

TopFire Media Earns PRNews 2016 Agency Elite Award

Fully integrated marketing agency honored for excellence in publicity of SOLDIERFIT Mission: Fit to Own campaign

CHICAGO, IL, UNITED STATES, November 3, 2016 /EINPresswire.com/ -- CHICAGO – November 3, 2016 - [TopFire Media](#), the franchise industry's premier digital marketing and public relations agency, today received the 2016 [PRNews Agency Elite Award](#) in the "Publicity" category, recognizing TopFire Media's promotion of the SOLDIERFIT'S Mission: Fit to Own contest.

In May 2015, TopFire Media launched a yearlong campaign of publicity and exposure with military-inspired fitness franchise SOLDIERFIT, then a three-unit franchise. The campaign focused on a SOLDIERFIT franchise giveaway to a

deserving veteran, with a steadfast desire to boost credibility for the new franchise brand.

"SOLDIERFIT is an incredible organization, and we were honored to be part of the success of their Mission: Fit to Own campaign," said Matthew Jonas, president of TopFire Media. "Driving publicity for such a great cause is one we relish, and it's great to be recognized for our efforts in this year's Agency Elite Awards."

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Dave Posin - Co-founder of SOLDIERFIT

As part of the campaign, TopFire Media leveraged an integrated approach to media relations, social platforms and PR through military associations, driving all efforts to a SOLDIERFIT microsite, [lamSoldierfit.com](#). TopFire targeted Men's Health, entering co-founder Danny Farrar in the publication's "Ultimate Guy Search." Through aggressive social media outreach, local publicity and grassroots marketing, Farrar became a top-five finalist in the extremely competitive contest, garnering additional national exposure including coverage on The Today Show and Entertainment Tonight, as well as a front cover of a special edition of the

November 2015 issue of Men's Health.



The Mission: Fit to Own campaign was a resounding success. Aside from the invaluable publicity generated by the campaign, the contest received more than 1,000 votes on social media, and links where the contest was featured received an estimated 9.35 million visits and garnered an estimated 36,000 coverage views.

“This competition was the most strategic initiative we’ve deployed for SOLDIERFIT to date,” said Dave Posin, co-founder of SOLDIERFIT. “As a result, we’ve expanded locations, established closer connections with veterans across the nation, received hundreds of new franchise leads and are building deeper relationships with the media and partner organizations.”

For more information on the recognition, visit www.prnewsonline.com/thelists/2016-elite/publicity and www.topfiremedia.com.

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About TopFire Media

TopFire Media (www.TopFireMedia.com) is a full-service, integrated public relations and digital marketing agency specializing in franchise companies with a highly focused team of professionals and veterans in the various realms of online marketing. Based in Chicago-metro, TopFire Media offers clients the immense advantage of the team's shared expertise that spans decades in the combined digital media arenas of public relations, social media, SEO, online marketing, web design and development, pay-per-click advertising, and creative branding. We are committed to meeting the needs of our clients with world-class expertise and excellence in the arena of public relations and digital marketing. Follow us on Facebook, LinkedIn and Twitter.

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