



EDITORIAL FINALIST STORY



Case Study



VIDEO CONTENT



SOCIAL AMPLIFICATION

2015 saw the launch of *Women's Health* Next Fitness Star brought to you by Puma.

This nationwide call-out for talent in the fitness space resulted in extensive PR, authentic content and fresh talent for both *Women's Health* and our sponsor Puma.

Campaign elements include call outs via print, social and online, finalist shoot and story, in store activations, and television announcement of the winner.

Winning talent was used in PUMA advertising including gatefolds and booklets as well as social posts.

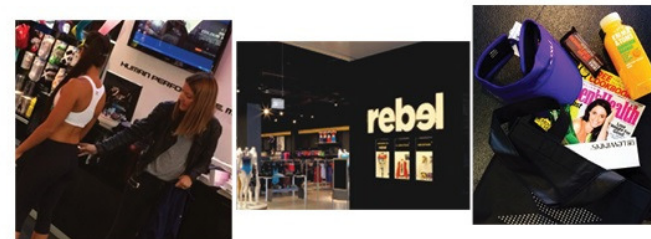
The cross platform campaign has ultimately paved the way for Puma to not only partner with a media first initiative in Australia but also provided them with a channel to find the new face for the Puma brand and an ambassador for *Women's Health* who embraces wholly the *Women's Health* brand.



TV EDITORIAL SEGMENT



DIGITAL CONTENT



EVENTS AND SAMPLING