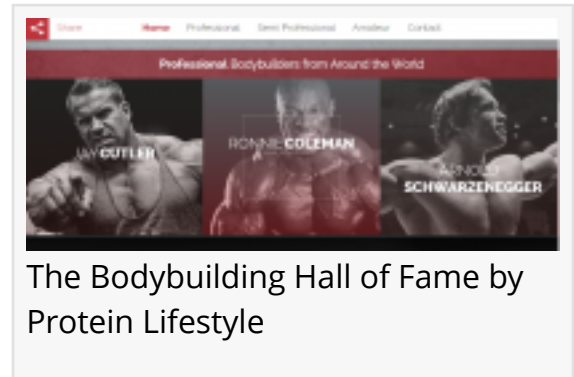


Protein Lifestyle Release Content Featuring Ronnie Coleman, Arnold Schwarzenegger and Jay Cutler

A completely new and innovative way to celebrate bodybuilding legends, Protein Lifestyle have created a 'Hall of Fame' that showcases their careers.

COLCHESTER, ESSEX, UK, January 19, 2015

/EINPresswire.com/ -- An industry first by [Protein Lifestyle](#) as they have created videos where all three appear to be singing. It is a content strategy called [The Bodybuilding Hall of Fame](#) that features 3 of their greatest heroes from the world of bodybuilding. Ronnie Coleman, Arnold Schwarzenegger and Jay Cutler are featured with more being added soon.



Ronnie Coleman has already commented that he loves it and released a tweet – @BigRon08 "This is a super nice video, awesome off the chain."

Each bio covers the career of each athlete showing all the successes that has made each of them such icons in the world of bodybuilding. The bodybuilding hall of fame also shows training techniques and regimes with videos for each important set of muscles. What is unique is the syncing of the athletes voices to music, this means all three athletes are effectively singing.

The content was created by UK digital marketing agency [High Position](#) who are breaking new ground in the world of content marketing. The syncing is seamless and Ronnie Coleman going on record with his comments are also a rare event.

The industry of bodybuilding is very competitive and as a relatively new brand Protein Lifestyle are shaking it up somewhat. Based in Colchester in the UK the company sells sports nutrition products and whey protein. Company founder Shaun Parker said, "We realised when we launched that a good content strategy would be vital in an industry with so many established brands. Our marketing budgets are smaller so we have to box clever."

Due to demand Protein Lifestyle are now creating more athlete bios including categories for up and coming bodybuilders each having their very own music and voice sync. The partnership with High Position means they are able to create bios and make them entertaining which is a big draw

within the bodybuilding community.

Press release courtesy of Online PR Media: <http://bit.ly/1ABdxNF>

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