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Changing the world, one client at a time.

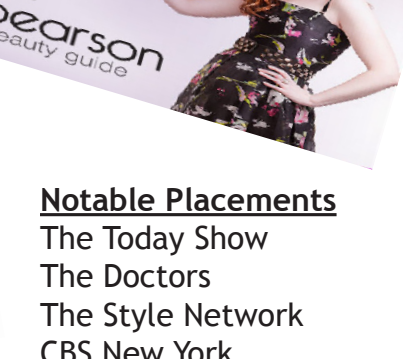
Utopia Takes on Skeptics with ShaToBu

SHApeTOneBUrn

The Challenge: Created by Canadian chiropractor Dr. Denise Perron and scientifically developed and proven to work by a team of doctors and exercise physiologists, ShaToBu entered the market in early 2010 as the first-ever shaper that helps women shape, tone muscles and burn more calories when worn during daily living activities. The product worked by increasing the impact of everyday movement. The brand message was that it does not replace the need to be physically active, but adds a little something - 12% more calorie burn on average to be exact - to everyday activity. The product's benefits were scientifically proven by an independent study conducted at the University of Virginia, one of the country's leading exercise physiology programs. However, with the media market being saturated with gimmicky weight-loss and health products, media was not quick to believe that ShaToBu could live up to its claims.

The Gameplan: As Utopia began work on ShaToBu, the agency first honed in on messaging points and created a pitch that was media-friendly. The agency developed attention-grabbing press kits and stressed the existence and availability of the research studies. Within a few months, the product and its studies were presented at the National Obesity Conference, proving their credibility. Utopia capitalized on this honor and developed press materials and media B-roll by attending the conference and interviewing key product developers concerning the science behind the product. The agency did media desksides, retail trunk shows and various in-store events to help promote the brand and its message. In addition, the product was included in various event gift bags to further gain exposure. Health and wellness editors were sent specially designed kits featuring pink resistance bands and exercise tips to symbolize the resistance bands within the product. Fashion editors were sent pink-sand hourglasses to symbolize the return of the hourglass figure and ShaToBu's ability to help women achieve the look.

The Results: Within a couple of months, the brand had made significant headway in terms of media coverage in leading magazines, blogs and television, which in turn, drove traffic to the website resulting in incremental sales. The product and its claims were validated on the Doctors, the Today Show, Self Magazine, Allure, Redbook, WWD, Good Day LA, Parenting Magazine, New York 1 and the Style Network, among others.



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