



Health & Fitness Media

2022 Media Kit

Active Advertising

boomerang

The OOH Destination & Audience Specialist

We create engaging communication solutions in desirable consumer environments

Retail



Destination Malls

Health & Fitness



Health Clubs

Active Family



Leisure Centres

Youth



Cinema



Shopping Centres



Gyms



Playcentres



Schools & 6th Forms

Our Media Portfolio

Designed to entertain, engage & standout

Digital



Large Format & Digi-Walls

Classic



6-Sheets

Experiential & Ambient



Events

Sampling



Active



Digital 6-Sheets



Change Panels



Bespoke Media Formats



Passive

Active Advertising

Our Positioning Platform

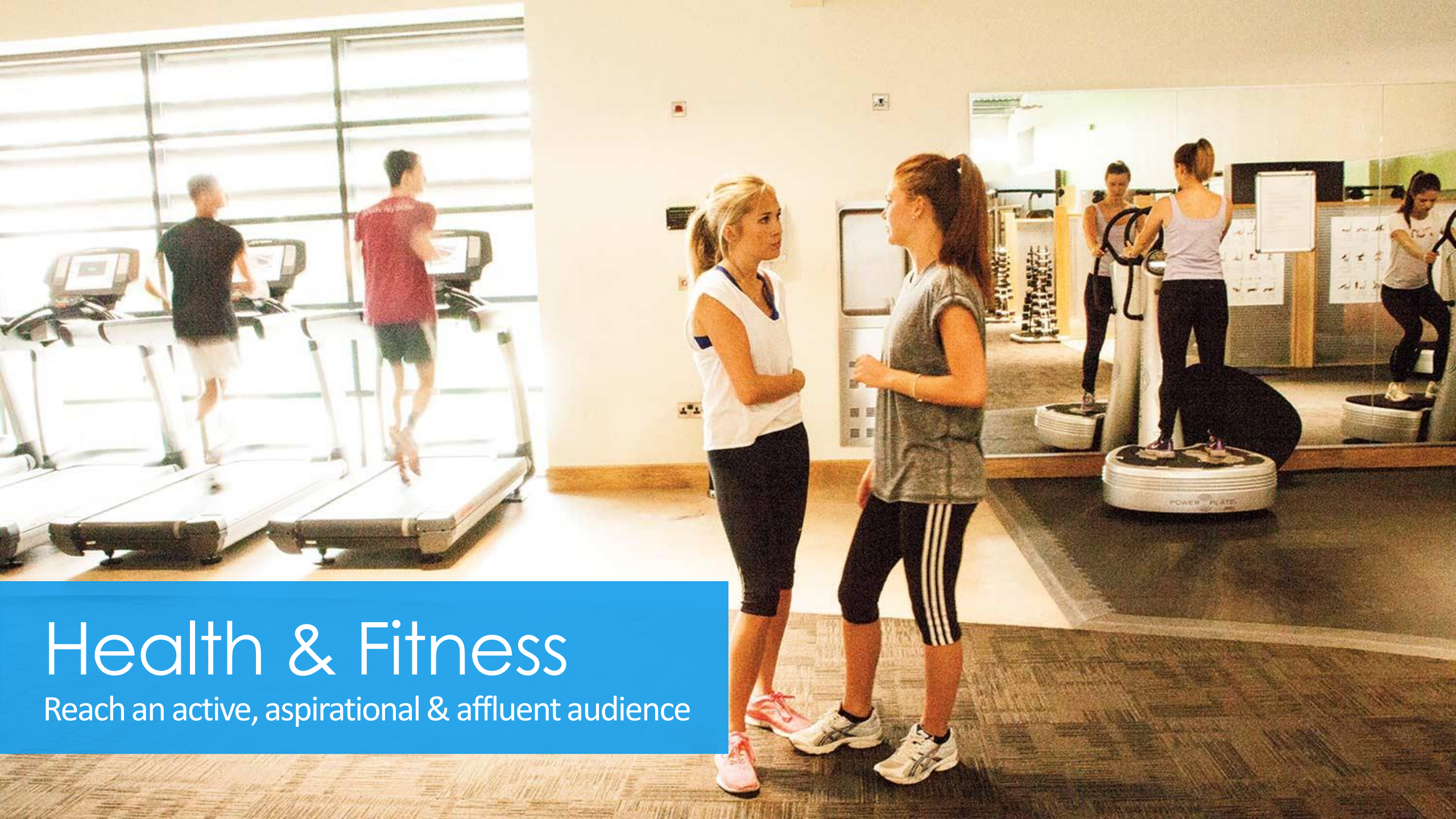
Destination Features

- 01 Lifestyle choice - 'me time'
- 02 With their peer group
- 03 High dwell-time

Advertiser Benefits

- 01 Open, receptive mindset
- 02 Generate word-of-mouth
- 03 Superior engagement & recall

**'Unlocking the power & value within
audience destinations'**



Health & Fitness

Reach an active, aspirational & affluent audience

Bouncing Back

All the key H&F operators have now recovered COVID membership losses



News Jobs Features Products Find a supplier Company profiles Video

NEWS

David Lloyd Leisure smashes recovery target to hit pre-pandemic membership levels



By Tom Walker · 09 Aug 2021



David Lloyd Leisure has regained its pre-pandemic membership levels Credit: David Lloyd Leisure

- David Lloyd Leisure (DLL) has bounced back to pre-pandemic membership levels seven months ahead of schedule

HCN – 9th August '21

Bloomberg

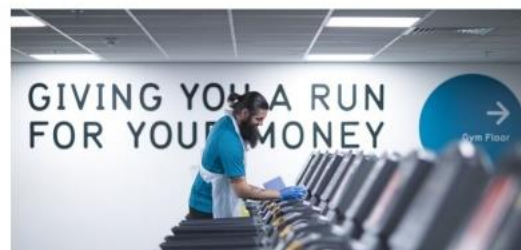
Markets

Gyms Are the Unlikely Winners of U.K. Post-Covid Reopening

By Laura Benitez and Bruce Douglas

8 July 2021, 05:00 BST Updated on 8 July 2021, 10:24 BST

- Investors, betting on revival, are buying gym stocks and bonds
- Fitness focus driving more people to sign up at health clubs



Bloomberg – 8th July '21

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CITY INDEX YOUR ADVANTAGE
87% of retail investor accounts lose money when trading CDS with this provider. You should consider whether you can afford to take the high risk of losing your money.

Retail & Consumer industry [+ Add to myFT](#)

Gym industry gets back into financial shape as members return

Revenues move closer to pre-pandemic levels and chains list shares in IPOs



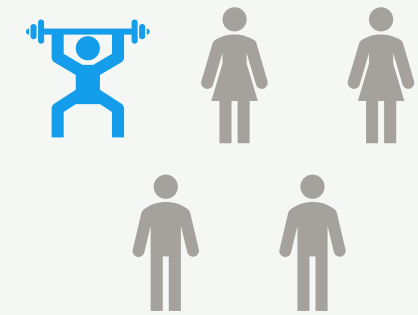
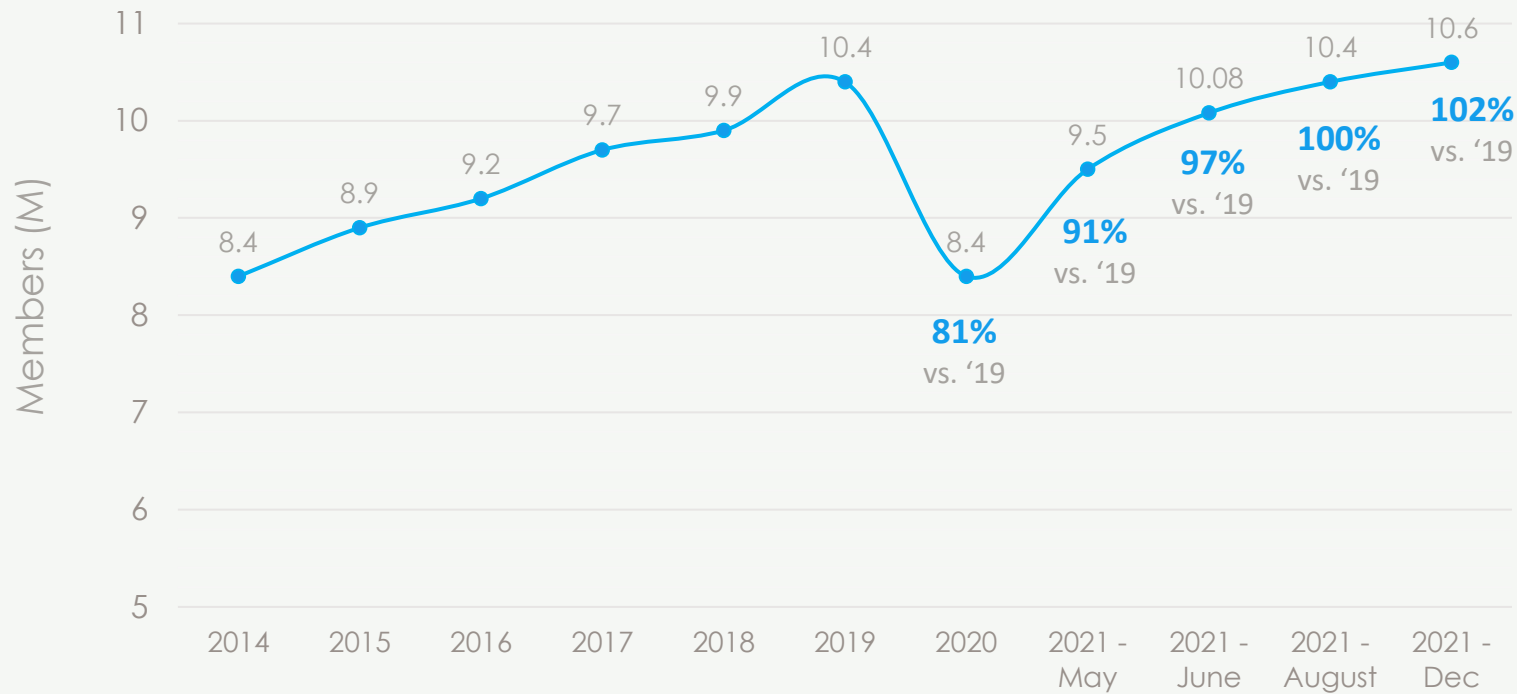
Barry's fitness studios are scheduling more high-intensity workouts in its red-lit rooms, as it aims to return its business to pre-pandemic levels © Scott Eells/Bloomberg

FT – 6th August '21

UK Health & Fitness Membership

COVID-19 interrupted - but did not permanently derail - impressive market growth

UK Health Club & Gym Members



1 in 5

of the UK adult population
are a member of either a
health club or a gym

2021 finished with memberships at **102%** of the 2019 total



Post-COVID Recovery

A Tale of Two Membership Models

David Lloyd: UK's #1 Health Club

- Contract model resulted in 96% of 2019 memberships retained
- Pre-17th May/group exercise reopening, YOY footfall was at 83% of 2019 levels; thereafter, card swipe data reached 101% of 2019 levels
- 100% of 2019 membership levels hit at the end of July '21, with footfall now at 109% vs. 2019 levels

Pure Gym: UK's #1 Gym Chain

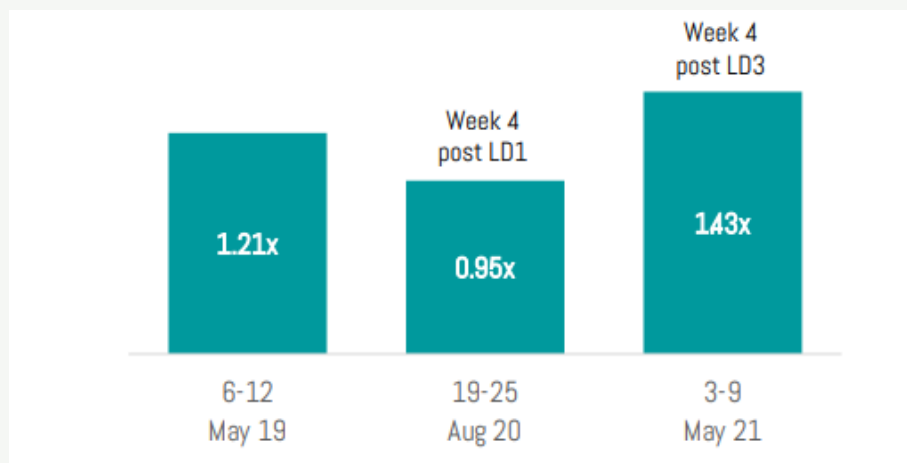
- Flexible membership model -
 - March '21 - 82% of 2019 memberships
- +220,000 net membership growth since April reopening
 - Opened x18 brand new clubs
 - Aug '21 - 100% of 2019 memberships/135% of footfall

Insight #1: A Return to Growth

1) Increased individual member utilisation & 2) market penetration

Pure Gym:

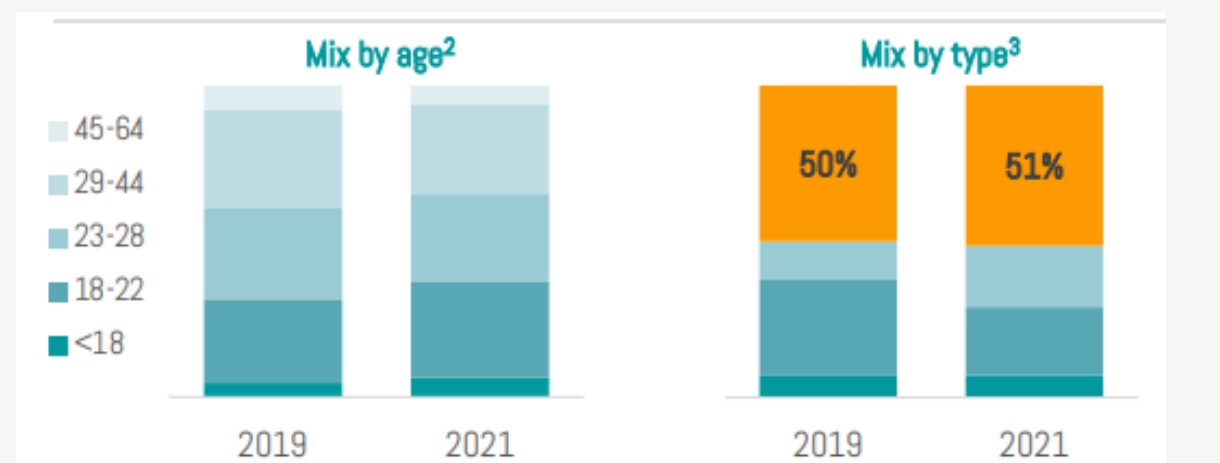
Visits Per Member Per Week



Footfall/visits per member per week have increased since 2019, indicating a deeper appreciation of their membership.

Pure Gym:

New Joiner Mix

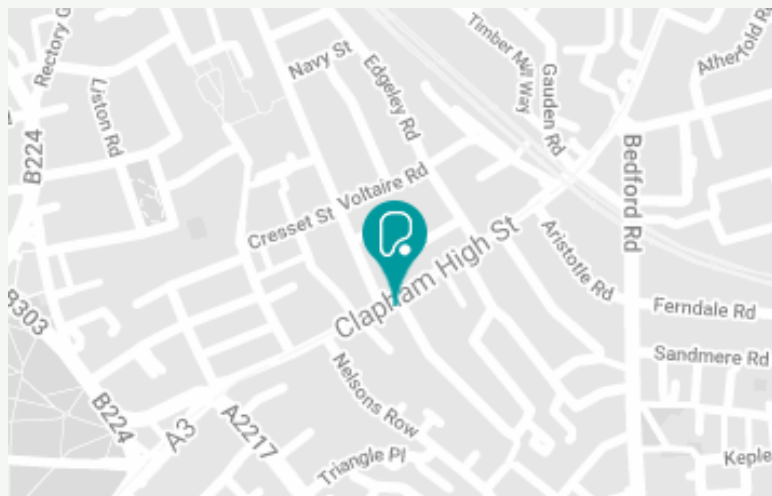


Over half of Pure Gym's recent +220,000 membership growth are brand new to the sector, demonstrating the potential for further market penetration.

Insight #2: The Impact of WFH

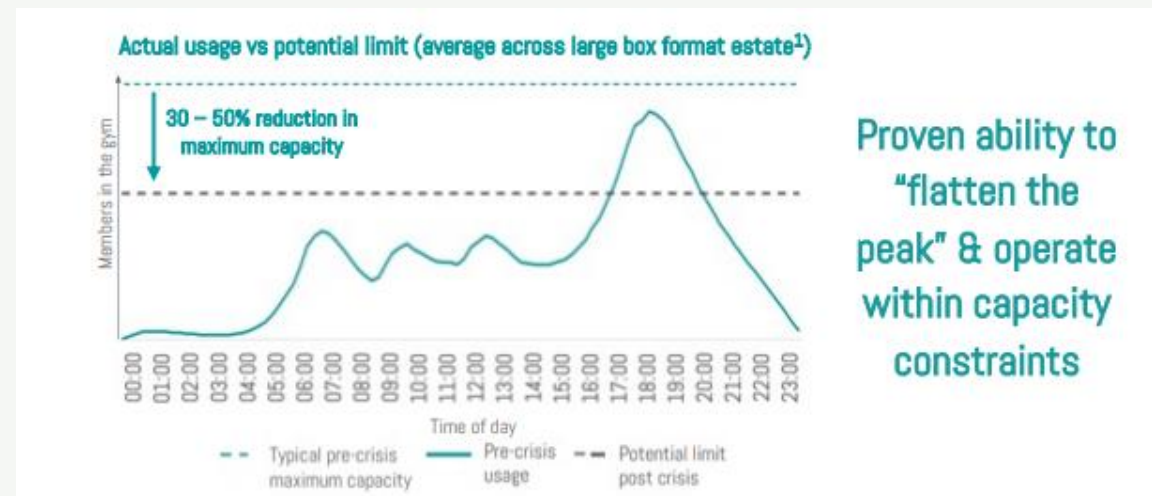
Club visits by 1) location & 2) time-of-day

Pure Gym: City Centre vs. Suburban



Suburban & city-centre club usage is finding a 'balance', as workers return to the office as part of hybrid working.

Pure Gym: Club Occupancy



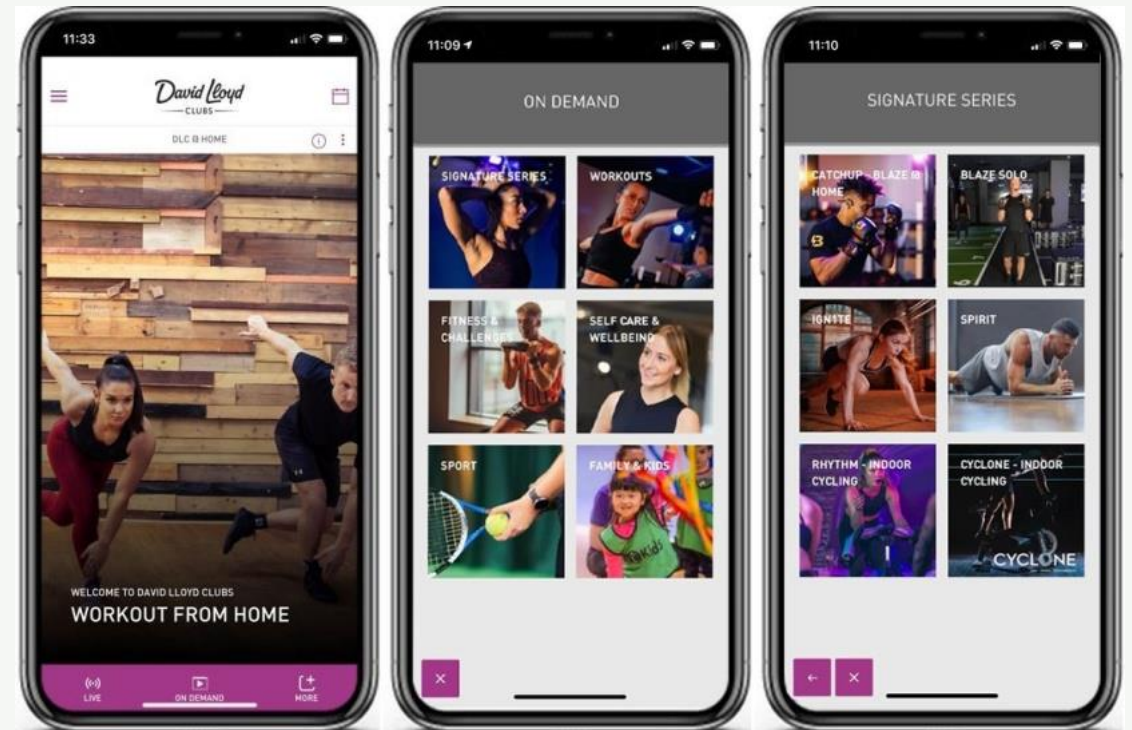
Club visits have flattened across the day, with mid-morning & mid-afternoon sessions increasing in popularity; this has helped to optimise footfall flow.

Insight #3: Digital Engagement

Digital engagement with members is value enhancing & here to stay

The 'Joe Wicks Effect'

- Digital fitness trends - including live on-demand classes, virtual coaching - accelerated during the pandemic
- Members are now wanting to connect outside of the gym environment
- Only scale players are able to afford the investment necessary in tech to compete
- All the leading players - including Pure Gym, David Lloyd & Nuffield Health - all now have a 'workout from home' offering



Health & Fitness



The Marketplace

- Health, fitness & well-being is a consumer *priority*
 - Millennials splash out an average of £365 a month (£4,378 a year) on health & fitness related products
 - The wider adult population spend an average of £2,500 a year on health & fitness - equivalent to 8% of the average UK salary
 - 44% of survey respondents could see themselves increasing spend over the next 12 months
 - A desire to improve mental health/reduce stress (22%) is an increasing motivation to work out
- Polarisation: 'premium' vs. 'disrupter'
 - Chains have positioned themselves either as a 'high-end' health club or as a 'disrupter' gym, with affordable & flexible membership models
 - Pure Gym is the first operator to reach 290+ clubs & impressively reached 1.3 million members back in 2019



Differing Lifestages

Health Club Members vs. Gym-Goers

	Members	Gender	Socio	Age	Fees	Frequency	Earnings
 UK's #1 Gym Chain	1.3m 270 clubs 5,000 per club	53:47 male:female	62% ABC1	70% 18-34 years	£20-£35 per month	4 visits per 2 weeks 60 minutes per visit	£36k average salary
 UK's #1 Health Club	600k 100 clubs 6,000 per club	48:52 male:female	98% ABC1 74% AB	74% 36+ years	£80-£165 per month	2.5 visits per 2 weeks 90 minutes per visit	£70k average salary 38% earn £100k+

Life-stage:



Young Working Professionals; Millennials;
Students (10% of memberships)



Career Focused; Leisurely Life-stylers;
Prosperous Families (45% of memberships)

Facilities:



Extensive gym, weights, studio
& cardio facilities



5* service & aménités -
gym; classes; pool; racquets;
spa; crèche; restaurant/bar

Location:



City Centre; Urban



Suburbia

Although at differing life-stages, health club & gym members do share similar **values**, **motivations** & **beliefs**



Values, Motivations, & Beliefs

Adventurous

31% like to stand out in a crowd (DL - Index 177)

33% agree that rules are meant to be broken (PG - Index 132)

57% like taking risks (PG - Index 194)

Value Quality

80% agree it's worth paying extra for quality goods (PG - Index 133)

45% agree they have expensive tastes (PG - Index 165)

37% go for premium (rather than standard) goods/services (DL - Index 154)

Aspirational

40% agree 'I want to get to the top of my career' (DL - Index 236)

41% agree 'I'm willing to make sacrifices to get ahead' (PG - Index 225)

53% agree 'I want to set up my own business' (PG - Index 180)

Curious

37% say advertising helps them choose what to buy (PG - Index 175)

32% claim to buy products before their friends (DL - Index 183)

49% love anything new (PG - Index 172)



Values, Motivations, & Beliefs

Appearance

61% agree it's important to be attractive to others (PG - Index 175)

36% would consider having cosmetic surgery (PG - Index 211)

41% agree 'It's important to always look perfect' (PG - Index 178)



Technology

63% love buying the latest gadgets/appliances (PG - Index 172)

50% believe it's important that their household is equipped with the latest tech (DL - Index 180)

76% like to have tech that makes life easier (PG - Index 146)

Ethics

76% think it is important that a company acts ethically (DL - Index 110)

52% buy products from companies who give back to society (PG - Index 123)

75% will volunteer time for a good cause (DL - Index 130)



Environment

63% are prepared to make lifestyle compromises to benefit the environment (PG - Index 128)

52% are prepared to pay more for environmentally friendly products (PG - Index 139)

80% make a conscious effort to recycle (DL - Index 100)

Media & Promotions

Health & Fitness



29%

of health & fitness members agree: “When I see a new brand, I buy it to see what it’s like” (Index 136)



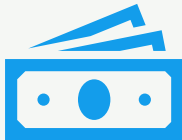
36%

of health & fitness members state: “I’m tempted to buy products I’ve seen advertised” (Index 142)



39%

of health & fitness members agree: “I love anything new” (Index 117)



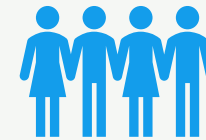
26%

of health & fitness members agree: “Advertising helps me choose what to buy” (Index 123)



26%

of health & fitness members state: “OOH advertising helps change my perception of a brand” (Index 178)



28%

of health & fitness members state: “I buy new products before most of my friends” (Index 158)



Industry Expertise

- Health & Fitness has been a core part of our business for over 24 years
- Market leaders, with the widest range of commercial opportunities in-club
- Strong commercial relationships
 - Our partners welcome & encourage media visibility
 - Focus on quality delivery has secured our status as 'preferred supplier' on many accounts
 - Quality of service has led to the health & fitness chains using our fulfilment team for internal marketing & merchandising

Health & Fitness Partners

A Market Leading Offering

Market Leaders

#1 UK H&F Chain



- 270+ 'media' clubs
- 1,300,000+ members
- ABC1, 18-35, young professionals core

#3 UK H&F Chain



- 100 'media' clubs
- 600,000 members
- AB, 25-45, family core audience

#4 UK H&F Chain



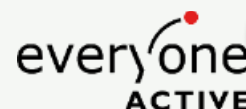
- 110 'media' clubs
- 350,000 members
- AB, 25-45, female core audience

Other Chains

#5



#9



#10



Health & Fitness Chains

Socio-Demographic Map

ABC1 - 100%
'Elite'

David Lloyd
CLUBS #3

Virgin #4
active

Nuffield Health
For the love of life® #4

totalfitness

ANYTIME
FITNESS #5

Mean Age
- 18

Fit4less
by énergie

BETTER
the feel good place

Places
Gym
Part of Places for People #10

Mean Age
- 54

Fitness4Less

everyone
ACTIVE #9

PUREGYM #1

énergie
fitness-clubs

ABC1 - 60%
'Premium'

53% UK average
ABC1 profile

UK Health & Fitness
Chain Ranking

24|7
fitness

Our Media Portfolio

Media formats designed to entertain, engage & stand-out



Digital 6-Sheets

940+ x D6's

Dynamic, full motion

Pure Gym (#1), David Lloyd (#3)
Nuffield (#4), Anytime Fitness (#5)
Everyone Active (#9)
Places Gym (#10)
Virgin Active



6-Sheets

570+ x 6's

Location specific buy

Nuffield (#4), Anytime Fitness (#5)
Everyone Active (#9)
Places Gym (#10), Total Fitness
Independents



Ambient

Impactful, innovative,
engaging & unique



Sampling

Press rivalling
cost-per-sample rates

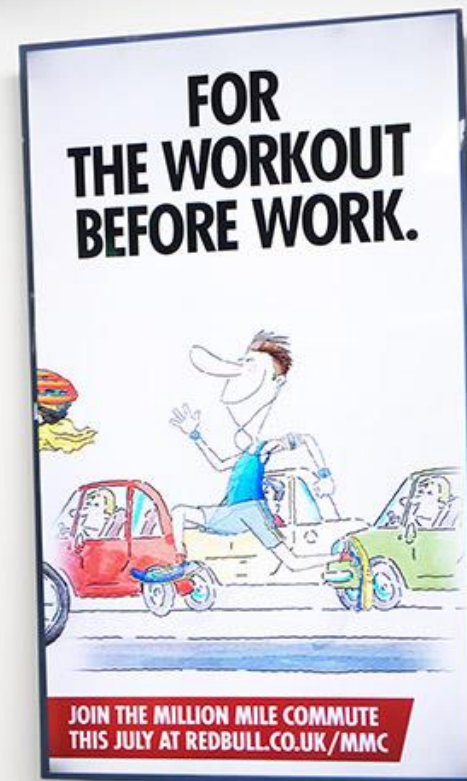


Digital 6-Sheets

- Continuing expansion across Pure Gym, David Lloyd, Nuffield, Anytime Fitness, Everyone Active, Places Gym & Virgin Active
- 940+ x D6's in 500+ clubs, reaching 2,250,000+ ABC1 members
- Full motion, with dynamic feeds available
- 10" copy, 1 in 6 rotation
- Clubs also utilise displays as a member communication tool, driving engagement
- Attractively priced, with day-part & day-of-week buying routes



Reception





Club Lounge



Vending D6

Sanitiser Displays

- Units have become a regular 'go-to' for members & provide a measurable touchpoint, with each dispense of sanitiser tracked, recorded & available to report
- 650+ x 22" digital displays across 600+ clubs, including Pure Gym (#1 H&F Chain) & Anytime Fitness (#5 H&F Chain)
- Reach 2.3 million members, making 6.9 million visits on average every 2 weeks
- Full motion, 10" copy, 1 in 6 rotation
- Attractively priced, either as a stand alone campaign or an extension to D6 activity





6-Sheets

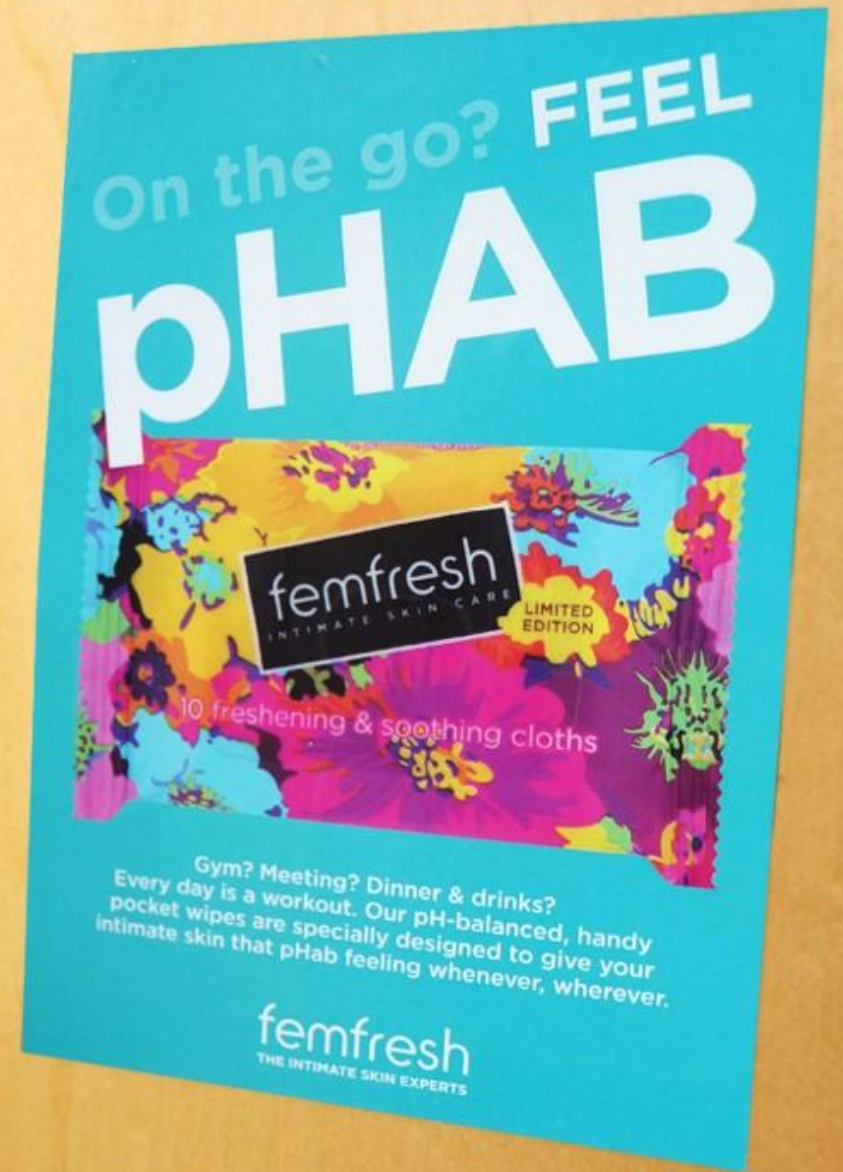
- Largest format available in-club, providing excellent stand-out & cut-through
- Positioned in high traffic areas of the venue, allowing multiple exposure & frequency build
- Four panels per venue
 - Reception / exit
 - Male & female changing room
 - Gym floor
- Audience profile & domination packs available



Ambient

- Allows brands to deliver integrated, involving or challenging communication to members before, during & after their work-out
- Creative formats designed to surprise & engage at the ideal time during the visit
- Available in high traffic areas
 - Reception & café/lounge
 - Changing room
 - Dance studio
 - Spinning room
 - Gym floor

Locker Vinyls





Mirror Strips

Shower Vinyls



Gym Vinyls

REDUCES GREY WITH EACH SHAMPOO

NEW

PANTENE CONTROLGX

GREY REDUCING SHAMPOO

10 FL. OZ. / 300 ML

• DAILY, NATURAL-LOOKING RESULTS
• DENSE, HEALTHY-LOOKING HAIR
• FOR ALL HAIR TYPES

THE FIRST SHAMPOO
SO SMART
IT GRADUALLY
REDUCES GREY.*

USE IT UNTIL YOU LIKE
WHAT YOU SEE.

FIND IT IN THE MEN'S AISLE

Four small images showing hair color progression from grey to dark.

The advertisement is displayed on a large vinyl sign in a gym. In the background, two men in blue athletic wear are visible, one holding a red water bottle. The gym environment includes various exercise machines and equipment.



Mirror Decals

A photograph of a gym interior featuring a long row of Matrix treadmills. Several people are using the machines: a man in a black shirt and dark shorts is in the foreground, a man in a white shirt is next to him, and a woman in an orange shirt is further back. The treadmills have digital displays and handrails. A purple banner is overlaid at the bottom left.

Treadmill Vinyls



Sampling

- Deliver your brand into the hands of your target audience
- The gym environment presents a great opportunity to sample at the 'point of use'
- Sampling routes
 - Passive - via a sampling unit
 - Active - via brand ambassadors
 - Controlled - via staff
- Units can be positioned at reception, on the gym floor or in the changing room

Desktop Unit



Floorstanding Unit



Staff Handouts



A woman with blonde hair, wearing a white t-shirt, is serving a drink from a large glass dispenser labeled 'CSO' and '酢' (Suké) into a small cup. She is standing behind a white, curved counter. A man in a blue hoodie and a woman in a black coat with a large fur collar are standing in front of the counter, looking at the drink. The background features a dark wall with a small blue screen on the left and a large, framed artwork of cherry blossoms on the right. The floor has a patterned carpet.

Brand Ambassadors



Locker Drops



Lucky Lockers

Media Effectiveness

Campaign Recall Figures



58% prompted



45% prompted



77% prompted



+5% attendance increase

JUSTFORMEN
CONTROLGX

REDUCES GREY
WITH EACH SHAMPOO

NEW

GREY REDUCING
SHAMPOO

107 mL (3.7 FL. OZ.)

GREY REDUCING
SHAMPOO

107 mL (3.7 FL. OZ.)

• GENTLE, NATURAL LOOKING RESULTS
• GENTLY THICKENS & REPAIRS HAIR
• FOR ANY SHADE OF HAIR

THE FIRST SHAMPOO
SO SMART
IT GRADUALLY
REDUCES GREY.

USE IT UNTIL YOU LIKE
WHAT YOU SEE.

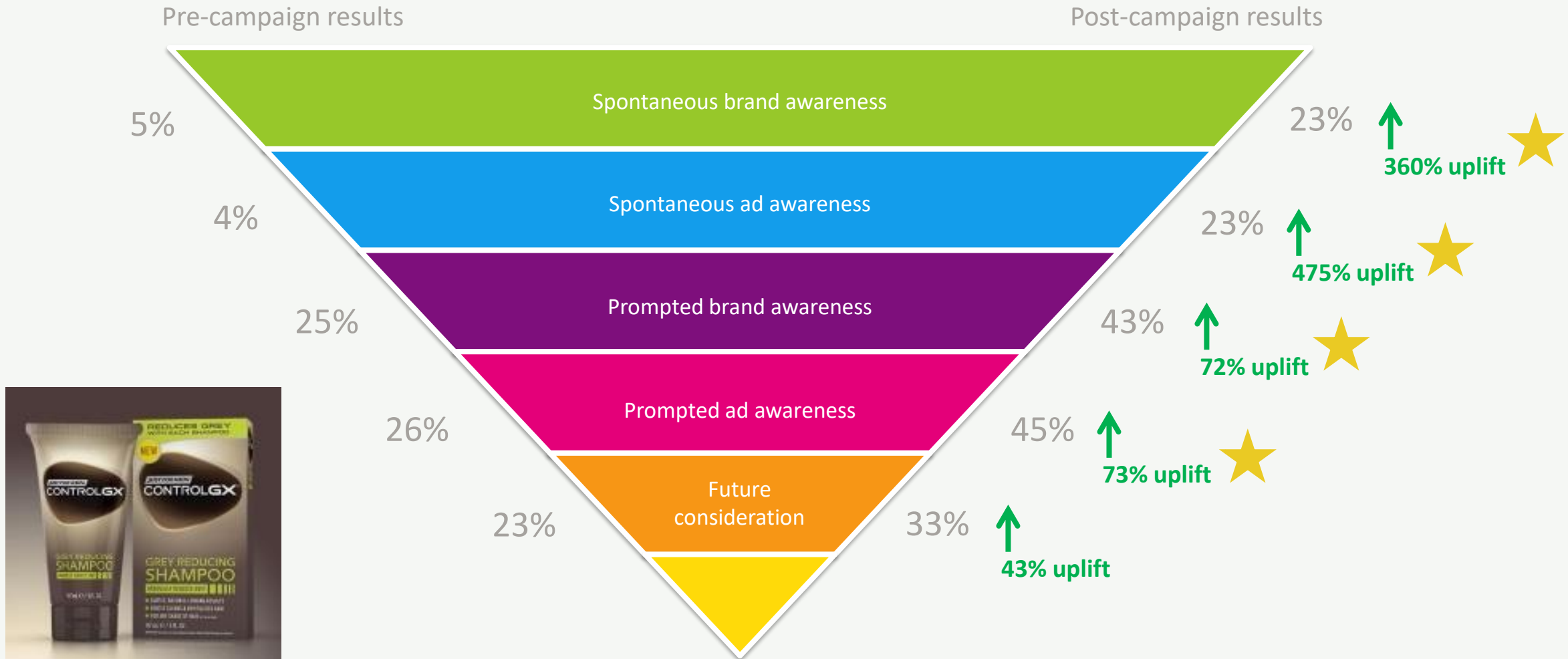
FIND IT IN THE MEN'S AISLE

Just For Men

Case Study

Just For Men

Post Campaign Results



Media Effectiveness

GSK - Voltarol Pain Relief



Client: Health Club

Media: Mixed

Campaign: National

The Challenge

To promote and drive sales of Voltarol's pain relief gel across an active audience.

What We Did

For their first ever campaign in health clubs, Voltarol used high impact 6-sheets and D6's to reach their audience in a highly relevant environment.

The Results

For the first time in their history, Voltarol saw an increase in sales in Q4. Their market share also increased by **3.69%** and brand awareness increased **7.3%** from pre to post-campaign. Subsequently to this, they have booked a further 2 health club campaigns.



KIND Snacks

Snack brand KIND came to Boomerang with the challenge of using an abundance of stock in order to drive penetration of their high protein range. We came up with the solution of distributing 300,000 bar samples to 150 David Lloyd & Nuffield health clubs. The campaign was positioned on exit to provide members with a surprise post-workout gift, supported with leaflets acting as take home reminder, helping to put the KIND brand into the hand of their target consumers.





Oatly

Knowing that gym goers are 70% more likely to choose vegan food, Oatly wanted to promote their dairy free ice cream across our gym network. They ran contextually relevant creative across ambient formats to 'brand' the gyms using unmissable locker, mirror and treadmill vinyls as well as high impact D6's, ensuring communication with their target audience at multiple touchpoints throughout the gym.





Deliveroo

Deliveroo wanted to utilise the key month of January in gyms to encourage health conscious individuals to download their app. With healthy choices at the forefront of their mind, gym related D6 creatives helped Deliveroo appeal to members through a contextually relevant message at a contextually relevant time.



OSU

Apple Cider Vinegar has burst onto the health market in recent months and OSU wanted to grab a share of the market. Utilising our up-market David Lloyd & Pure Gym network, they ran a series of active sampling displays in each club, supporting with D6 activity, to drive trial of the product in the health & fitness market and drive future purchase.



San Miguel 0.0

San Miguel wanted to reach health conscious individuals to support the launch of their brand new, 0% alcohol beer. They used both 6-sheets & D6s in our gym network during January, ensuring they reached their target audience at a contextually relevant time when making healthy choices is at the forefront of their mind.





Twinnings Infuse

Supporting the launch of their new cold water infused tea bags, Twinings wanted to get their product into the hands of a health conscious audience. Our gym network perfectly captured their target audience whilst making healthy choices was front of mind. D6 screens, standees & product samples helped encourage trial of the new product, whilst coupons ensured future purchase.





L'Oréal Elvive

L'Oréal came to us with the challenge of getting their latest product 'Rapid Reviver' conditioner into the hands of young, beauty conscious women, who are keen to try new hair care products. We created a bespoke national campaign using a combination of a D6 full motion creative in addition to product sampling on the gym floor and changing rooms to get their brand directly into the hands of their target consumer.





Lynx Ice Chill

Lynx wanted to advertise their Ice Chill range in front of a young male audience. We developed an ambient campaign using mirror vinyls in the locker room and weights areas of Pure Gym advertising the product. The vinyl's also encouraged the consumer to scan a Spotify code to listen to a playlist created by Lynx for customers whilst they're in the gym.





Sky Now

Sky Now wanted to advertise the Premier League fixtures in a fitness environment at a time when people might be thinking about when the game is on later. Multiple different pieces of copy were used across different regions at different times in both Health Clubs and Leisure Centres to directly target their audiences. This is a perfect example of how flexible our D6's can be and how we can make you a bespoke package to suit your campaign.



Three Mobile

Three Mobile wanted to engage the Three brand with their target audience of 18-34 year old's. They utilised our Pure Gym network to tap into their strong 74% 18-34 year old membership base. Three used a full motion, gym themed creative on our D6 screens to connect the audience to the brand and therefore create a lasting affinity between brand and consumer.





Neilson Holidays

Neilson holidays wanted to tap into the new years resolution hype in health clubs and encourage members to book themselves a holiday this Jan. Running across our David Lloyd D6 network to target high end consumers, they featured a full motion, fitness themed creative to engage members, also treating members to an exclusive money saving offer, which also featured on the official David Lloyd app. The offer received a conversion rate of 25% of in-app offer page visitors.



Goldman Sachs

High end bank Goldman Sachs had released a brand new savings account 'Marcus' and wanted to educate young, high earning professionals on the benefits of opening one up. Our AB City pack in gyms provided them with the perfect audience of professionals likely to be interested in financial products, they utilised D6 screens with a gym related creative to grab their audiences attention.



Under Armour

Under Armour wanted to communicate with gym goers this January as the nation heads to the gym to get fit for the new year. Their D6 creative ran across our health club network, enabling them to reach members in a contextually relevant environment, feeling highly motivated, focused on themselves and therefore much more likely to want to treat themselves to some new gym gear.



Nike

Nike wanted to advertise their new gym range being released this New Year. Nike used video creatives across D6's in our busy Heath Club network during peak times to target an engaged audience when they're in gym kit working out and thinking of their New Years gym resolutions. This campaign meant that Nike could reach their target audience at a contextual relevant time.



For More Information

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Active Advertising

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