

Brief

To create an act that would originate brand awareness of the Planet Fitness sports club; to enable its further viral distribution and generate buzz around; to support brand loyalty.

TYMXETEMXE

TEMETEME

A X A Y P

THYPATHY

かてきてやかてきてきかなけまか

THAXET

Solution

We use the Planet Fitness Member Card as a permanent portable exerciser. To train even outside the gym, we produced a Member Card out of solid metal weighting 5kg. Carrying it around the customers have fitness on the go and show off to others their sportive type and belonging to the professional and original sports club.

XATE

FTPMXFTFMXF

XFTFAXE



かとりとかんとりょか

5kg Fitness
To Go Weight Card

5kg Fitness To Go Weight Card













Too heavy for a girl?

2.5kg Female Weigh Card coming soon.

XFTPMXE

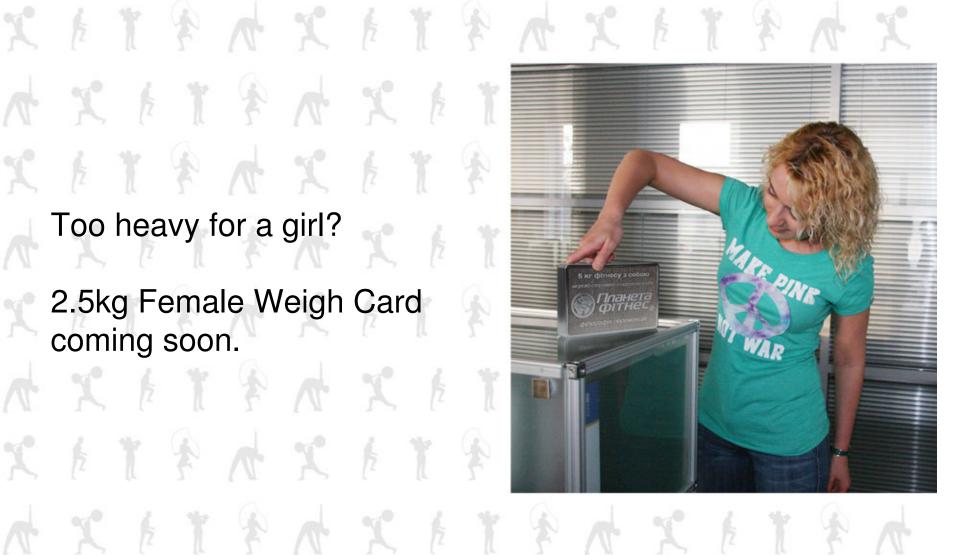
ETPAXET

X F T P A X F

X F T P A X F T

かくだけとかくだけとかくだけとか

アカキオラスカキオラスカキオラス



Results

The growth of awareness and prestige of Planet Fitness; increase of the sports club attendance; prolongation of membership by current members.

TEATETER

TEATERATE

THYPATHYF

A Z E T P

ETEMETEMETE

PAXIIX MY

かとりとかんとりまかんとりまかん

Reason to become a winner

- The unconventional THINKING behind the idea as we go beyond standard for the sports category media.
- The SIMPLICITY & SMARTNESS of the idea as we managed to create an outstanding and practical item with no special resources.
- The HUMOR & HUMANITY the idea carries.
- The ACT that the card originates: it changes people's behavior motivating current members to gain more achievements by training or encouraging others to start doing sports.
- The BUZZ generated around "Planet Fitness" and BENEFITS this client experienced.