

Diamond Status treadmills in Planet Fitness

Discovery Vitality members received VIP treatment in the most unlikely of places courtesy of Unlimited subsidiary TLC - the treadmills at Planet Fitness. The members' regular exercise routines were given a very noticeable make over, as hundreds of treadmills at 14 Planet Fitness gyms around Cape Town and Johannesburg were transformed.



To illustrate the VIP treatment that Discovery Vitality Diamond Status members receive, the red carpet imagery was applied to the belts of the treadmills. The spray painted belts were so realistic that it appeared as though the gym members were running on actual red carpets.

Inviting red welcome mats were also placed in front of the treadmills with the wording, "Welcome to Vitality Diamond Status", making it clear that this high level of VIP treatment is what Diamond Status members can look forward to.

"Any Discovery Vitality member that reaches Diamond Status has made a consistent effort to keep healthy. In essence, that person has given their health the VIP treatment, so we reward those members with exceptional benefits," says Hylton Kallner, Marketing Director of Discovery. "For example, local travel is 30% cheaper on British Airways and 35% on Kulula, our Diamond members can enjoy a break at Southern Sun hotels at half price and get their everyday items from Clicks with an incredible discount of 18%."



"It's an awesome concept which reaches the consumer through unconventional means in a relevant environment," adds Lee Curtis, National Sales Manager for TLC. "The Diamond Status campaign reinforces that once on this tier you'll be treated like a real VIP. We're confident that the campaign will drive Discovery members to enquire about Diamond and be encouraged to earn enough points to qualify for the aspirational new status. In turn we aim to see non-members signing up for the Vitality Loyalty Programme and subsequently enjoy the extraordinary benefits that Diamond status has to offer."

The idea came to life through a group effort between Discovery's advertising agency, morrisjones&co, the communication agency Nota Bene and TLC, indoor advertising specialists who made it all happen. To provide more detail on the benefits of Discovery Vitality, pamphlets were also provided.

"Tactical advertising is always enjoyable to do, but to transform the gyms the way this idea did, was really impressive. And it looked like most of the gym goers chose the branded treadmills over the ordinary ones," explains Greg Cohen, Creative Group Head at the advertising agency, morrisjones&co.

As one of the exceptional Discovery Vitality partners, Planet Fitness was the ideal environment to make this idea come to life.