



press ahead



## Berghaus

Berghaus is the UK's leading performance outdoor brand and enjoys a high profile in the outdoor media. Established in 1966 in Newcastle upon Tyne, the brand is now embarking on a sustained and ambitious international growth strategy, that it is hoped will see it develop into one of the top five outdoor brands in the world.

### Objectives

Ongoing objectives are, alongside national consumer PR activity, to raise the business profile of Berghaus in outdoor trade and general business press; to position Berghaus as the leading outdoor business in the UK and an ambitious, confident and expanding organisation; to raise the international profile of Berghaus and highlight global developments in the business and to position managing director Richard Cotter as a voice of authority and opinion leader in the outdoor industry.

### Approach

Press Ahead developed and continues to deliver a wide ranging and proactive programme of PR support for Berghaus, incorporating: product placement in target outdoor and lifestyle media; product seeding with key influencers and credible celebrities; selling in of news stories and features about Berghaus' team of sponsored athletes; generation of editorial coverage about key business developments; the delivery of relevant online/social media PR activity to complement more traditional approaches; the placement of profiles/interviews with brand president Richard Cotter and collaboration with Berghaus parent company Pentland to ensure appropriate Berghaus messages are included in corporate PR activity.

Key to the approach is connecting Berghaus to the outdoor trade press. This has been achieved through a combination of telephone calls (on and off the record), regular correspondence, one to one meetings and bespoke media events. Richard Cotter has made himself available for several interviews and profile pieces and there has been a regular flow of business and product related Berghaus stories.

Press Ahead also acts as the global 'hub' for Berghaus' PR activities, defining the direction and key objectives for the brand's international markets.

### Results

The result has been sustained, wide ranging editorial coverage in target media. Berghaus consistently achieves more coverage than its competitors in the outdoor media, while the brand now also regularly appears in mainstream men's and women's lifestyle press and national newspapers (and supplements). Berghaus and its athletes also make frequent appearances on prime-time TV and in the odd feature film. Internationally, Berghaus is achieving improved consistency in its PR activity, and many initiatives that have been introduced by Press Ahead in the UK are now rolling out in markets around the world.

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