



Case Study on: eSoles Custom Footbeds

Freestyle client since: June 1, 2008

Date Written: November 9, 2009

Introduction:

- Scottsdale, Arizona, based eSoles seeking to go from sports technology startup to nationally/internationally recognized brand
- eSoles in need of full-service, national PR firm with ability to secure broadcast and print coverage across a broad spectrum from industry press to top-tier national media, as well as services such as press release writing, government relations, etc.
- eSoles CEO learns of Freestyle PR through Freestyle president's work with eSoles client and former Formula 1 driver Scott Speed

Challenge:

- eSoles has proven itself through professional athletes wearing its products, but has not been able to capitalize on these relationships through publicity
- The company has attained some recognition among pro athletes through word of mouth, but awareness of eSoles among the public and non-professional athletes is low
- eSoles has developed the most advanced foot imaging technology and foot alignment system available, but has received very little press for it
- Needs to improve brand and product awareness without breaking the bank – major dollars are still needed to go toward research and development of new and improved technology

Results:

- eSoles' CEO retains Freestyle Public Relations as AOR for eSoles in summer 2008
- Freestyle PR leads media blitz campaign surrounding eSoles' new eFit custom modular footbed system and eSoles' connections to the 2008 Summer Olympics, securing interviews with members of the media at the local, national, and industry levels
- Agency secures 12 pieces of coverage in the first month of service alone
- Freestyle PR publicizes launch of eSoles 3D TruCapture Kiosk Scanning System in 2009 and begins initial publicity around upcoming wireless footbed system

- Freestyle secures Associated Press article on eSoles which is published in over 200 media outlets
- eSoles forms deals and partnerships in 2008 and 2009 with major companies such as TREK, the PGA TOUR, USA Cycling, and Sam's Club
- By July 2009, Freestyle had increased eSoles' media coverage by 2500% over the previous 12-month period

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