

sporting goods manufacturers association case study

Creating innovative marketing campaigns and communications that help fulfill public sector policy goals

**Past Performance Case Study #2 –
Sporting Goods Manufacturers
Association, Active & Ageless Campaign**

In this case study, you'll learn how Yecies collaborated with both a major industry organization and several federal agencies to promote public health goals for older Americans.

Background

The Sporting Goods Manufacturing Association (SGMA) is a trade organization representing the manufacturers of sporting goods equipment, athletic apparel and athletic footwear. As part of its mission to support its member companies, SGMA needed to reach out to older Americans and encourage them to get involved in athletic activities. This program also happened to

However, writing the resource guide was just the beginning of an impressive public/private sector team that Yecies assembled to promote the goal of fitness for older Americans. Promotion of the guide became a true collaborative effort between SGMA and the public sector:

- The acting U.S. Surgeon General kicked off the media promotion of the guide;
- The U.S. Department of Health and Human Services sent the guide to their Department of Aging offices nationwide;
- The World Health Organization (WHO) requested that SGMA speak about the success of the guide at their meetings;
- The United Nations and WHO became even more actively involved in the



encourage the public health goals that several federal agencies were active in promoting.

Yecies Involvement

Yecies was selected to assist SGMA in developing a campaign to reach out to older Americans.

Early in the project, the Yecies team realized that SGMA's goals fell perfectly in line with the federal government's goals of promoting a healthy and active lifestyle among older adults. Following this realization, the project became a collaborative effort with several federal agencies.

After conducting extensive research into the health and fitness habits of older adults, Yecies assembled the first-ever "Active and Ageless" printed resource guide that included over 1,000 organizations, clubs and groups that provided fun fitness activities for the targeted audience. The firm also developed PSAs with former Olympic Gold Medalists over age 50 – Wyomia Tyus and Al Oerter.

campaign in the second year when they created a new partnership called, "Toward A Society For All Ages".

Achieving Public Policy Goals and Private Sector Results

By bringing together private industry, the federal government and international organizations, Yecies was able to both effectively communicate public health goals to a worldwide audience, increase physical activity among seniors and satisfy the public relations needs of its client.

With this real-world experience, Yecies stands poised to assist your agency or department in achieving its program goals through effective public relations.

To learn more about Yecies public sector services, contact Susan Yecies at 212/727-1239.