

Amateur Swimming Association and British Swimming Appoints VERO and Haymarket Network

Marketing and Communications Review

VERO and Haymarket Network have been appointed by the Amateur Swimming Association (ASA) and British Swimming to develop a strategic communications plan and review the media and marketing departments for the bodies responsible for promoting swimming in England and across the UK.

The joint VERO and Haymarket Network team will be led by Mike Lee, CEO of VERO, and Simon Kanter, Editorial Director at Haymarket Network. VERO and Haymarket Network pitched jointly for the business.

Mike Lee, CEO of VERO said: “This is an exciting project for VERO–Haymarket Network and we created a joint team especially for this brief. The profile of swimming in Britain is set to expand dramatically ahead of London 2012 and it’s against this backdrop that we will review swimming’s communication challenges and how it can most effectively touch its stakeholders and those that have a direct influence on the future of the sport.”

Katie Brazier, Commercial Director of British Swimming/ASA said: “I am delighted to have appointed VERO-Haymarket Network. This partnership gives British Swimming access to VERO’s unrivalled expertise in sports communications and Haymarket Network’s experience in publishing and digital production. That is a very powerful combination that will transform the way we communicate with our stakeholders ahead of the London Games.”

Juliet Slot, Managing Director of Haymarket Network said: “The complementary skill-sets of Vero and Haymarket Network brings combined knowledge and expertise in working in the sporting environment and especially in dealing with multiple audiences, from participants to stakeholders. Applying this understanding and expertise to the challenges and opportunities facing swimming will enable us to deliver a clear strategy and recommend effective solutions for delivery that we know will work”.