

ALL DOLLED UP AND SOMEWHERE TO GO

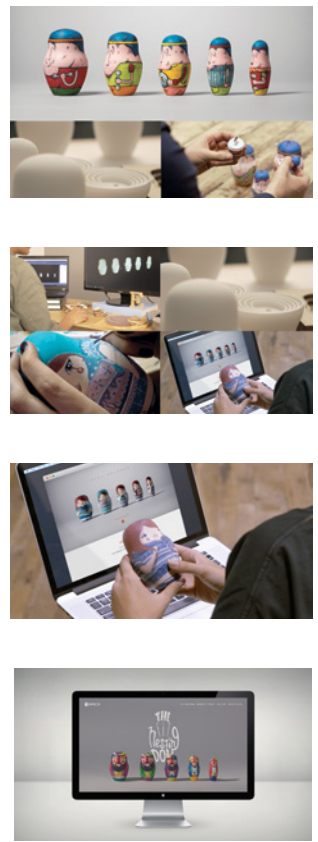
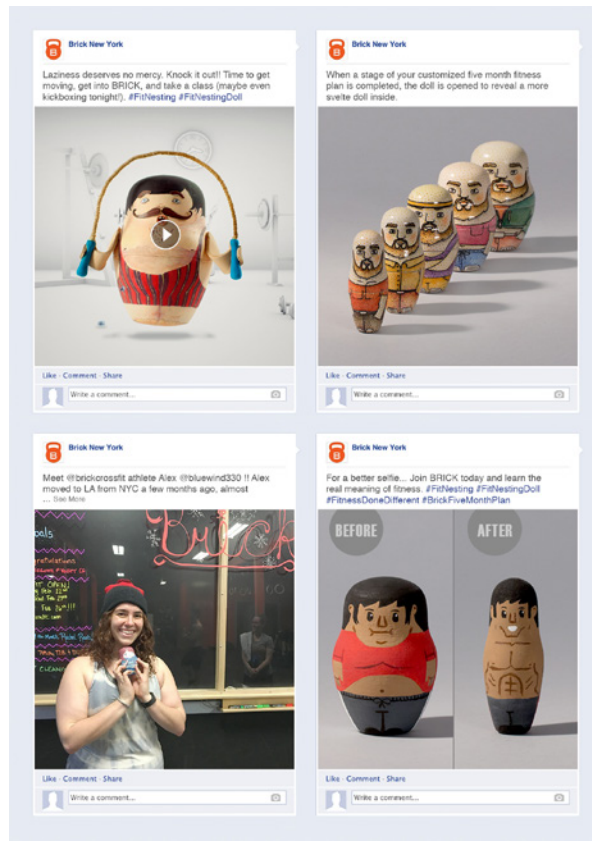
Brick fitness nurtured customers by giving a physical shape to their fitness goals to increase retention and provide a unique customer experience.

Nearly 80 per cent of us who join a gym at the start of the year will quit within five months. Keeping the motivation is hard, especially when we don't see results right away. That's why Brick – a U.S.-based group class fitness chain – came up with a creative way to keep its new members on track.

Individually illustrated by artists, Fit Nesting Dolls brought custom workout plans to life for new Brick members. The different layers of the dolls represented the stages of the customer's progress toward fitness goals. Losing weight or preparing for a triathlon? There was a five-month plan for everyone – all on a USB drive inside the nesting doll. Brick was investing in the success of its clients.

Fit Nesting Dolls were mailed to new members as an incentive to follow their personalized fitness plan. Each one a work of art, they would almost certainly have been displayed at home, serving as a constant reminder of good intentions. To reinforce the campaign and attract more members, all the dolls were also featured on Brick's website, along with proud stories from gym members about how the mailings helped them keep to their workout routines. Posters and social content helped promote and reinforce the initiative.

The direct mailing was a critical element of an integrated program that bridged social, in-store and in-home to motivate and nurture gym members to stay on track by combining personalization, expert support and social community. The Fit Nesting Doll retention program gave a physical shape to fitness goals and progress to reinforce behaviour.



CLIENT: Brick | PRODUCT: Fitness Program | COUNTRY: USA | AGENCY: BBDO, New York | AGENCY TEAM: Chief Creative Officer, BBDO Worldwide David Lubars | Chief Creative Officer, BBDO New York Greg Hahn | Associate Creative Director/Art Director Bianca Guimarães | Senior Art Director Florian Marquardt | Senior Copywriter Rodrigo Linhares | Physical Designer Jeian Jeong | Production Director of Integrated Production David Rolfe | Executive Producer Neely Lisk | Lead Integrated Producer Courtney Fallow | Digital Production Company Visorama Diversões Eletrônicas | Account Manager Samanta Martins | Senior Communications Planner Nicole Landesman.

