

STRETCH ZONE[®]

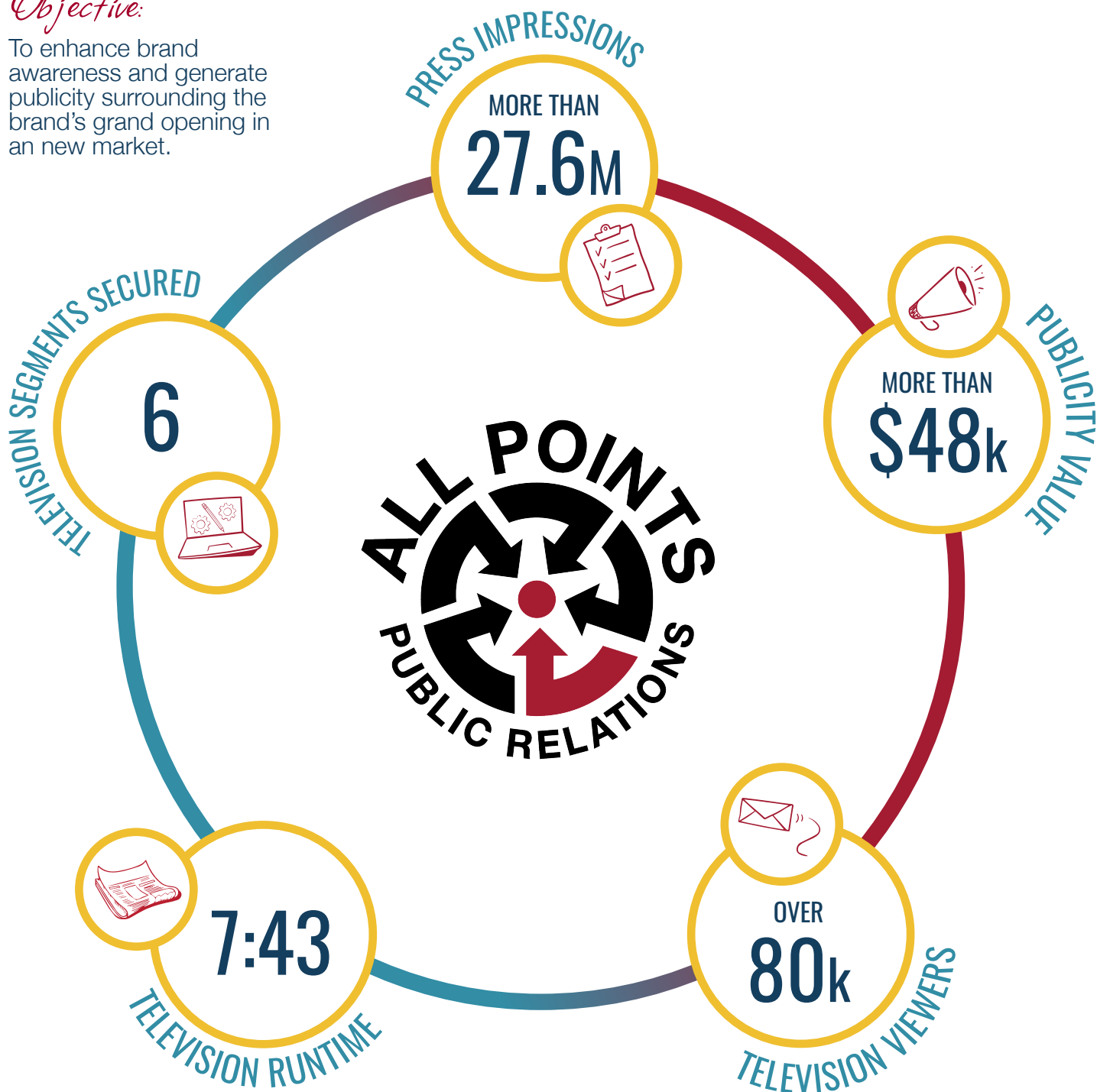
STRETCH. WORK. PLAY. REPEAT.

Case Study

**SAN DIEGO GRAND OPENING CAMPAIGN
POWERED BY INTEGRATED PR**

Objective:

To enhance brand awareness and generate publicity surrounding the brand's grand opening in an new market.



the point



**KICKSTARTED
POSITIVE LOCAL
REPUTATION**



**INCREASED
LOCAL MARKET
AWARENESS**



**STRENGTHENED
CONNECTION TO
LOCAL COMMUNITY**