

Introducing Precor fitness equipment to a digital audience

To get a wider visibility with a tech and digital health audience, Voxus put Precor in the spotlight at CES



As one of the world's leading fitness equipment brands, Precor is known for designing and building premium fitness equipment for effective workouts that feel smooth and natural. With a passionate focus on ergonomic motion, proven science and superior engineering, the company continually advances the home and commercial fitness industry with breakthrough new product categories, including EFX® Elliptical, Adaptive Motion Trainer® and Preva® Networked Fitness. Precor is a subsidiary of Amer Sports Corporation, the world's largest sports equipment company, along with internationally recognized brands Wilson, Atomic, Suunto, Salomon, Arc'Teryx and Mavic.

BETTER PREPARATION LEADS TO BETTER RESULTS

Although main competitors were at CES with bigger news, Precor garnered the lion's share of show coverage: 15 media briefings and 24 original articles and videos. Precor achieved its goal for new relationships with editors at consumer tech publications including *Consumer Reports*, *GigaOm*, *PC Magazine* and *TechHive*, and healthcare news sites *HealthGauge*, *HealthLeaders Media* and *InformationWeek Healthcare*. And the company's activities at CES spilled over from these outlets to be picked up across mainstream news sites, such as *Associated Press*, *AOL*, *Huffington Post*, *USA Today* and *The Washington Times*. Total impressions for coverage reached 30 million.

HELLO DIGITAL WORLD

The challenge: Over the years, Precor® has invented entire fitness equipment categories that are now commonplace, including Elliptical and Adaptive Motion Trainer (AMT®). So it's no surprise that the company is pioneering a new category – Networked Fitness – that promises to have a significant impact on consumer lifestyles and health. Precor wanted to introduce itself to the larger consumer tech and digital health media landscape on the grand CES stage. Forgetting it had never before been to a show like CES, three main challenges stood in the way. First, the company would not be unveiling any new products, or even have some 'can't-believe-your-eyes' demonstration, both hallmarks of the CES show. Second, it had one small booth among a sea of other vendors. Third, limited resources meant Precor had to focus on impactful media results, not volume, as the pre-registered press list alone is more than 2,500 contacts. Fortunately Precor had already engaged Voxus to get the word out.

REACH CONSUMER TECH AND HEALTHCARE PRESS

The idea: Voxus had been promoting networked fitness to an existing industry audience of equipment resellers, trainers, health and fitness clubs, application and content developers, etc. So when CES was chosen as a venue to reach a larger consumer audience – despite the lack of major news – our first job was to craft a unique overall story and identify needed supporting points. We knew competitors were likely to focus on traditional “sparkly” but shallow CES demos. Our strategy tied into a larger meaningful theme that Precor could own: the growing personalization of health and fitness, and how networked equipment, applications, content, and workout data are coalescing to empower consumers.



STORYTELLING VS. SHOW AND TELLING

The solution: Voxus helped Precor set a specific objective for the show: make connections with new consumer tech and healthcare press. To get in front of these contacts, we eschewed the mega-sized “pre-registered press list” in favor of more labor-intensive coverage and affinity searches. This had the added benefit of unearthing influencers not attending CES that were equally or even more important to brief than those signed up to attend. And because CES is incredibly noisy, we began outreach almost two months before the show to arrange phone briefings and booth meetings. Speaking with select press pre-show also helped ensure appointments would not be missed or cut short due to the hectic nature of the show.

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