

- EVOLVE BRANDING
- EFFECTIVE MEDIA/PR
- ONLINE INTERACTIVE
- PLAN EVENTS
- PARTNER & PROMOTE
- COMPELLING WRITING & DESIGN
- MARKET RESEARCH
- ACTIVATE GUERRILLA
- DRIVE FUNDRAISING
- RALLY CAUSES
- EFFICIENT AD BUYING

CASE STUDY flow yoga slc

Overview

A small business owning two studio locations in Salt Lake City needed a marketing boost. Facing stiff competition from several other studios in town (and the emergence of Bikram and Pilates as powerful alternatives to yoga), Flow Yoga SLC needed to get the word out about their services quickly on a limited budget.

After a quick brand character audit, we implemented online marketing, a freshened website look, updated ads and a public relations campaign targeted at key demographics. We hosted parties for members of the arts community, provided inspiration and a venue for the city's first Twitter-driven YogaUp event, and began shooting YouTube videos for the studio. The result was a 50% increase in website visitors and sharp boosts in revenue for the studio.

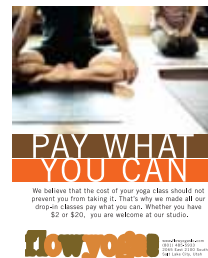
In January 2010 Patrick Commiskey went with the owner and several teachers from Flow Yoga SLC for an immersion in Kerala, India. There, he worked on branding for the organization and its newest product, a multi-thousand-year-old Indian martial art known as Kalaripayatt.

In March, the studio was sold to Shiva's Center in Riga, Latvia and Foursight Partners began the process of evolving the studio's brand to meet their new culture and offering.



come join us.

non-judgmental
authentic comfortable warm
colorful beautiful
friendly spiritual convenient
variety people non-intimidating
clean quality teachers
community cork floors
smart creative spacious
welcoming accepting inclusive



We believe that the cost of your yoga class should not prevent you from taking it. That's why we made all our classes a la carte. Whether you have \$2 or \$20, you are welcome at our studio.



About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

Contact 801-644-9228.

JENNIFER ELLEN MUELLER
KALARI WORKSHOP

Foundations Workshop: An Introduction to Kalaripayatt
This workshop is designed for those who are new to Kalaripayatt. It will cover the history, philosophy, and physical aspects of this ancient martial art. Participants will learn the basic movements and techniques of Kalaripayatt, including the use of the wooden stick (Kali) and the wooden staff (Kali).

Session 1: Lohar, Kalar, Surya Namaskara, Kalugi and Vadiya
Friday, April 23 10:00 AM - 12:00 PM (2 Hours)

Session 2: Sulation Form, Pithas and Kalar Vadamam
Saturday, April 24 10:00 AM - 12:00 PM (2 Hours)

Workshop Cost:
Private: \$40
Semi-private: \$20
Discounted for \$10

Register Today!
For more information, contact Jennifer Ellen Mueller at 801-644-9228 or visit our website at www.flowyogaslc.com

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Yoga now at East Millcreek too!
2927 E 3300 S, SLC, UT 84109

NEW & ONGOING VEDIC LECTURES