

**114,500**Impressions
Delivered**0.46%**

Click-thru rate

526

Clicks thru to site

Fitness 4 Less

ABOUT

Fitness 4 Life is part of a national gym franchise operation. Until now, it had no presence within Worcestershire.

CHALLENGES

To build a client base from zero. A branding exercise to drive awareness of the location is essential as the client was facing strong competition in the city.

SOLUTIONS

Due to the requirement of creating more awareness from a zero client base, Fitness 4 Less opted to run a targeted multi media campaign, covering print-online and social media.

- Wrap on both daily and weekly publications
- Social media post targeted at gym enthusiasts
- Adhesion banner on the Worcester News

RESULTS

Value of memberships secured, exceeded £15,000 per year.

That is not factoring in any potential lifetime value. Campaign cost £4,700. (January – May 2018)

“ I always received a huge amount of interest when I place wraps within your titles, or when I run video posts on Facebook, the exposure I get really helps to drive in new customers to the gym.”