



Case Study:

**CLEOPATRA BOREL**

# THE BRAND

## Cleopatra Borel



Cleopatra Borel is one of the most accomplished Caribbean athletes in the Track and Field arena, hailing from the twin-island republic of Trinidad and Tobago. As a sports personality, this shot-put athlete is a 5-time First Citizens Bank Sportswoman of the Year and 4-time Trinidad and Tobago Olympic Committee (TTOC) Sportswoman of the Year. She is also the Pan-Am Games defending champion, winning that gold medal in Toronto in 2015.

## The Need

In 2016, Borel qualified to compete at the world-renowned **Olympic Games in Rio de Janeiro, Brazil**. Cleopatra partnered with Chambers Media Solutions to devise a PR campaign to generate a buzz of support around the decades of hard work, discipline and dedication that goes into training activities leading up to the Olympic Games, while simultaneously celebrating Trinidad and Tobago in a positive light on such a prestigious international sporting platform.

As her PR support system, we needed to not only reach sports enthusiasts in the public domain, but also tap into the interest of the nation's youth, as well as women throughout the Caribbean who often feel underrepresented in the sporting arena.

## The Plan

Chambers Media Solutions created the **#CleoForRio** campaign, which combined a mix of heavily-rotated digital media strategies, media relations, event strategy and influencer campaign to bring awareness about her efforts. Social media, in particular, was critical to this athlete's visibility to her supporters.

Our company also sent a publicist to Brazil for the Olympics to accompany Cleopatra to all media appearances and to handle all on-the-ground branding needs.

## The Result

We successfully created a viral, internationally-received digital and traditional media campaign for the Rio 2016 Olympic Games with Cleopatra Borel.

These support mechanisms rallied a nation around Borel, and subsequently peaked with her 7th place finish at the Olympic Games. The end result of the campaign resulted in top tier coverage- including the cover pages of the Trinidad Express, Trinidad Newsday and Trinidad Guardian. She also was featured in television interviews on Canoc Broadcasting, as well as an ESPN Caribbean sit-down with celebrated sports and media personalities, Shaka Hislop and Alexis Nunes.

Borel also received several corporate opportunities for speaking engagements in the months following her successful bid at the Games, which centered around event themes such as women's empowerment, training and development and boosting employee morale. These opportunities included COLFIRE, TTOC, Unit Trust Corporation and Big Shot Invitational in Jamaica, just to name a few. This PR thrust not only cemented Cleopatra Borel's brand as a national sporting icon, but as a regional social influencer and a global role model for young people in the sporting circuit, as well as women in the Caribbean region and beyond.





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