



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

The Case for Ample Support

SHOCK ABSORBER SPORTS BRAS

The Challenge: Successfully launch a new sports bra to the U.S. market using only public relations support absent any other form of promotion or advertising to compete with established brands such as Champion and Nike.

The Gameplan: Utopia's team focused on creating a substantial buzz among buyers and retailers using publicity generated in leading magazines to drive sales.

Utopia harnessed the brand's unique "Impact Level Ratings" to drive media coverage that focused on the product's differentiation in the cluttered space. Consumers could choose the support level (I, II, III or IV) they needed to match their sport.

Utopia worked with the client to create a visual guide showcasing a variety of popular women's sports, along with the corresponding support level that each required.

The visual and unique concept helped separate Shock Absorber from the pack (along with the products unique name). We also capitalized on a little known medical survey that showed 82 percent of doctors agreed that wearing specialized sports support helps to prevent breast motion, which in turn, delays long term "sagging" of the breasts.

The Results: The Shock Absorber's publicity campaign was so successful, the client's 800 number jammed and two additional 800 lines had to be added. Sales soared within months of the launch, and the products were featured in leading health magazines such as Self, Fitness, Shape and Prevention.

Mind, Body + Spirit
fitness
*SHAPE

Brace Yourself
Lingerie companies have set out to build a better sports bra.

Game Player
Lily (Tennis's) T-shirt (I) is made of cotton and spandex. It's a great choice for tennis because it's breathable and has a built-in moisture-wicking fabric. It's also a great choice for other sports like basketball and soccer.

Platter's Spinning
Platter's Spinning (II) is made of cotton and spandex. It's a great choice for spinning because it's breathable and has a built-in moisture-wicking fabric. It's also a great choice for other sports like basketball and soccer.

Answers by Coaches
Shock Absorber Sports (III) is made of cotton and spandex. It's a great choice for many sports because it's breathable and has a built-in moisture-wicking fabric. It's also a great choice for other sports like basketball and soccer.

Down South
Down South (IV) is made of cotton and spandex. It's a great choice for many sports because it's breathable and has a built-in moisture-wicking fabric. It's also a great choice for other sports like basketball and soccer.

YOU AT YOUR BEST
SELF

Answers

FACT OF LIFE
Most women's breasts "sag" over time.

FACT
No amount of exercise (even toning your pecs) will prevent "sagging" because there are no muscles in the breasts. In fact you could be speeding up the process by wearing inadequate support.

FACT
In a recent survey, 82% of doctors agreed that wearing specialist sports support helps to prevent breast motion which helps to delay long term "sagging" of the breasts.

FACT: A university study has shown that **Answers Shock Absorbers** are more effective than everyday bras at preventing the breast motion created by exercise.

FACT: By wearing an **Answers Shock Absorber** breast movement is reduced by 56%, while an ordinary bra reduces only 38%.

FACT: **Answers Shock Absorbers** were designed with the help of the UK's top athlete, Olympic and World Champion, Sally Gunnell.

Now do you still think you can do without an Answers Shock Absorber?

SHOCK ABSORBER
THE ESSENTIAL PIECE OF SPORTS KIT

inshape

Massage demystified
People rave about the benefits of massage. But if fear of the unknown or for starters, you'll feel more comfortable going in, down, unshowered first or injured. You may address privacy—and to the extent that is OK. A sheet covers you. Some practitioners use drapes to manipulate, have dry skin, they're different methods. Practitioners use different methods. Some practitioners use drapes to manipulate, have dry skin, they're different methods. Practitioners use different methods.

Sweat Solution
Keating sweat it check... when an athlete can get the most out of their gym, use it to their advantage. Keating sweat it check... when an athlete can get the most out of their gym, use it to their advantage.

Exercise Air Filter
Exercise Air Filter... The most important of fresh air... Exercise Air Filter... The most important of fresh air...

Bad call for women coaches
Women hold only a quarter of coaching positions in college sports, according to the Women's Sports Foundation. In school athletic programs (NCAA Division I and II), women coaches earn 65 cents for every dollar earned by male coaches. Support women coaches and athletes.

Under score
No bounce. No hideous dough. No unflattering flattening. What more could you ask of a sports bra? OK, it's a great fit, it could get away with wearing under regular clothes. It's so good it's a luxury to us, too, and we field-tested the Shock Absorber. A new sports bra from Answers. Crop top and traditional styles are graded by sport, cup size and impact level. From top to bottom, we have to face each sport and how intense the motion is. From top to bottom, we have to face each sport and how intense the motion is.

Smart ways to live well

Prevention

Cybernetic Coach
We'll test, taste, try anything for our readers... Cybernetic Coach... We'll test, taste, try anything for our readers...

No-Bounce Bra
Take one look at an Answers Shock Absorber and you'll know why it's so popular... No-Bounce Bra... Take one look at an Answers Shock Absorber and you'll know why it's so popular...

Exercise Air Filter
The most important of fresh air... Exercise Air Filter... The most important of fresh air...

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