ALL POINTS PUBLIC RELATIONS | Retro Fitness®

DRIVING EXPLOSIVE CONSUMER ENGAGEMENT THROUGH CREATIVE CAMPAIGNS

CHALLENGE Build brand connection **SOLUTION** Purpose-driven giveaway **RESULT** Expanded consumer reach

CAMPAIGN DEVELOPMENT, EXECUTION AND MANAGEMENT

1,700+ NOMINATIONS NATIONWIDE



57K+ HOMES & BUSINESSES REACHED THROUGH LOCAL MEDIA

EXPANDED FIRST-PARTY CONSUMER DATABASE

MAXIMIZED INSPIRING WINNER STORY THROUGH PUBLICITY

AS SEEN IN

Pascack Press

Northern Valley Press

Fit It Forward exceeded our expectations, with 1,700+ nominations and powerful stories shared from across the country. All Points helped us turn that response into meaningful PR, greater brand awareness and connections with new audiences.

JASON LANGFORD | VP OF MARKETING

CONNECTED AT EVERY POINT
The right strategy. The right impact.