



case study

VALA MARKETING

AGENCY x GIRLS

THAT ROW

Girls That Row started as five women with a passion for coastal rowing and a mission to inspire more women to take up the sport.

Today, Girls That Row has doubled in size and proudly claimed over eight gold medals collectively.

Vala worked with them to build their profile through strategic branding, engaging social media content, and media outreach, helping them share their story and connect with a wider audience.

We've loved every minute helping them tell share their success story.

THE CHALLENGE

- **BUILD AWARENESS**
- **SECURE FUNDING**
- **IMPROVE ENGAGEMENT**

THE RESULTS

- Exceeded Instagram industry standards for engagement rate of 9.62%.
- Grew their Instagram following to over 1,500 engaged followers using only organic content across 2 years.
- Secured a takeover with British Rowing (70k+ followers), significantly expanding their audience and increasing visibility for the team.
- Featured in national and international media outlets, including BBC Jersey, BBC Spotlight, and Gallery Magazine.
- Secured sponsorships with local businesses, providing critical funding for travel, training, and kit costs.
- Attracted product support from notable brands like We Make Waves, Dryrobe and Crocs.

HOW WE DID IT

To tackle the challenges of building awareness, improve engagement, and secure funding, Vala supported Girls That Row in executing a strategy focused on brand development, community involvement, and building strategic partnerships.

BUILT A BRAND

It was clear that Girls That Row needed a strong brand identity to stand out, connect with their audience, and attract sponsorship opportunities.

Vala began with the creation of a distinctive and cohesive brand identity, enabling the team to amplify their visibility, strengthening not only team spirit but also increasing their presence at both local and international events.

CREATED A COMMUNITY

Social media was a cornerstone of their strategy, and while there were many platforms to choose from, the team wanted one they were all comfortable with and could easily access, making Instagram the perfect choice.

Vala managed and curated content for the team, building a strong, engaged community by sharing authentic photos and reels which fostered genuine connections, attracted new followers, and grew their presence.

SECURED A SPONSOR

Vala helped Girls That Row land sponsorships by creating a dynamic sponsorship document that highlighted their achievements, growing influence, and unique value.

The document showcased key engagement metrics, media coverage, and event participation, making the team an attractive opportunity for businesses looking to boost their visibility.

Vala also facilitated meetings with potential sponsors, showcasing the team's impact and the benefits of supporting women in sport.

By making the case for partnerships, Vala helped the team build strong relationships with both local and national businesses, driving growth and giving sponsors more exposure.

