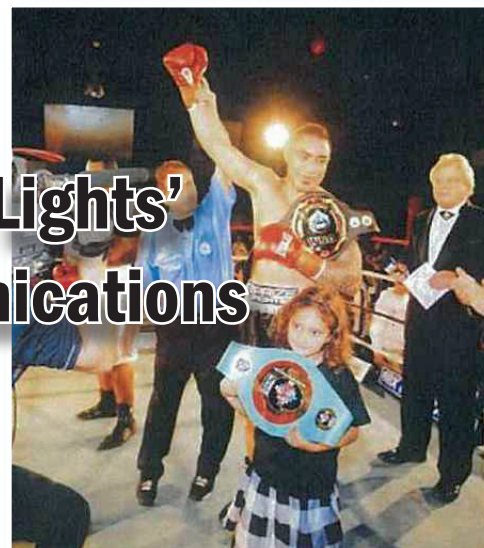


Dominic Veal: 'Up in Lights' with Inlumino Communications

Professional boxer Dominic Veal, the current Commonwealth Cruiserweight title-holder, enlisted the services of Inlumino Communications to raise his profile through traditional and digital media.



Inlumino Communications began working with Dominic through Core Strength Boxing Gym in 2009 just as Dominic was on the verge of extending his career with regional title fights against local and international boxers.

Already well-known in Sydney's boxing community, Inlumino Communications' objective was to improve Veal's visibility in the local community and increase media coverage of his feats in and out of the ring.

The negative perception of boxing as a sport was exacerbated while working with the client. Numerous one-sided, farcical bouts, and poor fan behaviour increasingly turned many boxing fans and the general population away from boxing.

"I would not have had the same amount of media coverage if it wasn't for Inlumino Communications. Sam did an excellent job working with local media to enhance my profile. His work promoting my story allowed my team and I to focus on results in the ring."

- Dominic Veal

Inlumino Communications' challenge was to deliver key messages while attempting to differentiate Dominic from the 'just another boxer' tag.

Objectives:

- Improve Dominic's visibility across a variety of media
- Differentiate Dominic's boxing story
- Communicate Dominic's upcoming title and non-title bouts
- Promote Dominic's community involvement
- Drive media coverage of Dominic's boxing credentials.

Dominic's youth work at Core Strength Gym, his ties to the Penrith Panthers Rugby League Club where he played as a junior, and his close involvement with his church were communicated to local media.

The on-going campaign used traditional and new media channels, targeting print, radio, TV and online media. Strong relationships were forged with Sydney's leading boxing and sport journalists and editors of local newspapers.



Inlumino Communications delivered:

- 17 pieces of local print media coverage
- 3 pieces of metropolitan print media coverage
- Television coverage on the eve of Dominic's Commonwealth Title Fight on *Fox Sports News*
- Media references to Dominic when questions about Danny Green and potential opponents were raised.
- Numerous online mentions including sports blogs and boxing forums
- Integrated social media campaign.



“Sam’s PR services were available at the drop of a hat. Opportunities would quickly appear and Sam was able to jump on them straight away and get great coverage for me. Regardless of the amount of time available, he was able to maximise every opportunity.”

- Dominic Vea

Broken nose, not broken dreams.

The campaign took on a more strategic direction when Dominic was chosen as a sparring partner for Danny Green, the IBO Cruiserweight title-holder, in April 2010. Dominic’s nose was broken in his last sparring session with Green, just a week before Dominic’s re-match against tough opponent Anthony McCracken.

Dominic’s broken nose received metropolitan media coverage (*Daily Telegraph*) and Inlumino Communications proactively addressed the incident.

Dominic’s broken nose severely hindered his two subsequent fights and messages regarding Dominic’s lack of preparation for each bout were carefully managed.

“Inlumino Communications garnered great media coverage for me. I was featured in *The Fist* a number of times, local papers in Western Sydney ran plenty of stories, and I finally cracked it into Sydney’s major metropolitan papers. I was also interviewed for radio and TV which was arranged by Sam. These live interviews gave me great media experience.”

- Dominic Vea

What Inlumino Communications does for Team Veal Boxing/Core Strength Gym:

Public relations strategy
Media relations
Copywriting
Sponsorship management



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