



Bigwave Marketing & Bigwave Marketing

What's your
why?



CPC (Christmas puddings consumed)

Unsustainable growth

New year, New ew!

- 12% of new gym memberships are in January
- 14% are expected to quit by the end of February
- 50% will most likely quit within 6 months





Relatable, aspirational role models

Inverclyde's Fitness Heroes

"An hour's workout makes such a difference to my life every day. I wouldn't recommend it highly enough"

Michael, 35
Fitness For Less
Ravenscraig

"I love being part of this community."

Barbara, 69
Group Fitness
Waterfront



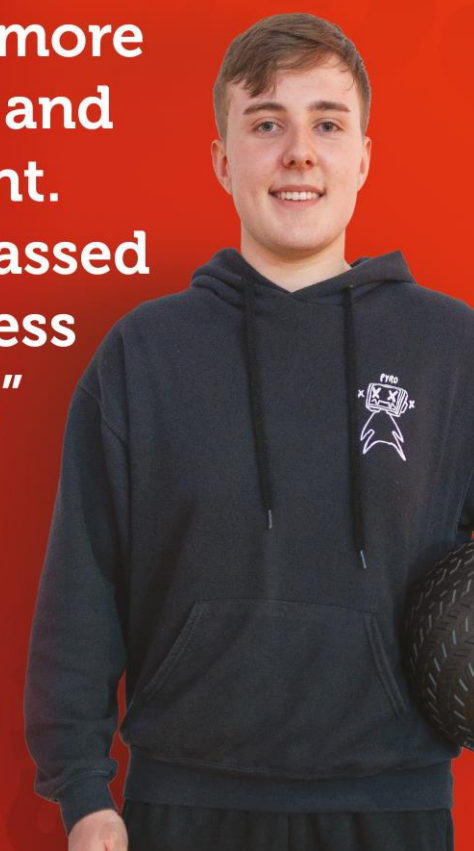
struggle with anxiety; can walk in the gym now and not worry about the judgement of other people."

Synne, 26
Strength Shed



"It's made me feel more fulfilled and confident. I've bypassed any fitness hurdles."

Callum, 19
25-10
Waterfront



into my schedule, my head takes more initiative on."

Pool





One:Life
Live it!

What's your Why?

**EMBRACE IT WITH
INVERCLYDE LEISURE**



A new way

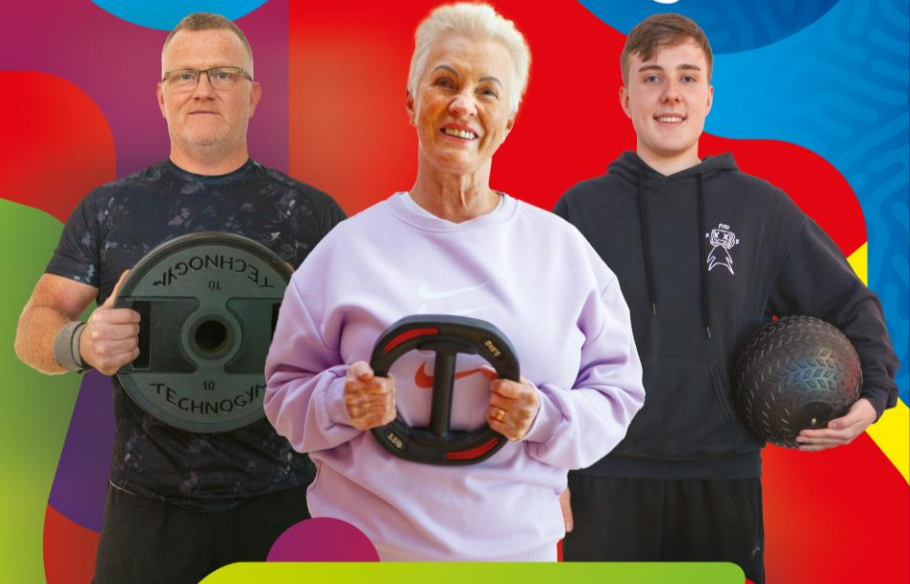
What's your Why?

- Long term lifestyle choices
- Challenge people to think often about their "why"
- Inspiration from real life accessible role models
- Personas to match everyone in Inverclyde





One:Life Your Journey...



**LIVE A HAPPY, HEALTHY LIFE
WITH INVERCLYDE LEISURE**

▶▶▶ JOIN TODAY! ◀◀◀

With the charity that invests in your community!

Where are they now?

Did it work?

- We revisited our heroes for an update
- 1,542 people in Inverclyde became a member because of this campaign
- Many new members said the real-life stories were their inspiration for joining
- January income and predicted future income has exceeded previous years as people are expected to be members for a longer period

