

## Case Study



### Kneipp-Original Bad Wörishofen

PR support

Germany, Austria, Switzerland

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## 1. Mission

- To **increase awareness and knowledge** as well as to position, promote and market Bad Wörishofen with its core themes Kneipp, health & active holidays in the German-speaking markets
  - **Increase attractiveness** of the Bad Wörishofen spa
  - To **increase** targeted coverage in the media within one of the most complex media landscapes worldwide
  - To **increase booking requests** and bookings generated from the German-speaking markets, target group rejuvenate (55-60)
  - To **position the brand „Bad Wörishofen“** successfully throughout Germany – modern, fresh, living – „THE“ health location
- Adding value for **Kneipp-Original Bad Wörishofen**



## 2. Activities – excerpt

- **Planning and distribution PR-themes, e.g.**
  - „Unten Ohne – Barfußwandern“
  - „TEM – Traditionelle Europäische Medizin“
  - „Kneipp-Golfen in Bad Wörishofen“
  - „Die Auszeit für das ICH in Bad Wörishofen“
  - „Das Kloster auf Zeit nach Pfarrer Kneipp“
- **Strategic consultancy → wording „Unten Ohne“**
  - Mailing press releases
  - Group press trip „Barfußwandertag“



### 3. Results – excerpt

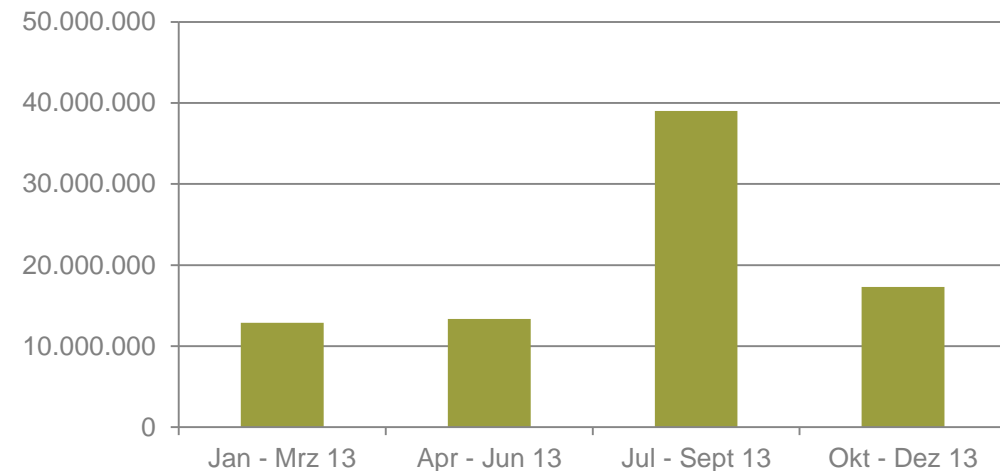
#### Media-analysis

Jan 2013 – Dec 2013

#### Circulation / online visits:

More than 82 million

Circulation / online visits



→ Highest circulation since the beginning of analysis in summer 2013

→ Communication of the „Barfußwandertag“ 2013 very successful, also due to the new strapline „Unten Ohne“



### 3. Results – excerpt



Brigitte Woman, „Morgens, mittags, abends: Wasser“, September 2013



Welt der Frau, „Aktion des Monats – 1. Deutscher Barfußwandertag“, August 2013



AOK Praxis Aktuell, „Auf anderen Pfaden“, September 2014



Brigitte, „Da läuft doch was! Unten ohne“, august 2013

### Neue Zürcher Zeitung

Neue Zürcher Zeitung, „Vom 'sündigen' Dorf zum führenden Kurort“, December 2013



## 4. Partner quote



**Cathrin Herd, Head of Marketing Bad Wörishofen:**

*“In piroth.kommunikation we have found the perfect partner for our PR support. Fast and straightforward, Daniela and her team show great initiative and creativity in their ideas and proposals, and remind us time and again that we have chosen well.”*

## Contact

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