

# *CASE STUDY: BODYTEC*

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# BODYTEC | Influencer Programme

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## BRIEF/ CHALLENGE

*In 2010, BODYTEC launched in South Africa as the first EMS (electro muscle stimulation) studio in the country.*

*With only one studio (Cape Town), the brand and the EMS concept was completely unknown.*

*International experience has shown that studio membership typically grows best through **word of mouth**.*

*Feet through studio / trials, coupled with personal recommendations were crucial.*



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## CAMPAIGN DETAILS

*Eclipse PR devised a campaign that focused on driving trial and awareness through a broad set of **influencers** and **ambassadors**.*

*Eclipse PR also pitched bespoke press releases to media targeting a variety of niche markets (new mothers; the aged; businessmen and women; chefs; medical professionals; sports-people etc.). We co-ordinated media competitions and engaged specifically with each niche market on social media.*



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## EXAMPLES OF IGNITERS AND INFLUENCERS

### General / broad reach

- Cassper Nyovest
- Major League DJz (Banele)
- Melinda Bam
- Loc n ville
- Bonnie Mbuli
- Liandie Du Randt
- Jo-Ann Strauss
- Michelle McLean
- Greg Kriek (Actor)
- Yolande Malherbe (FHM model)
- Dr Michael Mol
- Paul Snodgrass Actor, Stand Up Comedian
- Eben Etzebeth, Springbok Rugby player
- Francois Pienaar, Springbok Rugby player
- Arno Carstens, Singer
- Bryan Habana, Springbok Rugby player
- Etc.



81 likes

ptzee1 AWESOME power sesion given to Cassper and Banela 🤝👊👊

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## EXAMPLES OF IGNITERS AND INFLUENCERS

### Niche - Fashionistas

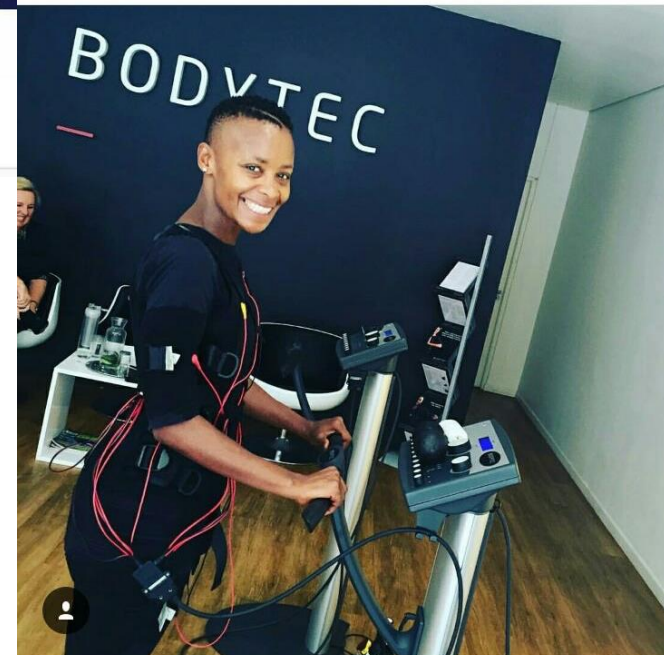
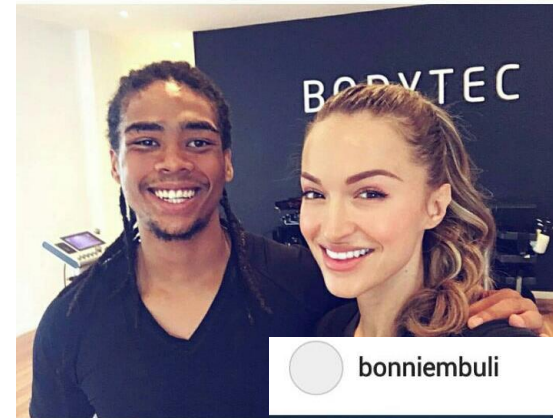
- Danielle Margaux, Fashion designer
- Poppy Evans, Fashion director at ELLE (now at Cosmopolitan)
- Craig Jacobs, Founder of Fundudzi
- Nkhensani Nkosi, Founder of Stoned Cherrie

### Niche - Media & Marketing

- Zoe Brown
- Zweli Mokgata Advertising & Marketing writer at financial mail
- Bailey Schneider Radio presenter, voice over artist, MC
- Liezel Van Der Westhuizen TV & Radio Presenter / MC

### Niche - New Moms

- Fiona Rossiter blogger of Supermom
- Kia Johnson TV / Radio Presenter
- Kerry McGregor



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## EXAMPLES OF IGNITERS AND INFLUENCERS

### Niche - Brides

- Aleit Swanepoel owner of Aleit group
- Storm Buckingham founder of Confetti Day Dreams
- Malcolm Kluk Designer of KLuK CGDT

### Niche - Tech

- Mabale Moloji, eNCA anchor
- Brett Haggard, ZATech Show host

### Niche - Foodies / chefs

- Pete Goff-wood, MasterChef SA judge
- Kamini Pather, MasterChef winner
- Jan Scannell, BraaiDay
- Citrum Khumalo, Personality Chef



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## RESULTS

- 105 igniters and influencers completed trials over a 17 month period
- BODYTEC studios grew from 1 to 30 (nationally)
- Sandton studio sold out in first 2 months of trading

**Bodytec** @BodytecSA · Jul 4  
In between shooting the action thriller "Momentum" Actor Greg Kriek finds 20min to work out at #Bodytec City Bowl



**Kerry McGregor** @KerryMcGregor · 18 Jan 2013  
Who can recommend @bodytecSA - should I? Shouldn't I?  
Details Reply Retweet Favorite

**Cape Town Fashion** @CapeTownFashion

@KerryMcGregor we are giving away a free months Bodytec sub on [stylesociety.co.za](http://stylesociety.co.za) :)

**Arno Carstens** @ArnoCarstens [Follow](#)

Best workout #bodytec! 20 mins, once a week is all u need to achieve same results as 3 x 90 min gym sessions!  
[bodytec.co.za/bodytec-steenb...](http://bodytec.co.za/bodytec-steenb...)



ECLIPSE