

A Public Relations Case History
For
HEELYS

Prepared by:

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HEELYS PUBLIC RELATIONS

MEDIA EFFORT TOTALS

The Heelys effort reached more than three hundred million households and/or readers through print, television, radio and print mediums.

<u>TYPE</u>	<u>AUDIENCE REACH</u>
TOTAL READERSHIP**	147,011,668
TOTAL VIEWERSHIP	161,288,234
TOTAL LISTNERS	2,589,000
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TOTAL AUDIENCE	310,828,902

**As calculated with the standard pass-around rate of 4

7/30/01

Yo Holly,

THANK

you!!!

XOX

Gayle



Gayle Anderson

CASE HISTORY

HEELYS

HEELYS CAMPAIGN SUMMARY

In this singular campaign, Cynthia Michel Public Relations was responsible for reaching close to 500,000,000 people through non-paid coverage the mass media. The lucky winner of this international news jackpot was our client, a new alternative, sports/lifestyle product, Heelys. The Heelys prototype, an athletic shoe with a stealth wheel in the heel, allowed riders to walk, run and transition to a roll, at any given moment. CMPR's publicity efforts sent Heelys' sales skyrocketing, taking them from 0 - \$25 million in its first nine months of operation -- 10 times greater than their original projections.

PR AND MARKETING OBJECTIVE

It was the main objective of Cynthia Michel Public Relations (CMPR) to turn this fledgling new product into a national sensation, in only one year's time. The step-by-step directive, created by CMPR included the following:

- To put forth efforts that would result in establishing a sales force and preliminary U.S. and international distribution for Heelys.
- To time the consumer launch with an established distribution of product, CMPR unrolled a national consumer media campaign geared toward Spring 2001. CMPR lit a wildfire by creating a dynamic press kit, creatively directing all collateral materials and disseminating the Heelys story via print campaigns, matte stories and video news releases.
- Use of grassroots and guerrilla outreach/communications methods to create demand for and exciting new product.

- Create a media buzz by utilizing the relationship Cynthia Michel Public Relations has built with its contacts within the youth lifestyle arena.
- Continue to excite and cultivate interest and relationships with key national and regional trade and consumer media (print, TV, Radio, Internet) about Heelys (the product, sport and craze) in story categories of lifestyle/trend, fashion, health/fitness and business.
- Develop Heelys' position as a global information and news resource for trade and consumer press, specifically regarding the sport of heeling, as well as general editorials on land mobility news and youth trends.
- Arrive at a place of market demand for the Heelys brand, providing an opportunity for future merchandise spin-offs (i.e. apparel, accessories, etc.).

THE RESULT

Sales Highlights

Although distribution was scheduled for Spring 2001, the strong buzz demanded for a limited distribution of Heelys for Holiday 2000. During this time, Heelys shoes were reported to have been "flying off the shelves."

With **zero** advertising, the marketing expertise of Cynthia Michel Public Relations brought a start-up to the critical mass, with ***sales skyrocketing to a million pairs sold within its first year of business.***

Media Highlights

CMPR's strategic campaign also landed Heelys at its current status as a major, national (international), publicity phenomenon. The shoe was featured as the hottest shoe at a premiere youth lifestyle tradeshow, stealing the thunder from any other product in its category.

Heelys received media coverage in the form of features and column stories from **every** targeted industry trade including:

- Footwear News
- Footwear +
- Sports Trend
- Earnshaw's Infants, Girls & Boys Wear Review
- Sporting Good News
- Plastics News

Consumer interest reached an all time high as a result of key coverage among national and international print, radio, television and Internet media coverage. Just to name a few, Heelys' worldwide trend storyline was picked up by such media outlets as:

- Wall Street Journal *Marketplace*
- CNN *Headline News*
- CNNfn
- ABC's *Good Morning America*
- AP
- Sports Illustrated
- MTV's *Hot Zone*
- National Public Radio's *All Things Considered*
- InStyle Magazine
- Business Week
- Newsweek
- Popular Mechanics
- MR

Additionally, coverage was secured in 14 markets targeted in key selling areas.

Sample of TV highlights on VNR available upon request.

With CMPR playing a key role in Heelys' success, it is no doubt that the Heelys campaign was the biggest, new product successes story of 2001.