



## NORMALISING THE MAXIMUSCLE BRAND THROUGH MEDIA

Maximuscle's key business objective was to build on their position as the market leader in the sports nutrition sector by growing their business by 30% year-on-year and hitting a £32m revenue target.

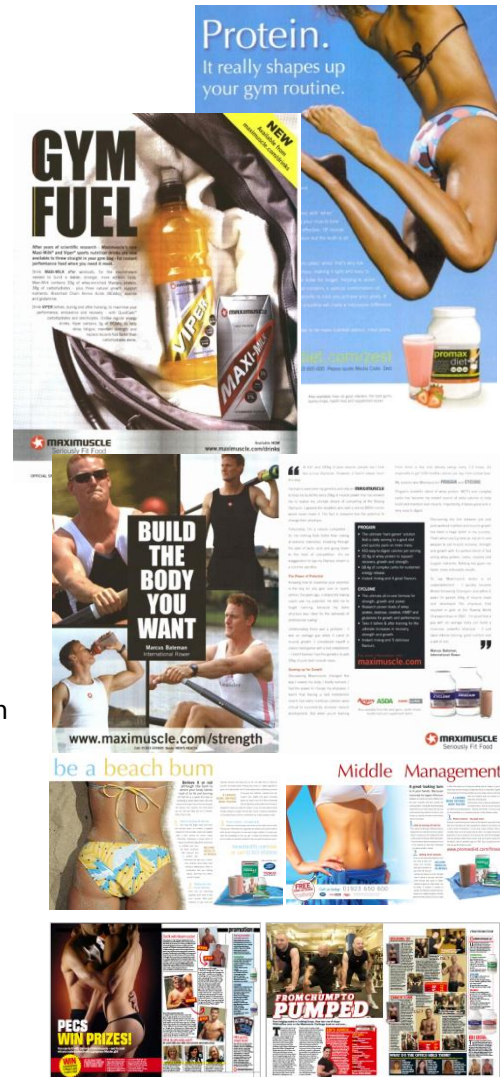
In order to achieve this we had to move beyond their current target audience of body builders and target a wider health conscious audience.

The biggest hurdle we faced amongst this broader audience was their inherent mistrust of sports nutrition and its misplaced associations with steroids and drugs in sport. Therefore the big idea was to normalise the brand through media. We used mainstream and trusted advertising environments to build awareness of the brand and help educate potential customers about the benefits of sports nutrition and Maximuscle.

We sponsored Channel 5's rejuvenated series of "Superstars". The association with such an iconic sport & fitness brand as well as its high profile sports personalities gave us a fantastic platform of trust. We also ran a series of advertorials in Sport and FHM demonstrating exercise and nutrition regimes to help the reader achieve their body ambitions. This **helped establish Maximuscle as an authority when it came to fitness editorial**. As London was a key market we used 16 sheets cross track and tube car panels; formats with high dwell times, to provide product information and educate people on the benefits of sports nutrition.

The total revenue target (£32 million) was achieved two weeks before the end of the financial year. By using econometrics we were able to establish that the advertising payback Return on Marketing Investment (ROMI) was 185% or £2.85 gross profit for every pound spent on advertising, which compared very favorably against the sector average of £1.00.

The campaign has helped to normalise the perception of sports nutrition and the Maximuscle brand and both **Total Media and Maximuscle were awarded an IPA Effectiveness award for the campaign.**



**RETURN OF MARKETING INVESTMENT OF 185%**