

**STRETCH ZONE**<sup>®</sup>

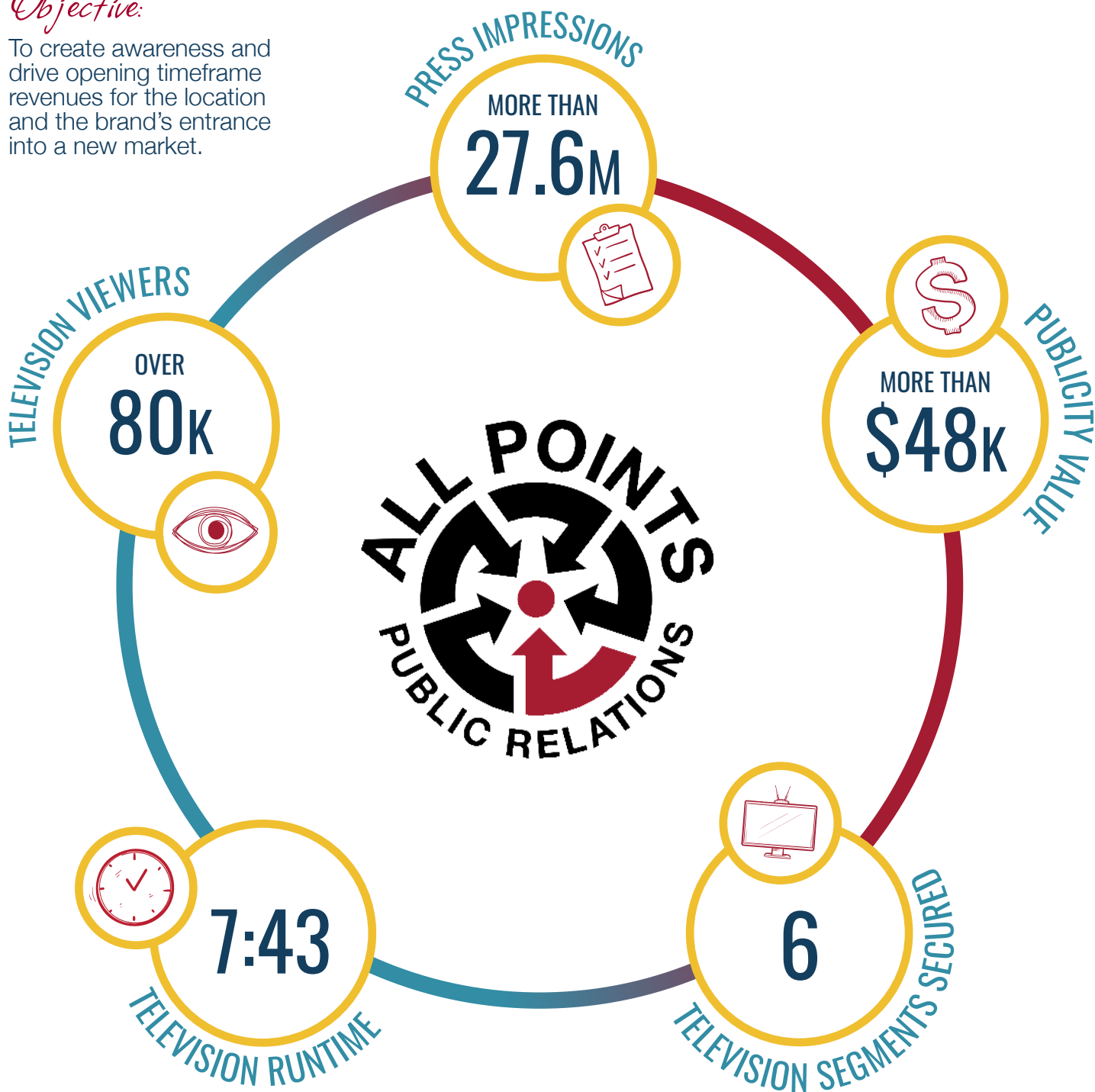
STRETCH. WORK. PLAY. REPEAT.

# Case Study

GRAND OPENING CAMPAIGN  
POWERED BY INTEGRATED PR

## Objective:

To create awareness and drive opening timeframe revenues for the location and the brand's entrance into a new market.



## the point



KICKSTARTED  
POSITIVE  
REPUTATION



INCREASED  
LOCAL MARKET  
AWARENESS



STRENGTHENED  
CONNECTION TO  
COMMUNITY