

Corepower Yoga

Problem

How does a new fitness studio garner buzz with its local demographic?

Solution

By using a strategically placed OOH media mix in high-traffic areas of the targeted demographic.

Background

CorePower Yoga was opening up a new studio in Arlington, VA. Located in Clarendon, one of the nation's hottest areas for wealthy millennials, amongst a variety of fitness studios, CorePower Yoga sought a way to stand-out and gain buzz/members leading up to the grand opening.



Objective

The campaign objective was to generate and build brand awareness of the studio opening and introduce the brand into a new market while targeting females 25-34.

Strategy

CorePower Yoga dominated Arlington, VA, the weeks leading up to its new studio opening. Bus and rail media was utilized to reach the targeted millennial population and generate increased buzz around town. Media was strategically placed to reach the North Arlington population in specific targeted bus garages and unique placements in the rail stations surrounding the new studio location.



Plan Details

Markets: Arlington, VA

Flight Dates/OOH Formats:

- Bus Tailights, Bus USKs, Rail 2-Sheet Posters, Rail Dioramas
- Flight: July 13 2015 - August 9 2015

Budget: under \$10,000

Results

The OOH campaign created a big splash about CorePower Yoga coming to Clarendon and reached the internal goal of 200 Founding Black Tag Members by opening day.

