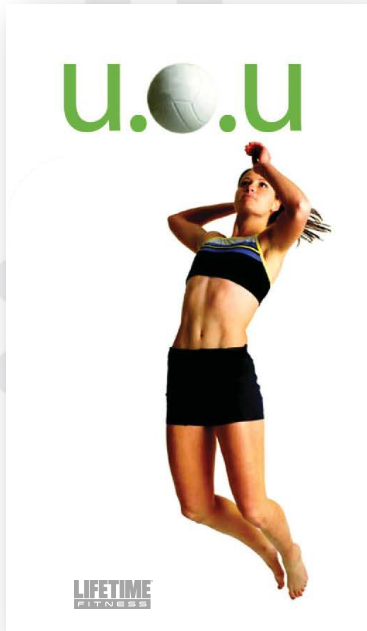




# Lifetime Fitness



## BRAND GRATITUDE OPPORTUNITY

SAYS TO ME

DOES FOR ME

DOES FOR OTHERS



**CHALLENGE:** Lifetime Fitness had aggressive growth plans but what they were saying to achieve them wasn't resonating.

**SOLUTION:** Rather than being told by fitness companies what to do to get in shape, our research revealed people had to encourage themselves that they deserve it. To better express the core of their brand as an enabler to a better you, we developed the UOU campaign - a visceral, emotional appeal that crystalized why people work out: to satisfy their inner self.

**IMPACT:** Referrals and visits increased. And due to that success, the campaign was adapted for use on new member recruitment and member retention.

