

Club Metro

Problem

How can Club Metro maximize their ad budget ahead of the opening of a new location?

Solution

By using local messaging near the location.

Background

Club Metro was planning to move their location from downtown Jersey City to a location near Newport Mall across from the PATH station. They had done some local advertising before (mail, super markets) but did not find much success. The challenge was that they didn't know when they were moving based on construction issues but wanted to start bringing in memberships before the grand opening.



Objective

The main objective was to generate buzz of the new location, share the opportunities offered at the gym and ultimately, secure a membership. The gym was targeting local residents as well as individuals who worked in the surrounding corporate offices – who could visit the gym, before, during, or after their work day.

Strategy

They wanted to make a big splash but Newport is one of the smallest PATH stations. They did not have a large budget, but they were able to secure the soffit wrap that is above the escalator to provide strong impact.

Plan Details

Markets: New York

Flight Dates: June 2018 - December 2018

OOH Formats: Soffit wrap

Budget: \$10,000 and over

Results

After a few months, I touched base with the client and they said they had an increase in membership sales – individuals mentioned the PATH ad specifically. They were pleased with the recognition they've received from it.