

Press Release

For immediate release

Whitestone complete IAAF brand strategy campaign

August 24 2009

Whitestone International has completed an 18-month initiative to strategically and creatively restructure the entire IAAF brand portfolio.

Whitestone led the project which involved an exhaustive examination of each of the IAAF's sub-brands and properties.

"The IAAF recognised the power of the brand to drive the sport forward and it will change the way the sport is structured from a governing body and world championships standpoint," said Whitestone CEO Christ Lightfoot.

"From a complex start point we needed to build the brands to create accessibility and to achieve this we needed a definitive plan to ensure an increase on participation, commercial revenue and viewing numbers which included engaging youth on a global scale."

IAAF Marketing Director Luis Carulla said: "The importance of such a major project that will ultimately change the face of the IAAF and its approach required an agency that had in-depth knowledge and experience of working with sports governing bodies and their complex structures."

"Whitestone has helped us to define the IAAF brand from participation and commercial levels which will undoubtedly strengthen the federation in the years to come."

Whitestone has previously worked with FIFA, ECB, FA, ICC and ATP on brand strategy and design projects.

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notes to editors –

- Whitestone International was founded in 2000 to specialise in building brands, marketing and communication programmes, and income and value through the development and sales of commercial properties and rights.
- Whitestone's success is based on having developed numerous and varied programmes for: FIFA, The Football Association, ECB, BUSA, ATP and WTA, NFL, Olympic Council of Asia and Asian Games, Manchester City Football Club, Adidas, Reebok, Budweiser, Ricoh and many others.



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