

Success Stories

ECCO Walkathon,

International walking event by ECCO

Focus: Brand activation for ECCO

With: Cooperation with three national charity organisations. Also cooperation with all international production offices and PR agencies of walkathons in Poland, Germany, Denmark and Sweden

Services:

- concept, production and distribution of **marketing materials** like brochures, posters, postcards, flyers, POS-materials for shops; development and production of the walkathon **website** in Dutch and English, including texts, pictures and updates;
- **direct mail** campaigns to target groups in The Netherlands;
- production of **commercials** for radio and television;
- **concept, production, media buying** and placement of advertisements in newspapers and magazines and on radio and television, including national TV like RTL;
- **design and production** of tickets, walking guides and walking certificates; production of coloured printed woven banners with all information for the Walkathon day.



Press office:

- production of the media database for the ECCO Walkathon;
- several press releases; press relations; direct contact with journalists;
- competitions for readers to win shoes published in magazines and online;

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- clipping services; live radio interviews; items on regional and national television.

Production and organisation:

- organisation of two walking routes through Amsterdam;
- entertainment on stage and along the routes;
- host for the day and **celebrities** who support the ECCO Walkathon;
- stage, backstage, technical equipment, catering, toilets, waste management;
- tents for charities (Unicef, WWF and Heart Foundation) and sponsors (GoreTex);
- organisation of stamping posts along the routes and the recruitment and training of 160 volunteers;
- contacts with the Dutch authorities for permits and organisation of the event.

Results:

Total circulation and coverage: **10,190,005**, with a media value of approximately **€ 450,000**---. Further **3,500 happy participants** have walked together **30,000 kilometres** through Amsterdam and **raised 30,000 euros** for the 3 charity organisations. See also www.eccowalkathon.com.

Success Stories

TNG Swiss Watches – Dutch design made in Switzerland

Focus: Free publicity for sports watches

Result: 3,6 million media coverage

Value: Media value of € 150,000.—



Dutch Olympic sailor Herbert Dercksen is one of the founders of the company Tack & Gybe International. He created in 1998 the ultimate sailing watch. Today the TNG Swiss Watches brand brings a line of Swiss made sports watches for men and women in more than 13 models.

For the first introduction of the sports watches to the Dutch market, Newzone created a strategy focused on getting media attention in all major magazines for men. Publications appeared more than once in key magazines like **Playboy, Men's Health, Carros, and Sportweek**. Furthermore different watch models we targeted on both men and women monthlies and daily news papers like **Spits, Metro**

and **Telegraaf**. Beautiful publications appeared in women's magazines f.e. **Viva, Talkies Magazine, Joie de Vivre and Elegance**. A new model with two time zones was successfully introduced with major travel sections like '**De Telegraaf Reiskrant**' and travel and tourism magazines. The total circulation and coverage of the published articles was more than 3.6 million with a compared media value of over € 150,000.--.

www.tngwatches.com.

Success Stories

PromZ Event – Promotional Products



Focus: Increase the number of professional, quality visitors and get media attention for the event

Result: 4,1 million coverage a year

Value: Media value of free publicity: € 623,000.-- a year



PromZ Event is the largest yearly promotional product and services exhibition in the Benelux. Newzone developed the PR strategy and campaign for PromZ Event and took care of the introduction of this event to the Dutch media in 2002, 2003 and 2004. **Particularly the numbers of real quality visitors increased yearly with 30%** during the PR campaign of Newzone. Also the media know how to find PromZ. Dutch, German and Belgian journalists know the event and write about exhibitors, their newest products and their awards. They publish about the Yearly PromZ Awards and the event itself. Newzone established an enormous exposure in **Dutch, Belgian and German** media,

including coverage on regional and **national television** and **radio**, in economic sections of main newspapers like AD / Algemeen Dagblad and in primary marketing, advertising, media, business and trade magazines. Besides that there are numerous publications in printed and email newsletters, web portals and inclusion in event listings. Total yearly coverage exceeds the **4 million**. The total media value of free publicity only in print exceeds easily **half a million euros** a year. www.promz.nl.