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## Annual PR Executive Report

Client: Sky Zone  
Reporting Period: 2026  
Prepared By: A. Wareness, Axia Public Relations

### Executive Summary

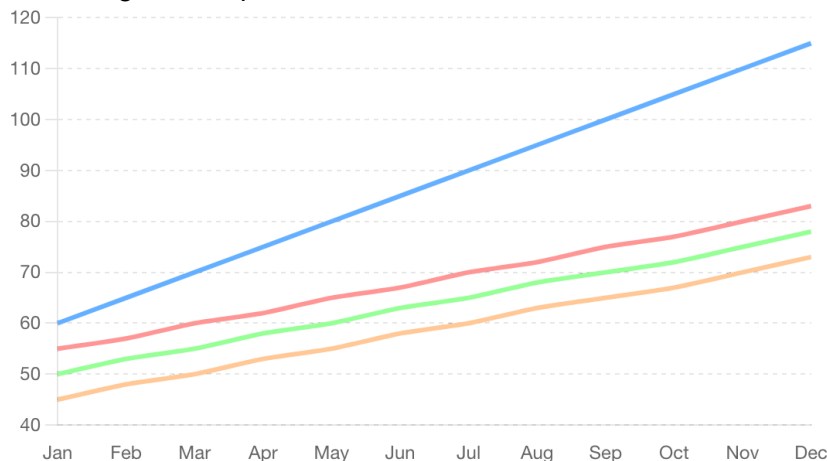
2026 was a transformative year for Sky Zone, with robust media coverage, substantial social media engagement and successful content initiatives. Key achievements include a feature in Forbes, a nationwide social media campaign and the successful launch of fitness programs.

### Key Achievements

- **Forbes** - "Sky Zone's Innovative Fitness Programs Transform Trampoline Fun"
  - Reach: 5 million, Value: \$50,000
- **USA Today** - "Sky Zone's New Initiatives Boost Community Health and Wellness"
  - Reach: 3 million, Value: \$30,000
- **ABC News** - "Sky Zone Celebrates National Trampoline Day with Major Events"
  - Reach: 4 million, Value: \$40,000

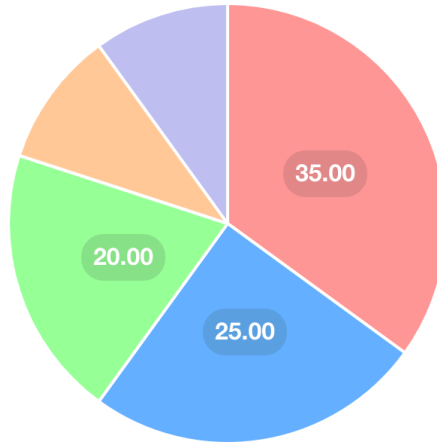
### Business Impact

- **Brand Awareness:**
  - **Growth in Brand Recognition:** Significant increase in brand awareness, enhancing market presence.



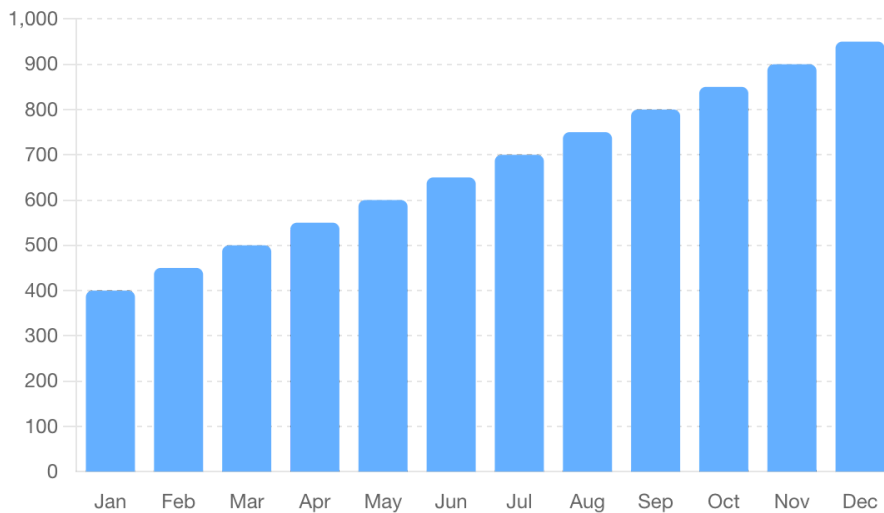
- **Market Position:**

- **Improvement in Market Position:** Sky Zone secured the leading market share among competitors.



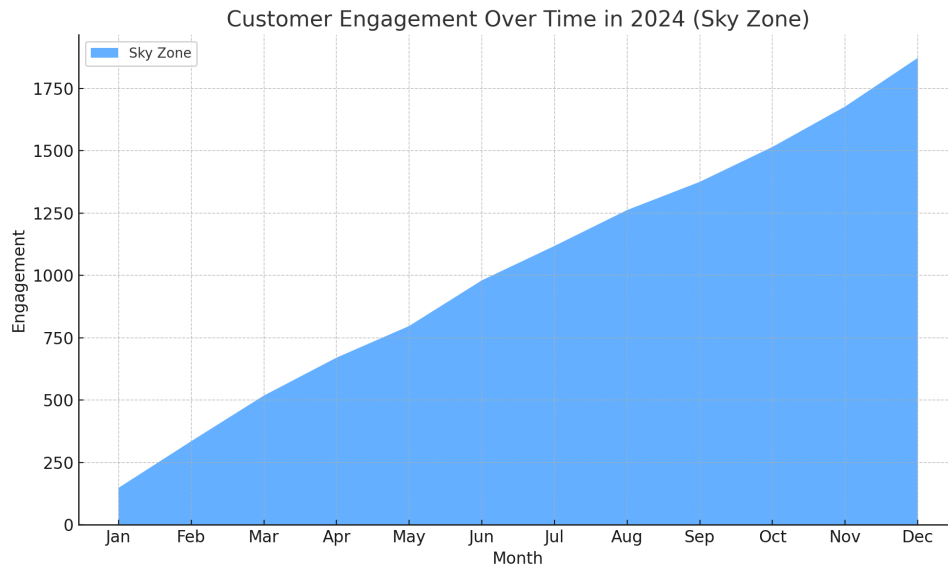
- **Revenue Influence:**

- **Contribution to Revenue:** PR activities contributed significantly to revenue growth through increased sales and new partnerships.



- **Customer Engagement:**

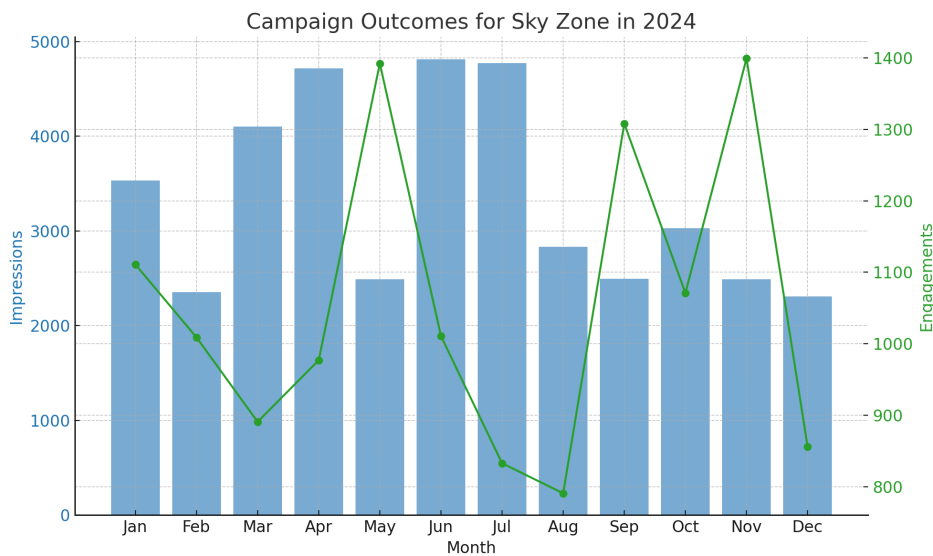
- **Increased Engagement:** Enhanced customer engagement through strategic PR campaigns and social media activities.



## Strategic Campaigns

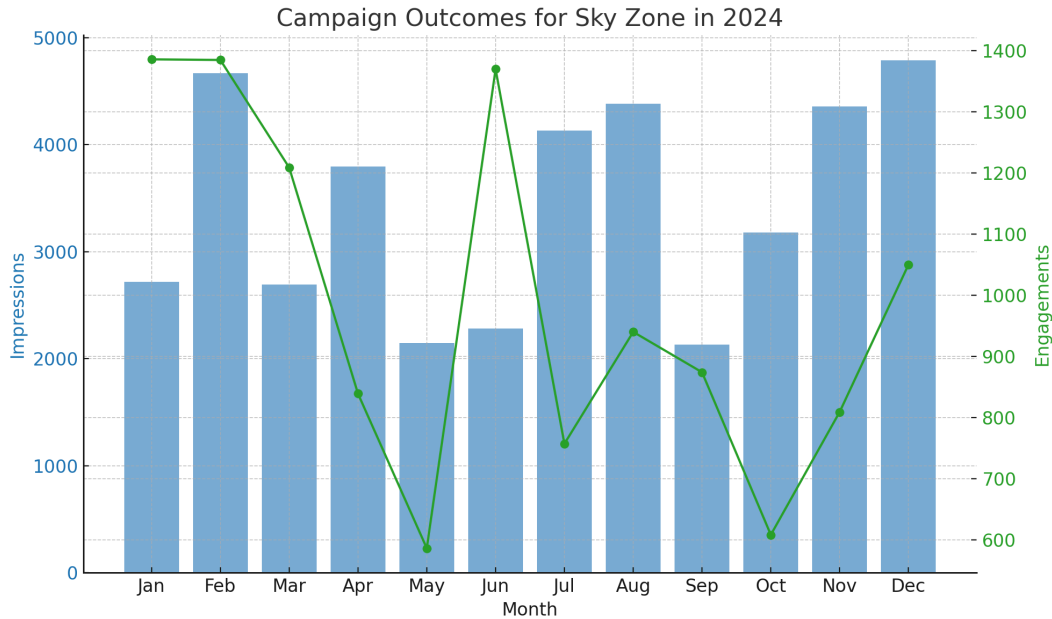
### Summer Fitness Program Launch:

- **Objective:** Promote new fitness classes to increase park attendance.
- **Outcome:** Successful campaign with high engagement and significant ROI.
- **ROI:** 25%



## National Trampoline Day:

- **Objective:** Celebrate and promote the event to increase brand engagement.
- **Outcome:** Wide-reaching campaign with strong engagement metrics.
- **ROI:** 30%



## Challenges and Recommendations

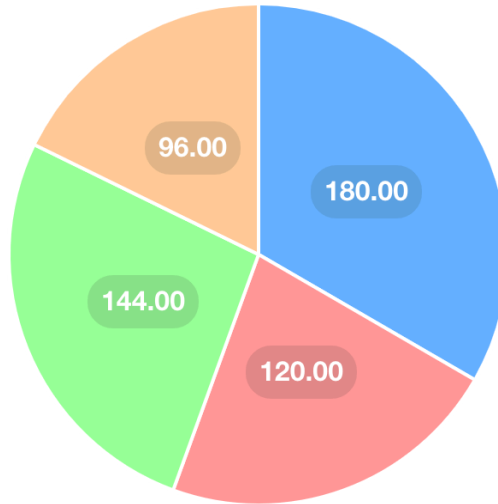
**Challenges:** Limited media coverage in certain local markets.

**Recommendations:** Increase localized media outreach and engage community influencers for better regional coverage.

## Financial Summary

**Total PR Investment:** \$600,000

- **Breakdown:**
  - **Media Relations:** \$240,000
  - **Content Development:** \$120,000
  - **Social Media:** \$144,000
  - **Other:** \$96,000



**Return on Investment:** Strong, with a 40% increase in social media impressions and high-value media placements.



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