

# National marketing campaign announces February start for new promotion

The Make a Skatement national marketing initiative is rolling out a big promotion in the first quarter this year to drive awareness of the campaign and traffic to member rinks.

"The campaign has been successful in establishing a very compelling proposition. It is now time to spread that message to the widest audience possible," explained Matt Weinland of PH2 Marketing, the advertising agency responsible for the campaign. The goals of the promotion are simple, according to Weinland, "We want to grow the social community for 'Make a Skatement', and grow the online presence of all of our members."

### Promotion basics

The "Join the Revolution" promotion will quickly and dramatically increase the awareness of the Make a Skatement campaign, said Weinland. "The movement has been steadily growing, organically, since its debut (a year ago). It's time to turbocharge it!" The campaign's goal is to grow the 'Make a Skatement' online community by tens of thousands of active participants.

Customers, skaters and interested consumers will be offered the chance to win great prizes including iPads,

iPods, skates, gift cards and campaign merchandise - over \$20,000 in prizes overall - simply by becoming part of the social community of the campaign.

The added benefit to rink members is that the data collected from the contest will be available for local market use. "An element of the promotion will drive traffic to the rinks, but we also aim to provide key data that can be used for marketing long after the promotion is over," said Weinland.

### Totally turnkey

The "Join the Revolution" promotion will be completely turnkey for members to execute, said Weinland, "Each member rink will receive a kit of materials to post in their rink including posters, table tents and entry forms. Additionally, we will work personally with each rink to integrate their social media offerings into our community and set them up with technology direction that will run with little effort by their staff."

In addition to the marketing materials sent to rinks, each rink will

receive electronic materials to support the effort, including customized email templates for each rink that can be forwarded to databases with the push of a button. "We recognize the operators are extremely busy professionals," said Weinland, adding "We want to demon-

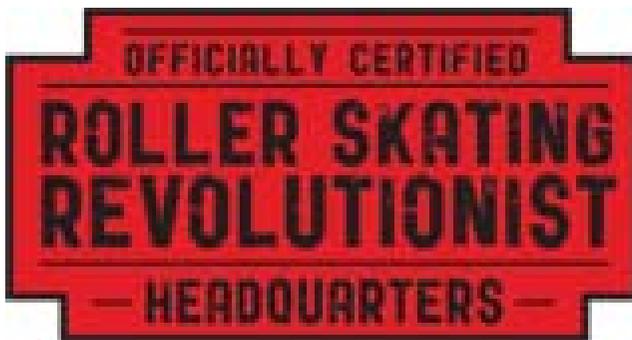
strate the immense value of participating in this campaign, without burdening them with an additional job title." "roller skating, any kind of roller skating, anywhere," said Ron Creten, president of Roller Skating Rocks and CEO of RC Sports, adding, "This promotion will reach out to all available channels including rinks, retail, online, through roller derby and at events. We've got to spread the word!"

### More promotions to come

The Make a Skatement campaign announced that the "Join the Revolution" promotion is the first, but not the only, promotion of 2012. "The way Roller Skating Rocks is set up, all of the rink dollars paid into the campaign are used for promotions that rinks can participate in," said Creten. He added, "Rinks

involved in the campaign will see promotions in the busy season, January into spring, and again in fall after back to school. This campaign is for everyone in the industry, and should benefit everyone equally."

For more information regarding the new promotion and participation in Roller Skating Rocks, visit [www.makeaskatement.com/participate](http://www.makeaskatement.com/participate), or call Matt Weinland at 513-833-3145.



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### Retail activation

The "Join the Revolution" promotional materials will be distributed at the retail level and in pro shops as well, through on-package stickers and in-box materials. "The Make a Skatement campaign is about growing the sport of

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