



Karate International is a 33 year old martial arts organization which has risen to become the largest karate school in the state with over a dozen franchises. The organization had a disjointed look, executed differently and with few resources within each franchise. We were able to create a unified look and leverage the buying power of the organization as a whole to create best-in-class materials and dynamic programs in the marketplace, including:

- A high impact promotional DVD for prospective students and parents outlining

the school's philosophy and programs

- A robust media plan including television, on-screen theatre ads, newspaper and magazine flights and impactful yellow pages presence
- Promotional events like open houses and demonstrations to drive awareness and trial
- New sales materials including brochures, flyers, and business cards
- A retention and relationship-marketing program and supporting materials to maintain engagement among current students and drive contract renewals



"MediaFit, Inc. is the genius behind the success of the largest Martial Arts organization in the state. Since MediaFit began handling the corporate advertising for all 15 Karate International schools in the Triad, the power of our advertising dollars have tripled. Thanks to the hard-work and dedication of the MediaFit team, we are growing in leaps and bounds and expecting our best year ever!"

~Joshua J. Coyne, Owner/Cheif Instructor, Karate International of Walburg



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