



# Leisure Centre Media

2022 Media Kit

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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 & 6<sup>th</sup> 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'**





# Leisure Centres

Serving active & healthy communities

# Leisure Centres

## The Mission

- Health & wellbeing has never been more topical or important
- Leisure centre operators have been tasked by local authorities with making communities more engaged with physical activity
- Their social mission -
  - 'Creating active places & healthy people'
- There's already a large audience participation, with huge growth potential
  - 84% of the UK population live within 2 miles of a Leisure Centre
- Being at the 'heart of the community' means a range of valuable audience groups visit a centre



1 in 3

UK adults use a Leisure Centre



11,000

average 2-week footfall





# The Marketplace Industry Investment

- 2012 Olympics & Government Change4life initiative has driven investment back into the sector
- £200m+ was spent in 2019 on new build centres & facility enhancements
- New build centres at the heart of new housing developments & towns are designed to 'invite participation, rather than intimidate'
- Focus on innovative physical activity & sports that will capture a community's imagination -

## 'Historical' Facilities



Gym



Swimming



5-A-Side

## '2022' Facilities



Spinning



Climbing



Trampolining





# Gym

Leisure Facilities





# Swimming Pool

Leisure Facilities



# 5-A-Side

Leisure Facilities





# Spin Studio

Leisure Facilities





# Climbing Wall

Leisure Facilities





# Sports Arena

Leisure Facilities





# Cafeteria

Leisure Facilities





## Post-COVID Recovery

- Industry COVID precautions include -
  - Enhanced cleaning regimes, especially before & after group exercise sessions
  - Hand sanitiser & wipes available throughout each facility
  - Optional use of a mask in-venue
  - Recommendation to arrive 'gym ready'; although changing rooms & showers are open
  - Swim & studio classes all need to be pre-booked in 1-hour slots; children's facilities & team sports are open
- Across October, the audience rate of return was -

**87%** audience  
rate-of-return

# Audience Profile

Gender	%	Index
Male	48	98
Female	52	102

Socio-Economic Group	%	Index
ABC1	63	114

Age	%	Index
15-24	21	158
25-34	24	161
35-44	19	112
45-54	16	79
55+	20	52

Life-Stage	%	Index
Pre-Family	34	147
Family	44	137
Third Age	16	64
Retired	8	40

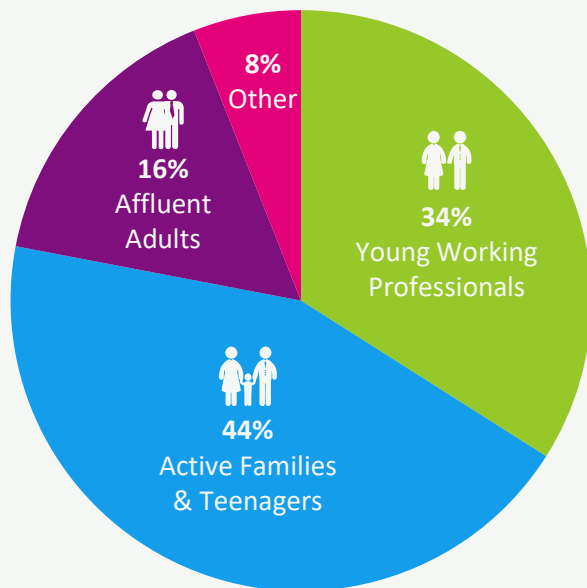
Source: TGI, Mintel, UK Active



# Audience Profile

## Key Audience Groups

### % of Leisure Centre Users



### Key Audience Groups



Young Working Professionals



Active Families & Teens



Affluent Adults



# Young Working Professionals

Leisure Centre Audiences



**34%** of Leisure Centre users are at the 'pre-family' life stage

**40%** of Leisure Centre visits are early morning & evening around traditional working hours

**81%** ABC1 gym membership base



# Active Families & Teenagers

Leisure Centre Audiences

**44%** of visitors are families & teenagers

Footfall increases **15%** during school holiday periods

**232,000** children learn to swim with Everyone Active & Places Leisure annually



**Found:** Swimming Pool, Climbing Walls, Kids Holiday Club, Cafe

# Affluent Adults

Leisure Centre Audiences

**16%** of Leisure Centre users

**20%** of leisure centre users earn  
**£50,000+** or more

**60%** of Leisure Centre users are married  
or living as a couple



**Found:** Gym, Fitness Studios, Health Suites, Racquet Courts

Source: TGI, Mintel, UK Active



# Audience Footfall

Weekday: % of Visits by Time-of-Day



Young Working Professionals



Active Families & Teens



Affluent Adults



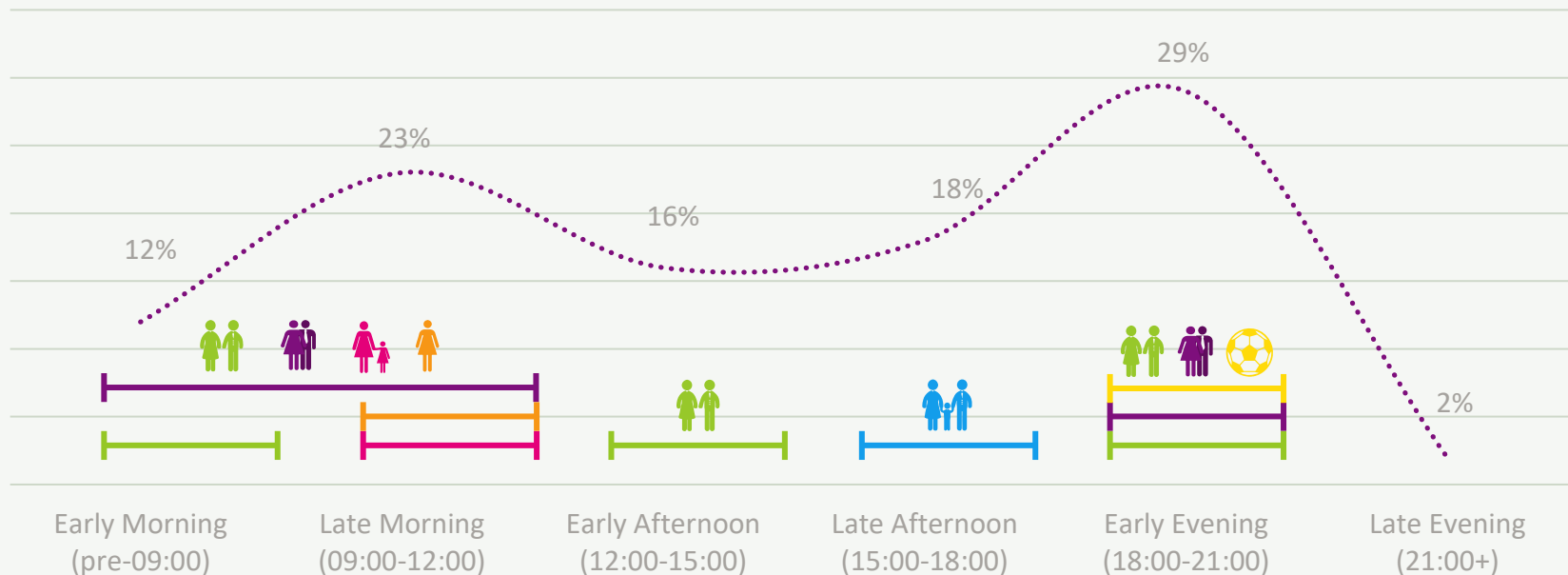
Pre-School Families



Affluent Mums



5-A-Side Footballers



# Audience Footfall

Weekend: % of Visits by Time-of-Day



Young Working Professionals



Active Families & Teens



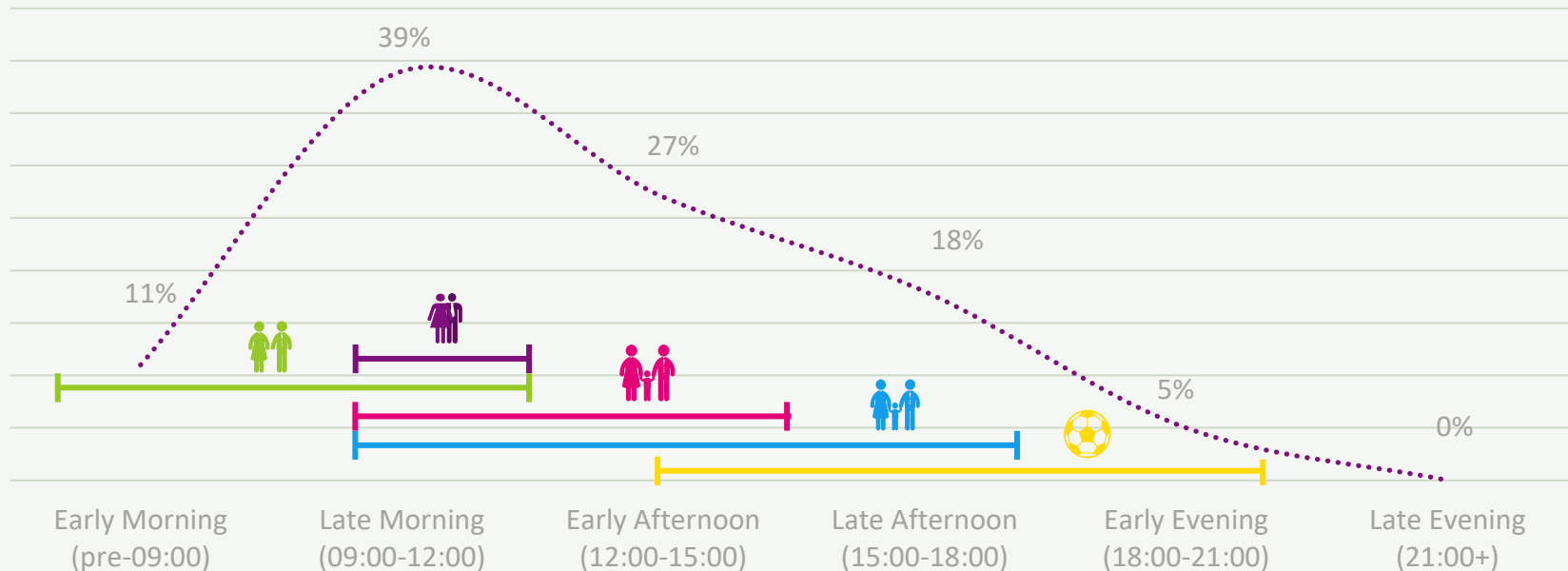
Affluent Adults



Pre-School Families



5-A-Side Footballers





# Leisure Centre Partners

A Market Leading Offering

Two of the  
'big three'  
holding  
companies



- SLM - #2 Holding Group
- 81 'media' clubs
- 300,000 active gym members

*"Everyone Active aims to provide equality of opportunity for participants in sport & leisure at all levels, whether as a first timer or a regular club member"*



- Places - #3 Holding Group
- 92 'media' clubs
- 180,000 active gym members

*"Places Leisure is a social enterprise which, together with local authorities, is passionate about improving opportunities for communities to be physically active"*

# Media & Promotions

## Leisure Centres



**26%**

of leisure centre visitors agree: “when I see a new brand, I buy it to see what it’s like” (Index 121)



**33%**

of leisure centre visitors state: “I’m tempted to buy products I’ve seen advertised” (Index 131)



**39%**

of leisure centre visitors agree: “I love anything new” (Index 118)



**27%**

of leisure centre visitors agree: “Advertising helps me choose what to buy” (Index 131)



**20%**

of leisure centre visitors state: “OOH advertising helps change my perception of a brand” (Index 140)



**23%**

of leisure centre visitors state: “I buy new products before most of my friends” (Index 132)



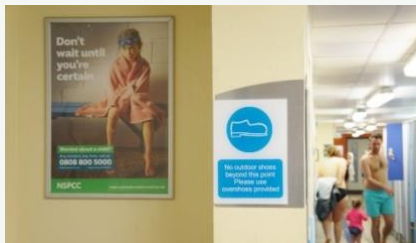
# Our Media Portfolio

Media formats designed to entertain, engage & stand-out



## Digital 6-Sheets

125 x D6's  
Installed January 2019



## 6-Sheets & Change Panels

300+ x 6's  
350 x A2 panels  
Location specific buy



## Ambient

Impactful, innovative,  
engaging & unique



## Sampling

Press rivalling  
cost-per-sample rates



## Digital 6-Sheets

- 125+ x high impact digital 6-sheets
- Reaching 1,375,000 audience footfall every 2 weeks
- Full motion dynamic content
- Situated in high footfall areas like the reception or cafe
- 10" spot, 1 in 6 rotation
- Attractively priced, with day-part & day-of-week buying routes available





Digital 6-Sheet



Digital 6-Sheet





## 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
  - Poolside
  - Changing room / gym
  - 5-a-side
- Audience profile & domination packs available





Affluent Adults  
Gym & Racquet Courts



Teenagers  
Poolside &  
Climbing Walls



Young Professionals  
Gym & 5-A-Side



Active Families  
Café, Poolside &  
Family Change



# Venue 'Zoning'

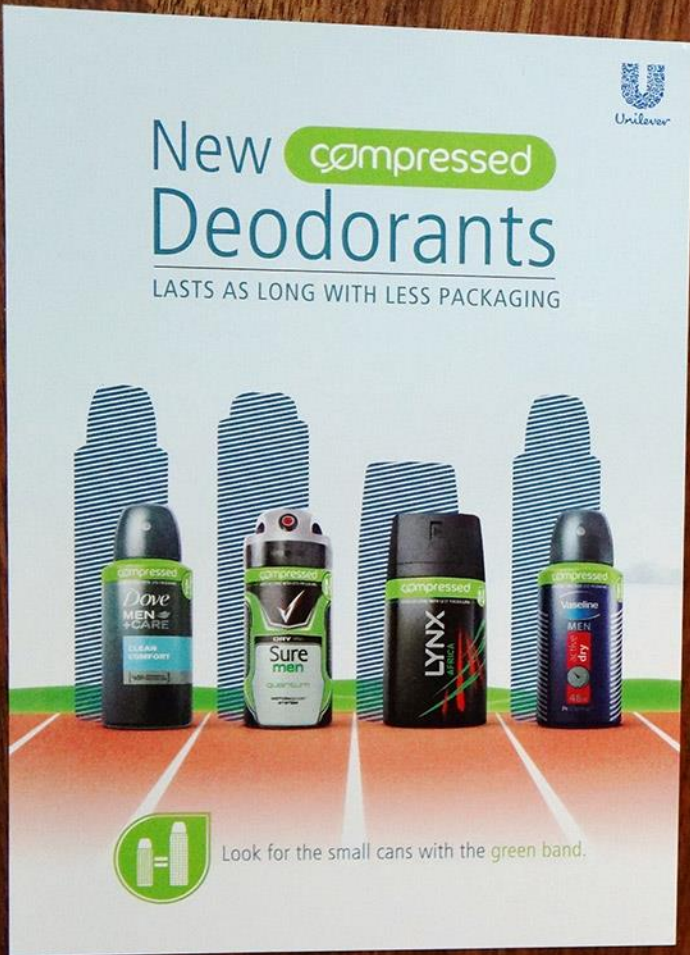
Utilise 6-sheet location to reach your desired audience group

## Change Panels

- Positioned in the changing area of each Leisure Centre
- Format delivers lengthy dwell-time & multiple impacts
- An intimate environment within which to communicate a personal message
- Gender based targeting -
  - 1 x male panel
  - 1 x female panel
- Plan alongside D6's & 6-sheets to 'dominate' individual venues







## Ambient

- Allows brands to deliver integrated, involving or challenging communication to leisure centre goers 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 & cafe
  - Changing rooms
  - Studio
  - Spinning room
  - Gym floor



# Sampling

- Deliver your brand into the hands of your target audience
- The leisure centre 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



# Media Effectiveness

## Campaign Recall & Response Figures



65% prompted



75% prompted  
51% unprompted



5,000+ participants



## BT Pub Cup

BT wanted to reach young working males to gain entries into their new 'Pub Cup'. They used our D6's across leisure centres as typically this is where there are five a side football teams which would be interested in the campaign. BT used a post 7pm campaign as to really connect with these teams and engage with the consumer.





## Paramount: Sonic

With the long anticipated Sonic The Hedgehog movie due for release over the half term, Paramount were after the perfect communication channel to reach parents during half term and encourage them to watch the film. Leisure centres were the perfect fit for the release, utilising D6 screens to encourage active families whilst in their leisure time to make a visit to the cinema to watch the film.





## Nivea

As another brand capitalising on our sample campaign success, Nivea wanted to get their in-shower moisturiser product in the hands of consumers. We distributed 800,000 samples across our health club and leisure centre network, supported by 6-sheets and D6's, which enabled them to target an image conscious audience in an environment where they may use in-shower moisturiser products.



## Femfresh

For the second year running, Femfresh wanted to promote their female hygiene products in a discrete and sensitive way. They used locker and shower vinyls in our health club and leisure centre changing rooms, enabling them to reach their target audience through a more personal and private media.



## Sanex

Our health club network allowed Sanex to promote their in shower body wash in a highly targeted environment. We distributed 273,000 samples across health clubs and leisure centres in close proximity to the male changing room. This was supported by 6-sheets and D6's. The campaign enabled them to increase brand awareness and get their product into the hands of consumers.





## Army

The Army wanted to encourage women to sign up to the armed forces, they used 6-sheets and A2 panels across our national Leisure Centre network to reach young, active and physically fit females.





## Red Bull

To encourage sign up to their Neymar Jr 5-a-side football league, Red Bull wanted to target a young, football playing audience. Using our Leisure Centre network with 5-a-side football pitches we were able to connect them with 5,000 keen football players in close proximity to their league venues.





## Time to Change

The 'Time to Change' charity initiative wanted to target a male audience and encourage them to fight against mental health discrimination. 6-sheets, positioned near to the gym, and A2 wash room panels provided brand coverage across the centres and created a more personal way of communicating with their target audience.





## Diabetes UK

Diabetes UK used our Leisure Centre network to promote their Swim 22 Pool Challenge. To reach swimmers willing to take part in their fundraising event, they took a national pack of 6-sheet and A2 posters around the pool and changing room areas.



## Christian Aid

Christian Aid wanted to encourage families to sign up to their Bear mail donation packages. They utilised our 6-sheet posters across leisure centres and playhouses at the start of the summer holidays to take advantage of the peak in footfall and reach families whilst they're all together.







## NSPCC

NSPCC wanted to promote their new PANTS activity pack amongst active families. They used both static and digital media in our 'active family pack' of leisure centres and playhouses in order to reach parents when the family is altogether and front of mind.





## Universal: Minions

Universal used leisure centres to promote the cinematic release of the Minions Movie to children and their parents via fun and eye-catching 6-sheets. The film is the second highest grossing animation of all time.





## Disney XD

Disney XD used a five a side football pack including Goals centres & leisure centres to promote their new series of 'Goalmouth' to boys aged 7 to 12. The campaign consisted of 6-sheet posters with a QR code, free giveaway wristbands & their TV advert on the digital screens.





1.0m



## Paignton Zoo

Registered conservation charity Paignton Zoo wanted to communicate with families in the Devon & Somerset area. They ran a 6-sheet campaign across leisure centres in their catchment area, reaching families in their leisure time and whilst family activities are at the front of their mind.





# For More Information

Please Call

Boomerang Media

t. 01252 368308

e. [sales@boomerangmedia.co.uk](mailto:sales@boomerangmedia.co.uk)

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**boomerang**