



*The* **ULTIMATE**  
**PACKAGE**  
**COMPETITION**  
**TOOLKIT**

FITNESS  
*fernwood*®



# CAMPAIGN OVERVIEW

**TYPE:** LEAD GENERATION

**FOCUS:** FERNWOOD SERVICES

**OFFERS:** WIN A MEMBERSHIP + CHOICE OF PREMIUM SERVICE

Internal data shows that the most attended Fernwood-owned group fitness classes and services were (in order):

- Reformer Pilates
- FIIT30

The national lead competition for April will focus on winning the 'ultimate Fernwood Fitness package'.

The package includes a 6-month membership, plus the winner's choice of unlimited FIIT30 or reformer Pilates. Entrants will have one (1) in six (6) chances to win.

The competition is only open to women who are not already a member of Fernwood Fitness. To enter the competition, the entrant must do either of the following during the promotional period:

Direct themselves to <https://www.fernwoodfitness.com.au/campaign/win-the-ultimate-package> and fully complete and submit the online lead/entry form with their personal details.

**OR**

Join Fernwood Fitness online at [www.fernwoodfitness.com.au/join](http://www.fernwoodfitness.com.au/join) or in-club at one of our Fernwood Fitness locations.

We have added joining Fernwood as a valid entry mechanism, as to not deter entrants from joining during the competition period.

The purpose of this campaign is to bring awareness to Fernwood's premium paid core offerings: FIIT30 and reformer Pilates. When entering via the lead form, users will have the opportunity to select one of these two options from a dropdown menu, and this information will be available in their lead profile in Exerp under journal notes.

- Reformer Pilates
- FIIT30



## COMPETITION TERMS AND CONDITIONS

Competition open until 11.59pm (AEST) April 30, 2023. Limit one entry per person. Not available to existing members. The winner can select one (1) of the following services as part of their prize for the whole duration of their 6-month membership: unlimited FIIT30 sessions, or unlimited reformer Pilates sessions. The winners will be drawn and contacted on May 10, 2023. Participating clubs only. Fernwood Fitness clubs are women's-only fitness centres.

See <https://www.fernwoodfitness.com.au/terms/competition> for full competition Terms & Conditions.

## CAMPAIGN OBJECTIVES

- Improve brand awareness by positioning Fernwood as a place for premium fitness and wellness experiences that cater to every woman's lifestyle.
- Drive new leads and membership sales via competition offer messaging.
- Engage new prospects through brand messaging and KSPs.

## CAMPAIGN PERIOD

The campaign will run from **Saturday, 1st April – Sunday, 30th April, 2023.**

## KEY CAMPAIGN DATES

- **March 10:** Campaign creative available to download from Canva
- **April 1:** Campaign begins
- **April 30:** Campaign ends
- **May 10:** Competition winners drawn and announced on Fernwood's website/national social pages

## NATIONAL OFFER: WIN THE ULTIMATE PACKAGE

During the campaign period, prospective members will be encouraged to fill out the lead form to enter the competition [www.fernwoodfitness.com.au/campaign/win-the-ultimate-package](https://www.fernwoodfitness.com.au/campaign/win-the-ultimate-package)

This lead will enter into Exerp CRM under the campaign title **WIN the Ultimate Package April Comp.**

# WIN The ULTIMATE PACKAGE COMPETITION TOOLKIT

## MARKETING COLLATERAL

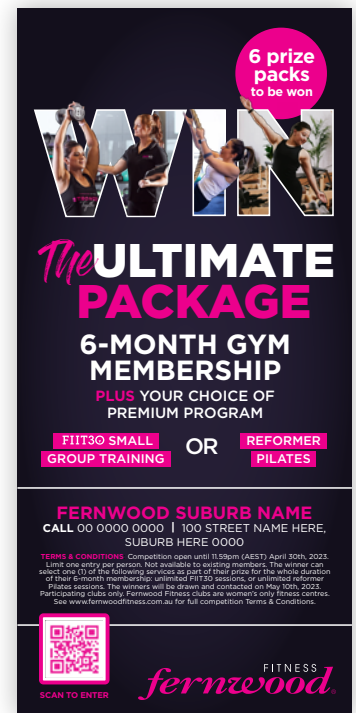
Creative to promote the April competition campaign is now available on Canva under Projects > National Marketing > April 2023 Competition - WIN the Ultimate Package (folder link: <https://www.canva.com/folder/FAFaDaJ6X3w>)



A4 POSTER



SOCIAL STATIC INSTAGRAM POST



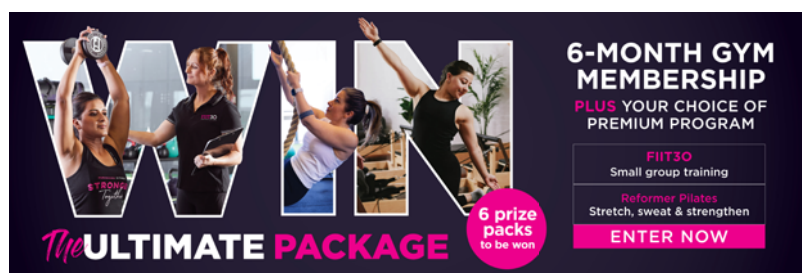
DL FLYER



EDM



SOCIAL STATIC INSTAGRAM STORY



SOCIAL STATIC INSTAGRAM POST (3 TILES)

## RADIO SCRIPT

This radio script can be used by any clubs who have purchased a radio package and can be edited as required.

***WIN the ultimate Fernwood Fitness package! Get a free 6-month membership to their premium women's only health, fitness and wellness clubs, plus your choice of reformer Pilates or FIIT30 small group training sessions.***

***You've got six chances to WIN complements of Fernwood Fitness. Get your entry in now.***

***Hurry, competition ends soon! Visit [fernwoodfitness.com.au](http://fernwoodfitness.com.au) to enter.***

***Participating clubs only. T&Cs apply.***

## COMMUNICATIONS PLAN

The following national emails will be sent by NSO on behalf of clubs to promote the competition campaign (see table below for details).

Clubs are advised to plan their club-driven communications around the below schedule, and to further segment their audiences where possible (for example, by using the date filtering).

Clubs are encouraged to review reports for previous club-driven campaign emails, via the Reports section of TalkBox, to review which audiences, times and days, performed best.

DATE	TYPE	TARGET AUDIENCE
<b>SATURDAY, APRIL 1</b>	Competition campaign launch	<ul style="list-style-type: none"> <li>• Trials</li> <li>• Contacts, leads and prospects</li> </ul>
<b>SUNDAY, APRIL 16 (NOT CAMPAIGN RELATED)</b>	National newsletter	<ul style="list-style-type: none"> <li>• Current members and deferrals with a visit in last 45 days</li> <li>• Cancelled members (excluding last 90 days)</li> <li>• Trials</li> <li>• Contacts, leads and prospects</li> </ul>
<b>WEDNESDAY, 26 APRIL</b>	Competition campaign reminder	<ul style="list-style-type: none"> <li>• Trials</li> <li>• Contacts, leads and prospects</li> </ul>

All clubs are automatically opted into all national emails (excludes clubs in presale).

Clubs who wish to opt out of any of the **competition related** communications listed above and choose to send their own, please email Aimée via [aimee.goder@fernwoodfitness.com.au](mailto:aimee.goder@fernwoodfitness.com.au) by **COB Friday, March 17th** with your communications plan.

As usual, all clubs must remain opted into the national newsletter unless there is a valid reason (e.g. your club is in presale).



## MARKETING CALENDAR + LOCAL CAMPAIGN LIST

Please reference the [national marketing calendar](#) to find a list of campaigns currently in market nationally (including the April competition campaign) as well as a list of optional and editable local area marketing campaigns your club might like to also run in April to support national activity.

The [national marketing calendar](#) also outlines key dates for each month. Please refer to key dates for April when you're planning your monthly comms. Also keep an eye on your inbox for the monthly Marketing Overview email for April for more information on key dates.

## SOCIAL MEDIA CONTENT CALENDAR

The below social media content calendar outlines what's happening on our national socials and what will be posted on your local club Facebook pages (if your club is signed up to our social scheduling service).

If you have any questions, please contact Julia Cardamone - [julia.cardamone@fernwoodfitness.com.au](mailto:julia.cardamone@fernwoodfitness.com.au)

						SATURDAY 1 APRIL	SUNDAY 2 APRIL
NSO						<b>ENTERTAIN</b> April Fool's Day Post <b>INFORM</b> Win the total Fernwood package promo	<b>ENTERTAIN</b> Humour Quote
CLUB						<b>ENTERTAIN</b> April Fool's Day Post <b>INFORM</b> Win the total Fernwood package promo	<b>ENTERTAIN</b> Humour Quote



# The ULTIMATE PACKAGE

COMPETITION TOOLKIT

	MONDAY 3 APRIL	TUESDAY 4 APRIL	WEDNESDAY 5 APRIL	THURSDAY 6 APRIL	FRIDAY 7 APRIL	SATURDAY 8 APRIL	SUNDAY 9 APRIL
NSO	<b>EMPOWER</b> Member Image or Video Re-post	<b>EDUCATE</b> 5 ways to contribute to a cleaner & healthier planet	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> National Walking Day Treadmill Only Workout		<b>ENTERTAIN</b> Inspiration Quote	
CLUB		<b>EDUCATE</b> 5 ways to contribute to a cleaner & healthier planet	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> National Walking Day Treadmill Only Workout		<b>ENTERTAIN</b> Inspiration Quote	

	MONDAY 10 APRIL	TUESDAY 11 APRIL	WEDNESDAY 12 APRIL	THURSDAY 13 APRIL	FRIDAY 14 APRIL	SATURDAY 15 APRIL	SUNDAY 16 APRIL
NSO	<b>EDUCATE</b> Healthy Rocky Road Recipe		<b>EDUCATE</b> How to intensify your workout	<b>EMPOWER</b> Member Image or Video Re- post	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> Humour Quote	
CLUB	<b>EDUCATE</b> Healthy Rocky Road Recipe		<b>EDUCATE</b> How to intensify your workout		<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> Humour Quote	

	MONDAY 17 APRIL	TUESDAY 18 APRIL	WEDNESDAY 19 APRIL	THURSDAY 20 APRIL	FRIDAY 21 APRIL	SATURDAY 22 APRIL	SUNDAY 23 APRIL
NSO	<b>EDUCATE</b> How to prep and store your fruit/veg/herbs	<b>INFORM</b> Blog Post	<b>EMPOWER</b> Member Image or Video Re-post		<b>ENTERTAIN</b> National TikTok/Reel	<b>EDUCATE</b> 5 foods to eat for glowing skin	
CLUB	<b>EDUCATE</b> How to prep and store your fruit/veg/herbs	<b>INFORM</b> Blog Post				<b>EDUCATE</b> 5 foods to eat for glowing skin	

	MONDAY 24 APRIL	TUESDAY 25 APRIL	WEDNESDAY 26 APRIL	THURSDAY 27 APRIL	FRIDAY 28 APRIL	SATURDAY 29 APRIL	SUNDAY 30 APRIL
NSO	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> ANZAC Day commemoration		<b>INFORM</b> Win the total Fernwood package promo	<b>INFORM</b> Something exciting is coming soon...	<b>ENTERTAIN</b> Humour Quote	<b>ENTERTAIN</b> Inspiration Quote
CLUB		<b>INFORM</b> ANZAC Day commemoration		<b>INFORM</b> Win the total Fernwood package promo		<b>ENTERTAIN</b> Humour Quote	<b>ENTERTAIN</b> Inspiration Quote

## SALES TIPS

### PHONE CALL - COMPETITION LEADS

When a lead enters the competition, she will note which core offering she is most interested in. This will populate as a journal note and give us a huge head start when we call to make a time to pop into club. We call all prospects as soon as the lead is received as we know this is when the lead has maximum potential. Something has prompted them to enter the competition today so let's speak to them while they are motivated.

Take control of the conversation and don't attempt to book an appointment too soon. Ask qualifying questions and listen and respond to build rapport.

This phone call should take up to 3 minutes. Don't give away too much information as they will have no reason to come into club if you have answered all of their questions.

The objective of these phone calls is to build rapport and book an appointment – in that order.

### EXAMPLE SCRIPT

Hi, is that Lisa?

Yes, it is

Hi Lisa, it's Belinda calling from Fernwood Bendigo, how are you today?

Good thanks

Lisa, this is just a quick call as I can see you have entered a competition to win a membership at our gorgeous club, is that right?

Yes, it is





Fantastic, well congratulations on entering. I can see that if you are the lucky winner, you are most interested in trying reformer Pilates\*, is that right?" (\*Insert whichever core offering the prospect indicated as a preference)

**Some other questions that help you to create health and wellness orientated conversation to build rapport:**

- Do you mind if I ask, are you doing any exercise at the moment? Is this something you are wanting to build on?
- What is your number one health and wellness goal?
- Do you live or work close-by to our club? Fantastic we will be super convenient for you.
- Do you know much about Fernwood?

It sounds like you have some really exciting goals you want to achieve, and we would love to help you do that. Fingers crossed you win this membership however, in the meantime, I'd love to invite you into the club to use a complimentary day pass. You can try a class or do your own workout. Would a morning, afternoon or evening suit you best?

## OFFER TWO OPTIONS

Fantastic, as mornings suit you best, how about tomorrow morning at 9am or 11.30am? Which one works best for you?

**Once you have secured the appointment you may like to ask:** Would you like to bring a friend? I am more than happy to organise a day pass for them also.

**Ensure there is a membership consultant available at this appointment time and aim to book the appointment for within 48 hours.**

## CONFIRMATION

As with all of our sales appointments, confirmation phone calls and SMS are an important step. A phone call the evening before and the automated SMS the morning of the appointment.

In the evening, a voicemail message such as:

Hi Jody, it's Belinda calling from Fernwood Bendigo. Just touching base to say we can't wait to see you tomorrow at 4pm. I have a special gift for you when you arrive. Just head to reception, introduce yourself and I will be ready and waiting for you.

## SPECIAL OFFER

Have a special offer for all competition entrants. For example: Join today and get your first month free! Make this visual on a price card (a large percentage of the population are visual learners – editable presentation cards are available via Canva), such as: TODAY ONLY, it needs to appear in some form.

There is no doubt that the women entering the competition want to win. However, let's remember that something motivated them to enter a competition to win a health and wellness orientated prize.

- Would you enter a competition if you were not planning on using the prize?
- Would you enter a competition to win a golf club membership if you didn't plan on using it?
- Would you enter a competition to win a gym membership if you were a loyal satisfied member somewhere else?