

Equinox

Problem

How does a luxury fitness club attract an audience to commit to membership in an ever-changing, convenience culture?

Solution

Create an OOH campaign that showcases the value of commitment in all aspects of life, including fitness, through striking creative.

Background

Equinox is a luxury fitness club based in New York with locations all over the world. For clubs like Equinox, the landscape has changed. Increased competition, and an ever more connected audience have disrupted the entire category. As a result, people now question the value of committing to something like a paid membership. Convenience culture has made it too easy to avoid commitment. Everything is forgotten by the next tweet, Uber, or job you grab in six-month's time.

Objective

Equinox wanted to rise above the lazy approach to life that convenience culture allows. As a fitness club, they know commitment is everything. With this in mind, Equinox aimed to step outside the typical fitness category narrative and illustrate that commitment means so much more than frequenting the gym. Instead of focusing on commitment to fitness alone, Equinox rallied around much bigger picture commitments in life, aiming to encourage users to shed convenience culture and commit to anything, as long as they "Commit to Something."

Strategy

In an age when people are less and less committed - not only to brands, but to each other - Equinox leveraged high impact OOH placements in their key markets to kick off 2016 by making a stand that demanded attention. Narrowing down to specific neighborhoods with cherry-picked OOH units to reach an upscale, urban millennial audience in a key time frame, the team created striking creative

that sparked relevant conversations about the very idea of commitment. Be it an unashamed love of money, public breastfeeding, religion, activism, and more, the campaign put commitment in all its forms on display. The media strategy combined ideal location, striking visuals delivered via impactful units, and an ultimately aspirational driving concept; the result was a campaign that, through engaging use of OOH media, sparked conversation, divided opinion, and made international news.



Plan Details

Markets: NY, Los Angeles (including Orange County and San Fernando Valley), San Francisco

Flight Dates: January 2016 - April 2016

OOH Formats Used: Bulletins, Walls, Vacant store fronts

Target Audience: Primary: A18-49; Secondary: A18-49 with HHI \$100K+

Budget: The budget was allocated based on highest priority markets, with New York taking the lead followed by Los Angeles. Budget was smaller among markets with a lesser amount of club locations such as San Francisco and London. The OOH budget served as one of the primary driver of the overall media campaign in budget and scope due to its ability to create a mass-reaching, attention-driving impact on the audience while providing an ideal canvas for Equinox's engaging creative. Additionally, OOH media was heavily prioritized due to the huge potential for "added value" or "earned media" engagement: regardless of agreement or disagreement with the "commitments" showcased, the goal of OOH media was to serve the additional purpose of heavy coverage via PR, editorial, and organic social engagement.

Results

The campaign helped Equinox achieve widespread media attention in places like The NY Times, FOX News, Time, and The Huffington Post. Equinox achieved over 735 million earned media impressions, the equivalent of a \$70,693,000 spend. Equinox saw an 81% increase in sales leads.

Testimonials

OOH media delivered reach and impact far beyond the units themselves, resulting in a massive influx of earned media via editorial coverage and social media response. OOH remains a priority media type for Equinox moving forward based on the success it has seen thus far.

Additional Information

- [Advertising Age](#)
- [Ad Week](#)
- [Forbes](#)
- [Quartz](#)
- [Co.Create](#)
- [Huffington Post](#)
- [Yahoo!](#)
- [The Cut](#)
- [Money](#)
- [Cosmopolitan](#)
- [The New York Times](#)

Audience Metrics

Target Audience TRPs: 57.2 weekly TRP

Target Audience Reach: 27.8

Target Audience Frequency: 8.5

Additional Relevant metrics: Added value earned media: over 735MM impressions with over \$70MM of value

