



The Outdoor Industries Association (OIA)

The OIA is the trade body for UK businesses that provide products and services for outdoor enthusiasts.

Objectives

Delivery of an integrated communication strategy designed to turn the OIA into a dynamic and effective trade association.

Approach

The approach has included: creating a fresh brand identity for the OIA; the development of a logo and brand guidelines; introducing a newsletter for members and a website; rolling out sustained, proactive PR to build awareness of the OIA and improve its reputation as an organisation that is providing leadership for, and effectively representing the interests of, the industry. Press Ahead also managed a programme of research, which has been used to re-engage members of the OIA and generate PR coverage.

Results

The OIA had been widely viewed as an organisation that had lost its way and was becoming increasingly irrelevant to the industry it was supposed to serve and represent. As a result of the work undertaken by Press Ahead and the OIA's new chief executive, the association has improved its reputation and increased its membership. Early in 2011, it hosted its inaugural conference and Press Ahead was able to persuade a local MP to attend, giving the OIA a platform to engage with the Government, a first for the organisation. The OIA still has much to do to achieve its major objectives, but is now at least recognised as a voice of authority for the industry, providing leadership and setting a relevant and forward looking agenda.

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