphasis on the arrival of the new camera cases.

Also key was the need to raise general awareness of the Body Glove brand in Europe, establishing them as a leading manufacturer of hardwearing lifestyle accessories.

Strategy and Plan:

With 'surf culture' very high on the media agenda in 2003, Plexus capitalised on Body Glove's heritage and developed colourful surf-themed press materials to appeal to a diverse range of media, from travel editors to fashion editors, photography magazines to youth and sports lifestyle publications across Europe. This information was localised by the Plexus agencies and then translated for distribution in the various regions.

A goody bag was devised incorporating a selection of the Body Glove lifestyle accessories and a new camera case presented in a Body Glove messenger bag with branded beach towels and Frisbees. The bags were distributed to a selected top tier of press (approximately 15 targets per country) via face-to-

face publishing house tours in each country. An informative and well-presented press pack was distributed to additional media and dedicated telephone sell-in was undertaken in all countries throughout Spring 2003 to secure coverage throughout Summer and Autumn.

Top tier journalists visited on the press tours were followed up with an exclusive Troll toy which wore a branded Body Glove T-shirt and carried a message reminding the journalist about the Body Glove launch products and urging them to provide some great coverage! A cult figure throughout Europe, the Troll was chosen due to its relevance to the core Body Glove brand values of youth, fun and fashion, and was intended to provoke a positive journalist reaction and encourage coverage.

Measurement & Evaluation:

Coverage was secured in a wide variety of publications in all countries including best-selling photography magazines such as *Total Digital Photography (UK)* and *Foto Digital (Germany)* as well as popular lifestyle magazines such as *Biba (France)* and *Groovy (NL)*. In total, over 60 pieces of editorial coverage have been published across Europe to date.

Results:

Sales of Body Glove digital camera cases have exceeded expectations across Europe, adding extra value to the already successful lifestyle accessory range. The campaign has helped to raise awareness and understanding of the Body Glove brand on this side of the Atlantic, with Body Glove in the UK also reporting an increase in consumer interest as a direct result of this launch.