



# FITNESS INDUSTRY ASSOCIATION

## COMMIT TO GET FIT

### OBJECTIVE

To promote the Fitness Industry Association's (FIA) annual recruitment drive, Commit To Get Fit, in the consumer, national and regional media in order to increase participation and ultimately generate footfall for FIA members.

### SOLUTION

Storm approached the campaign in two ways: primarily through a media relations campaign to directly target consumers, but also by educating participating clubs and providing them with the tools so they were able to generate media excitement on a local level.

In addition to targeting the media with diary date and launch releases, Storm negotiated competition prizes with participating gyms and set up promotions in key national and consumer media. Celebrity columns were also targeted using the celebrities supporting the campaign. Clubs were given a PR briefing pack, which contained a series of template press releases, competition copy and photocall notices which could all be easily tailored to suit their needs. The packs also contained easy to follow tips to ensure positive PR was achieved.



### ▶ RESULTS

More than 200 pieces of coverage appeared in the media, including 16 consumer magazines, three national newspapers, five quality websites and 191 regional newspapers and broadcast pieces. The EAV was over £97,000, creating a ROI of almost four times the FIA's investment and reaching more than 17 million people.



**STEP TO IT!**  
 > Make the most of summer by getting active. Research backed by the Department of Health proves that regular physical activity helps you live a longer, healthier life - and fitting in.



**health&beauty**

(ie use the stairs instead of the lift and take a lunchtime walk).  
 > Take advantage of the Fitness Industry Association's Commit to Get Fit Campaign - more than 500 UK health clubs are offering discounted trial membership in July (www.committogetfit.com). You can also get more active at home - try

**DESERT ISLAND DREAMING**  
**ACTRESS AMANDA LAMB**  
 One of my favourite places in the world is Marrakech because of its diversity. It looks unlike anywhere else I've ever been. It's like stepping back in time. I also love the Maldives - it's where I go when I want to do absolutely nothing. Because of my hectic lifestyle, I tend to look for total and utter relaxation on holiday. If I have a short city break, I'll fit in as much as possible but when I go for a proper holiday, I like to just completely relax.

I also love Babington House in Somerset. It's pure luxury and probably the only hotel that I have ever stayed at that I cannot find fault with. They have everything covered and their Cowshed Spa is amazing. When I'm on holiday I can't live without my purple kaftan. I have had it for ages and all my friends laugh at me but I love it!

**Amanda Lamb is fronting the Commit To Get Fit campaign**



**Natural Beauty & Health**

**Slimmer World**

**fitness file**

Give it a try

Need to get fit but don't know how? The Fitness Industry Association's Commit to Get Fit campaign is your answer. Over 500 health clubs are offering discounted trial memberships in July. To get more active at home - try



**reFRESH**

Get Fit this summer with the FIA

Launching at the start of July is the Fitness Industry Association's (FIA) 'Commit to Get Fit' campaign, Europe's largest fitness recruitment drive. Sponsored by BUPA, the FIA is encouraging you to lead your local gym or leisure centre to kick-start a healthier lifestyle. BUPA is dedicated to providing services to help people improve their health and Commit to Get Fit aims to help encourage 100,000 people to make regular exercise a part of their lives. This campaign has been running for 15 years and has raised more than £1 million for charity. This year the campaign will be raising money for the Cystic Fibrosis Trust.

To get involved in the Commit to Get Fit Campaign visit [www.committogetfit.com](http://www.committogetfit.com)



**DO, SEE & TRY**

**better than ever**

**prediction**

Your mystical guide to hitting the gym this year.

**THE FITNESS INDUSTRY ASSOCIATION (FIA) launch this year's Commit To Get Fit campaign. More than 500 health clubs and leisure centres across Britain will be offering discounted trial memberships throughout July. To find your nearest FIA-certified fitness or leisure centre, visit [www.committogetfit.com](http://www.committogetfit.com)**



**Join Amanda Lamb and David Seaman for the Commit To Get Fit campaign, which launches today. Over 500 UK health clubs are offering discounted membership trials this month, and sponsored events will benefit the**

**Amanda Lamb launches Commit To Get Fit**

**DAILY & FITNESS** February 16-20, 2004



**Saturday**

With complete 7-day

**A great reason to exercise**

If you're used to being a gym rat, you'll know how hard it is to exercise. Here, why not take advantage of this month's Commit To Get Fit campaign? If through-out July, around 700 leisure centres and gyms across the country will be offering free or discounted classes for people who want to make exercise a regular part of their routine. For example, which is why the Fitness Industry Association and sponsored by BUPA, aims to encourage 100,000 people to be a more active citizen. It's a great chance, so why not join in? For more info, visit [www.committogetfit.com](http://www.committogetfit.com)



**TOP Santa**

FEEL, LOOK & LIVE YOUR BEST!

**GET FIT FOR FREE THIS MONTH!**

**HOW BEING SHINY IS NO excuse for not going to the gym. This month the NHS launches its Commit To Get Fit campaign, alongside the Fitness Industry Association and BUPA, in a bid to get us off the sofa and down the gym. Throughout July, local leisure centres and gym chairs - including David Lloyd, Esporta and Living Well - are offering 75% discounts on memberships. For more details and info, free tips on losing weight and even beginner's running advice, just click on [www.committogetfit.com](http://www.committogetfit.com)**

**Go run!**



**WEEKEND**

**Dusting off your training shoes from today for the Commit To Get Fit campaign, where more than 500 health clubs, including David Lloyd leisure centres, are offering discounted trial memberships, visit [www.committogetfit.com](http://www.committogetfit.com)**



**MAKE A COMMITMENT**

**win**

**a year's gym membership**

Commit To Get Fit and David Lloyd Leisure are offering one reader the chance to win an annual membership, worth up to £600. To enter, send your name, address and phone number by 15 September 2006 to Weight Watchers Magazine/Commit To Get Fit Competition, Reed Publishing, LivingWell, 1st Floor



**Good Housekeeping**

**woman**

**Health website of the week:**

**www.committogetfit.com**

Join this nationwide campaign to get fit and you'll get great advice, support, plus discounts for gyms and sports activities. You can even get your own online training and info pack.



**health**

This month... get fit and feel better

**essentials**

Do you struggle to get fit? Do you have a busy schedule? The Fitness Industry Association (FIA) will be launching the year's Commit to Get Fit campaign. More than 500 health clubs and leisure centres across Britain will offer discounted trial memberships throughout July. To find your nearest FIA-certified fitness or leisure centre, visit [www.committogetfit.com](http://www.committogetfit.com)



**IF IT'S HOT, IT'S HERE!**

**new!**

**Win a gym membership!**

1. Enter the competition by visiting [www.committogetfit.com](http://www.committogetfit.com) and completing the online form. 2. The competition will be open until 15 September 2006. 3. The winner will be selected at random from all correct entries received by midnight July 2 2006. 4. The winner will receive a year's gym membership worth up to £600. 5. The winner will be notified by email and must claim their prize within 14 days of notification. 6. The winner must be a resident of the United Kingdom. 7. The winner must be aged 18 or over. 8. The winner must be a member of the Fitness Industry Association. 9. The winner must be a member of the Fitness Industry Association. 10. The winner must be a member of the Fitness Industry Association.



**BUPA**

**Commit to Get Fit**

For your chance to win this fabulous prize, just answer the following question:

Which charity is Commit to Get Fit raising funds for this year?

a) British Heart Foundation  
 b) Cancer Research UK  
 c) Cystic Fibrosis Trust

If you know the answer, call 0800 072 0753 and follow the instructions given or text NEWFIT followed by your answer, name, address and phone number to 88893. Calls cost 75p per minute from a BT landline (average duration 2mins 30secs). Texts cost £1.50 plus your usual operator rate. The winner will be selected at random from all correct entries received by midnight July 2 2006. For all SAs text services, you may receive other related promotional offers. To stop receiving these, please send STOP to 88893.

**Body Talk**

Shape up with our latest round-up of fitness news

**NO TIME TO EXERCISE?**

Get juddering instead. Power plate is a new exercise machine that uses vibration technology to tone muscles, increase strength, improve flexibility and circulation and even reduce the appearance of cellulite. Apparently, just 10 minutes on the vibrating platform amounts to the same as a 60 minute strenuous workout, but without putting pressure on joints. The word has already spread to A-list circles - Claudia Schiffer, Sadee Frost and Gemma French are all said to be fans. Further information can be found at [www.committogetfit.com](http://www.committogetfit.com)



**Natural Beauty & Health**

As your holiday looms nearer and it becomes obvious that your spare tyre is going nowhere fast, take advantage of the Fitness Industry Association's Commit to Get Fit campaign and sign up for one of the discounted trial memberships being offered at more than 500 health clubs and leisure centres across Britain in July. For details of your nearest participating site, log onto [www.committogetfit.com](http://www.committogetfit.com).