

The background of the slide is a repeating pattern of small, light gray icons. Each icon depicts a person performing a different fitness activity, such as jumping rope, lifting weights, or running. The icons are arranged in a grid that covers the entire page.

M-01 Non-standard decisions in media

5kg Fitness To Go Weight Card

The background of the slide is a repeating pattern of small, light gray icons. These icons represent various fitness activities: a person performing a burpee, a person holding a dumbbell, a person jumping rope, and a person in a lunge position. The icons are arranged in a grid that covers the entire page.

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.



5kg Fitness
To Go Weight Card

5kg Fitness To Go Weight Card



Too heavy for a girl?

2.5kg Female Weigh Card
coming soon.



The background of the slide is a repeating pattern of small, light gray icons. These icons represent various fitness activities: a person performing a plank, a person holding a dumbbell, a person running, a person holding a kettlebell, a person jumping rope, and a person performing a squat. The icons are arranged in a grid-like fashion across the entire page.

Results

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



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.