

# Case studies - Sport and Leisure

new logo

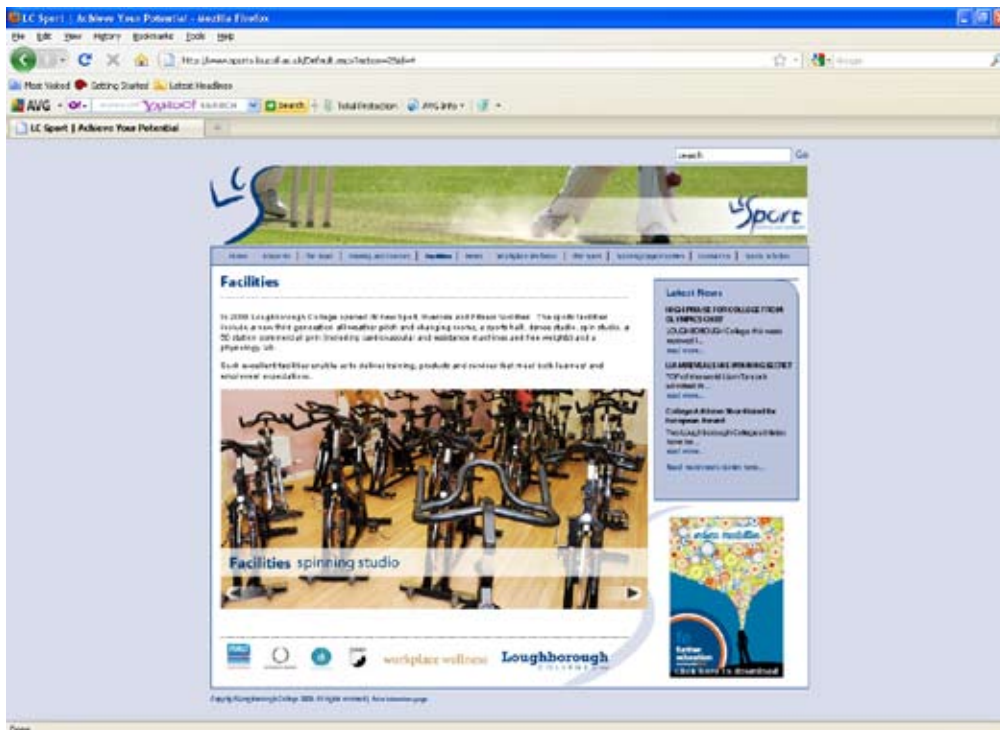


old logo



## Loughborough College - LC Sport

Loughborough College wanted an independent branding for its sport department. Win Marketing developed a new logo and a website and supported in a new DVD to promote the facilities and College.



new logo

# Joe Hanney

Weight loss training with ultimate results

old logo



## Case studies - Sport and Leisure

### Joe Hanney

Joe Hanney approached Win Marketing to develop his branding and to help him increase his profile. Work included developing a new brand image, promotional clothing, literature, advertisements and a website.

Win Marketing also promoted Joe using media relations and submitted his successful application to become International Personal Trainer of the Year.

**Joe Hanney**  
Weight loss training with ultimate results

**Lose 12lbs this month**  
Look better, feel great,  
hear the compliments

**Guaranteed results  
or your money back**

Discover the  
new you today

Joe Hanney offers

- Private training
- Group sessions
- Women's fit camps
- Online support
- Personalised weight loss programmes

0844 844 2471  
www.joehanney.com

**Joe Hanney**  
Weight loss training with ultimate results

**International Personal Trainer of the Year 2007**

Lose 12lbs every 30 days in the park  
**women's fit camps**

Fit camps start from just **£46.99**

Discover the new you at a park near you

**0844 844 2471**  
www.joehanney.com

**ARE YOU A NEW MEMBER?**  
Bring a friend for FREE with this voucher!

Your Name \_\_\_\_\_  
Email \_\_\_\_\_  
Friends Name \_\_\_\_\_  
Email \_\_\_\_\_

Register and pay online at www.joehanney.com

\*Only applies to new camp members. This voucher must be presented to the fit camp coach at the relevant camp.



**Joe Hanney**  
Weight loss training with ultimate results

**With Compliments**

Joe Hanney Personal Trainer  
1 Bedford Way, Leicester, LE4 2D4  
Tel: 01753 138608 info@joehanney.com www.joehanney.com

**Joe Hanney**  
Weight Loss Specialist  
International Personal Trainer of the Year (2007)

1 year membership

- Joe Hanney coaching
- Joe Hanney women's fit camps
- Joe Hanney online fat loss coaching
- Joe Hanney weight loss clinics
- Joe Hanney online system
- Joe Hanney products

Sign up to a free trial for free report @ www.joehanney.com

*"We chose to outsource our marketing and public relations activity in 2004 to Win Marketing, having identified the need for a fresh and dynamic approach.*

*Win Marketing have consistently delivered results for Christian Guild: initially, helping us to understand our current market position; then, through the use of market research and customer and staff perception surveys, develop a marketing plan for the business.*

*Win Marketing had full responsibility for managing and implementing this plan, including a re-branding of the business to help re-position the group in the market place.*

*I am pleased to say that with the help of Win Marketing we are on target to achieve our agreed objectives and continue to increase our penetration in the sector, gaining new customers and enquiries for our services."*

**Kevin Mantle**

Managing Director

Christian Guild – Holidays, Hotels and Conferences

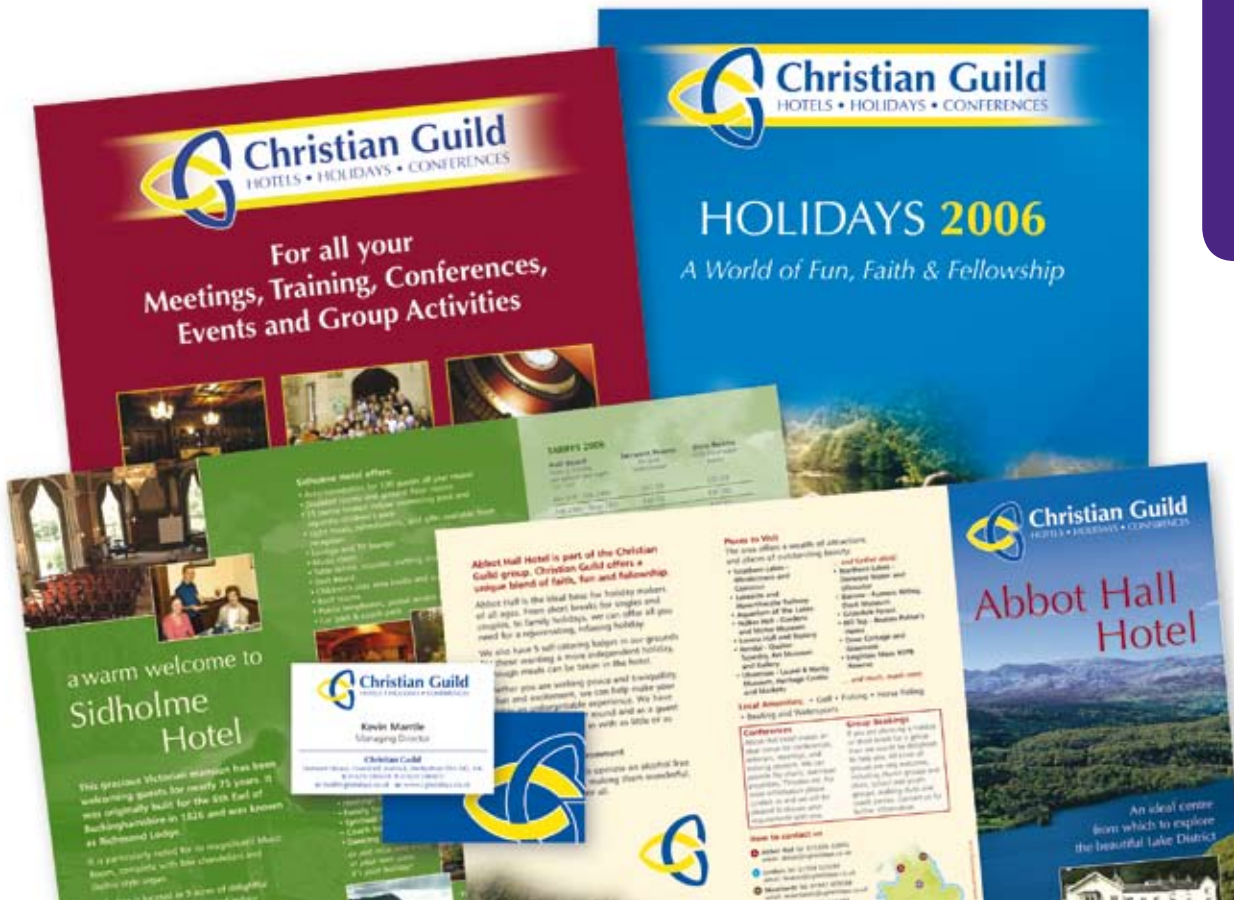
## Case studies - Sport and Leisure

### Christian Guild Holidays

Christian Guild approached Win Marketing after a Strategic Review highlighted the need for some professional marketing expertise. Historically, Christian Guild had employed a part-time PR officer and had no strategic marketing input.

Win Marketing conducted a marketing audit to assessing the market place externally, including analysis of competitors and interviews with customers. The internal communication and strengths and weaknesses were also assessed. From this Win Marketing developed a 3 year marketing plan which was subsequently submitted and agreed by the Board.

Win Marketing have been responsible for implementing this plan and achieving many of the objectives set. Part of the plan required a complete re-branding and re-positioning of the company. Below are examples of some of the work we have completed.



Previous Logo



New Logo

