

Case Study: Gym Franchise

Situation:

A gym franchise needed a way to celebrate a big anniversary milestone with their franchisees, reinforce their brand message, and communicate the collective pride of being part of such a storied franchise. Knowing their audience had limited attention spans, they wanted something fun and memorable.

Solution:

We created an AniMated character based on the spirit of the original founders. This mascot had all the knowledge of the franchise from the very beginning—plus insights into what they could expect into the future. In addition to emceeing, he also hosted a game show retrospective—inviting members of the audience to compete for their own teams throughout the event.

Result:

A highly engaging, extremely fun experience that communicated the franchise history while capitalizing on friendly competition.