

An Invitation to Be Well.



“Get fit. Feel great. Be well.”

Building a brand identity for America’s fastest growing fitness club was quite an exercise.

To compete in this fast growing fitness industry, Snap Fitness needed a brand architecture that clearly defines the Snap Fitness business model and differentiates it from other 24/7 express fitness clubs. Garritano Group was hired to do that and more, including the creation of a new brand identity that would support multiple acquisition and retention campaigns.

Our client wanted an integrated marketing campaign that would assist franchisees in creating awareness of the new Snap Fitness club openings and drive people to inquire about membership by calling or visiting a club or going online. The integrated campaign also needed to provide franchisees with relevant and efficient marketing tools to help build the brand from within. And, most importantly, we developed a plan to measure and track franchisee participation and involvement in the campaign.

Snap Fitness is dedicated to helping its members celebrate their overall fitness, health and well being. To convey these

core values, we developed a brand tag line “Be well” to help position and differentiate the Snap Fitness brand everywhere people interact with it: at the club, online, in the community and in advertising and direct marketing. Even corporate emails and conference calls conclude with the sentiment “Be well.” Other core brand messages that incorporated the better experience, better results strategy included the following benefits:

- No long lines – get in and out fast
- Industry-best cardio and strength equipment
- Locations are nearby and open 24/7
- No contracts, no hassles FREE online wellness assessment and plan
- FREE Online Training Center
- FREE “Snap To It!” Fitness Adventure programs quarterly
- Personal Web Page to track your visits and more

Industries:



Retail

Services:

- ▶ Branding and Campaign Strategy
- ▶ Creative Development and Execution
- ▶ Brand Identity, Radio and Print Advertising, Digital Marketing, Direct Mail and Sales Collateral
- ▶ Reporting and Analytics

Results:

- ▶ Franchisee participation in the campaign increased by 65% over the previous year
- ▶ The overall affect of the branding and campaign effort has been a more consistent and unified brand appearance
- ▶ Franchisees feel empowered when marketing communications address product and service benefits that are relevant to their local clubs, but also that help differentiate the brand with more personality and charm



**GARRITANO
GROUP**



Execution:

In addition to developing an overall brand architecture and identity, the agency was responsible for developing an integrated campaign using the following creative communications:

- Direct mail postcards
- Newspaper ads
- Web site design
- Web and club tour videos
- Email and banner ads
- Movie theater screens
- Door hangers

The first of the acquisition campaigns kicked off the year with a success.

New Year's Resolution Promotion:

Garritano Group created a New Year's resolution campaign to help franchisees acquire new members during a time of year when the majority of people join fitness clubs. The promotional campaign theme was "What's Your Excuse" and invited prospective members to go online and share their excuses for not working out. The campaign included multiple enrollment offers assigned to each local Snap Fitness club and included the opportunity to win valuable prizes.

Grow. Smarter.