



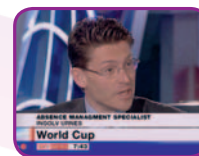
ACTIVE HEALTH PARTNERS

OBJECTIVE

As part of an ongoing media relations campaign to position Active Health Partners as the authority on absence management and occupational health, Storm capitalised on the 2006 World Cup to communicate the detrimental effect the tournament would have on UK industry through unwarranted work absence.

SOLUTION

Having previously established Active Health Partners' credibility with the media, Storm proactively approached the news desks of the national newspapers, radio and TV news programmes the morning of England's first game. The journalists were then told how much employee absence rates had increased, costing the UK economy £100 billion, because people were taking 'sickies' to avoid missing the kick-off.



RESULTS

The World Cup activity alone generated coverage for Active Health Partners in The Independent (x2), The Business, Sunday Telegraph, Daily Telegraph, Daily Sport, Sky News (live and pre-recorded interviews) and BBC World Service, reaching in excess of 25 million people and achieving an EAV of £43,655. Coverage was also achieved in regional and trade media.

This activity helped confirm Active Health Partners' position as the experts on absence management, resulting in the media proactively approaching Storm to obtain comments and spokespeople for other relevant absence issues.



