

LIKEMINDED **PR**

Case Study

Sweaty Betty
#wearthedamnshorts



Summary

In May, 2025, Sweaty Betty, the pioneering female founded activewear brand launched a new, bold and powerful iteration of their '**Wear the Damn Shorts**' campaign. Designed to encourage women to embrace their natural bodies and confidently wear shorts, this new instalment is an ode to legs, in all their glory.



Company Background

Born to challenge convention, Sweaty Betty has been empowering women through fitness and beyond for almost 25 years. Famous for its sculpting leggings, Sweaty Betty continues to offer a differentiated point of view on high quality, performance activewear through its fearlessly feminine with a contemporary technical

edge positioning. The brand services its loyal, fast-growing community worldwide through sweatybetty.com complemented by over 80 retail locations across the United Kingdom, Europe and Asia and the world's best luxury retailers including Selfridges, Harrods, Neiman Marcus, and Nordstrom.

Problem



Urging women to shed any embarrassment or shame about their natural bodies and wear what they want with pride, the campaign is informed by research carried out by Sweaty Betty* which found that **67% of women believe their body image negatively impacts their self-esteem, while just 18% of women believe their body image positively impacts their self-esteem.** Furthermore, the survey also found that nearly 1 in 2 women have skipped a workout because they didn't feel confident in what they were wearing, and only 15% of Sweaty Betty customers wear shorts regularly (When asked why, consumers shared barriers such as skin appearance, age perception, self-confidence and body image).

Strategy



At the heart of the #wearthedamnshorts movement was an inspiring 30-second hero film, supported by a series of OOH assets. To help further support the campaign, LikeMinded PR embarked on a strategic media orchestration and experiential outreach.

Pre-Launch Media Amplification Strategy

LikeMinded PR executed a comprehensive media mobilisation campaign, strategically activating their extensive network of tier-1 media contacts across both digital and traditional print platforms. This multi-channel approach ensured maximum reach and optimal message penetration across key target demographics.

Innovative Experiential Media Engagement

To create an unforgettable brand moment that would cut through the media noise, the team conceived and delivered a high-impact, street-level activation. A custom-wrapped Sweaty Betty branded London black cab served as a mobile brand ambassador, creating an immersive touchpoint that transformed traditional media outreach into an experiential marketing moment.

Precision-Targeted Journalist Engagement

The campaign employed a meticulously curated approach, hand-selecting influential journalists and media decision-makers across London's media landscape. Each carefully crafted Sweaty Betty gift package was personally delivered, ensuring direct brand interaction with key media gatekeepers while generating authentic word-of-mouth buzz within London's tight-knit media community.

This integrated approach delivered both immediate media impact, user generated content for social media and lasting brand memorability, positioning Sweaty Betty as an innovative brand that understands the power of creative storytelling in today's competitive media environment.

Results

The combined results of our pre-campaign launch reach-out and launch day media engagement resulted in some impressive results.

Pieces of Coverage	Audience	Views
20	1.98M	25.7k

