

Time and Leisure advert copy

OPTION 1

(headline)

Forget the gym membership.

Get a whole new you.

(subheadline)

Get the idea. Or really achieve it. *That's* the **fit8** way.

(paragraph)

Exercise enjoyment with fit8.

Love the environment. Love the process. Love the results.

(call to action)

We'd love for one of our limited places to be for the whole new you.

Call our personal training gyms on:

020 8946 1555 (Wimbledon)

020 8974 7000 (Warren House *new*)

www.fit8.co.uk

OPTION 2

(headline)

This time next year,

you won't have to think about a 'get fit' resolution.

Because you'll have already done it.

(subheadline)

Really achieve it. *That's* the **fit8** way.

(paragraph)

Exercise enjoyment with fit8.

Love the environment. Love the process. Love the results.

(call to action)

We'd love for one of our limited places to be for the 'fit' you.

Call our personal training gyms on:

020 8946 1555 (Wimbledon)

020 8974 7000 (Warren House *new*)

www.fit8.co.uk

Guidance on visuals:

In option 1, how about 'fit' male and female silhouettes with the appearance of being wrapped in Christmas paper? These could be flat, rather than 3d. I think it would work well without a visual too.

In option 2, I think it would work well without a visual too, but if anything, how about a woman's upper body/ head, with her head back having a hearty laugh - more natural than manic - the kind you'd recognise as that awesome feel good kind of laugh - free and happy.

Generally, the text of the ad should be the 'hero'. I'd recommend a simple white background, possibly with border, with a decent sized fit8 logo position adjacent to the contact information. The text colour should match fit8 colours, possibly have the first sentence of the headline in grey and the 'punchline' in the fit8 pink, as an example. Headline must be big, sub headline needs to be bigger than paragraph text.