



STRONGER THAN EVER

RE-OPENING CAMPAIGN TOOLKIT



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FITNESS
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CAMPAIGN OVERVIEW

As we move closer to a new state of normal, it is important to be prepared for re-opening our clubs, whenever that may be. The re-opening campaign is designed to welcome our existing members back, and invite non-members to an environment where they feel safe and supported.

Campaign business objectives

- Retention of current members
- Achieve positive net member growth
- Growth in revenue for clubs
- Reinforce our safety and cleaning practices

Campaign marketing objectives:

- Reinforce Fernwood's position as the leader in women's health and fitness
- Increase awareness of Fernwood's new and existing offerings
- USPs and key messages
- Ensure a safe reopen for all members to be welcomed back to our clean clubs

Through this campaign, we are aiming to increase awareness of Fernwood's new and existing offerings, while also driving membership sales and achieving positive net growth (ins versus outs).

Prior to commencing this campaign, clubs must demonstrate understanding of the open doors policy and checklist completion. The government will advise when we can reopen however, it will not be the deciding factor. No club can reopen until head office gives the green light for clubs. Prior to the reopen date, you will have a state meeting with NSO. Attendance at this meeting and agreeance on reopen terms will determine your approval.

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EXTERNAL CAMPAIGN

EXTERNAL OFFER

Join Fernwood and receive \$600 worth of bonus perks!

The \$600 worth of bonus perks includes the standard new member induction which includes:

- ▶ Access to MyFernwood platform (valued at \$517.40 per year)
- ▶ MyFernwood Onboarding and Passport Journey (valued at \$50)
- ▶ Health and wellness check in (valued at \$50)
- ▶ 3 FIIT30 sessions (valued at \$60)
- ▶ Free wellness pass for you and a friend (valued at \$40)
- ▶ 7-day guest passes to give to friends (valued at \$35 each)

Optional additional offer: 12-month membership \$999 paid in full.

- ▶ Clubs can choose to offer this as a limited number available option. This cannot be advertised externally on social media and needs to be kept as an internal process.

Target audience

- ▶ Women aged 25-45

Pricing recommendation

- ▶ Hold strong on your prices. The race to the cheapest membership is not a race we want to win. Be proud of our brand, proud of our service and offer a premium product.

MARKETING

TAGLINE

Stronger Than Ever

The campaign will run across our website, eDM, Google ads and social media channels.

CAMPAIGN PERIOD

The \$600 perks offering and optional paid in full options can commence at a local level as state governments confirm that restrictions have been lifted.

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TERMS AND CONDITIONS

TERMS AND CONDITIONS

Valid on new 12- and 18-month memberships only. Not valid in conjunction with any other offer. Participating clubs only. Membership pricing will vary by club. A joining fee and activation kit fee apply.

HOW TO PROCESS IN EXERP

PROCESSING YOUR \$999 12 MONTH PIF MEMBERSHIP

To reduce the price of your standard 12-month PIF membership to the re-open price of \$999, you will need to apply a discount code during the first step on the membership sale process.

1. Open the Membership Sale App in Exerp and search for your lead.
- 1a. If your enquiry is not currently in the system as a lead, you will be able to enter all of their details during the sign-up process.
2. Select the membership type 12 Month > Paid in Full.
3. Click on the Enter Campaign Code button and enter the code PIF12.
PLEASE NOTE Campaign codes are cap sensitive.
4. This will automatically bring the price of the 12-month membership down to \$999.
5. Complete the membership sale by following the next steps.

Booking in members for their Your Fernwood Onboarding session

The Your Fernwood Onboarding induction sessions will be scheduled in the pro.mywellness platform. This will ensure the member can be booked in at the club or via the Fernwood App. This booking will also send the member appointment reminders via push notifications.

Booking the member in at POS

To book a member into the Your Fernwood Onboarding session, open up pro.mywellness > Planner > Class Booking > Select the class > Search for the member and book.

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Booking via the App

Members can also book themselves directly into these classes on the Fernwood App under the Class Timetable section. This is why it is crucial to ensure all members are onboarded to the Fernwood App as soon as they have joined the club.

INTERNAL CAMPAIGN

INTERNAL OFFER

All existing members receive a Kick-Start Health and Wellness Pack (valued at over \$700).

WELCOME HOME!

We want our members to feel welcomed back to the club with opened arms. We want them to feel valued, important and our first priority. Clubs will re-induct every member again in the effort to increase retention and boost upgrades to services.

As part of their Kick-Start Health & Wellness Pack, all existing member will receive:

- ▶ Access to MyFernwood platform (valued at \$517.40 per year)
- ▶ Health and wellness check in (valued at \$50)
- ▶ 3 FIIT30 sessions (valued at \$60)
- ▶ Free wellness pass for you and a friend (valued at \$40)
- ▶ Gift voucher: 20% off next in club challenge
- ▶ 2 x 7-day guest passes to give to friends (valued at \$35 each)

Clubs can interchange the offerings and vouchers to fit with their club, however, should ensure it is to the value of \$700. All existing members are to be sent an email to welcome them back, and let them know about their gift. Please find more information about this email in the Communications section of this toolkit.

KICK-START HEALTH & WELLNESS PACK BREAKDOWN

MyFernwood Access

Upon re-opening, all current members will receive continued access to MyFernwood as part of their membership fee. There will be no need to tick the box in the extended attributes to allow them access.

Health and wellness Check In

Valid for 3 months from time of club opening.

The Health & Wellness Check In allows the member to have a body scan (for those clubs with

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scanners), circumference body measurements and/or a weigh in as well as, a short discussion about their current state of wellness (see questions below) and an opportunity for staff to discuss other Fernwood offerings such as FIIT30, FIITRIGHT, personal training and Empower. We recommend this appointment be offered to all members upon re-opening and ideally facilitated by the Fernwood Trainer or a staff member trained in Mental Health First Aid. The session can be a 15-minute appointment however, Exerp is set up to allow for a 30-minute appointment timeslot as well if this suits your schedule better.

What to say: Three Key Health & Wellness Check In Questions

'We understand that optimal health and wellness is not just about exercising and eating well; we believe in a holistic approach to total wellness and wellbeing.'

'Wellbeing essentially refers to our general happiness and satisfaction within all areas of our life. Whether your goals include increasing your fitness, or managing stress and finding more 'me-time', our team of women's wellness experts are here to help...'

Q1. On a scale of 0 – 10 (0 = zero satisfaction, 10 = completely satisfied) how happy and satisfied are you with your physical health/fitness?

► 0 1 2 3 4 5 6 7 8 9 10

Q2. On a scale of 0 – 10 (0 = zero satisfaction, 10 = completely satisfied) how happy and satisfied are you with your mental wellbeing?

► 0 1 2 3 4 5 6 7 8 9 10

Q3. If there is one thing that you would choose to improve with regards to your overall health and wellbeing what would it be?

Asking questions around a member's subjective measures of their own health and wellbeing helps us to serve our members' needs in a greater way. With programs like Empower and Empower Online, we now have the means to support members in areas of their mental and emotional wellbeing that may be a road block to seeing their full potential of results in club.

What to do with the answers

It is important to understand there are no right or wrong answers to these questions. They simply shine a light on where you could further personalise the members' journey in Fernwood based on where they feel they are at.

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Questions 1 and 2

Once the member has rated their level of satisfaction. You could then ask:

'Is there a particular reason why you have given yourself this score right now?'

(If the score is on the lower end...)

'Where would you like your satisfaction to be?'

'What do you think would help you get there?'

Question 3

This question helps to pinpoint the ‘pain-point’ for the member, often the key driver as to why they have joined your Fernwood club. It will expose the area they most wish to improve. A further question could be:

'Is there a particular reason you have chosen this to be the one thing you would improve?'

Depending on the answers to all of the above, you may find it easy and appropriate to recommend an appropriate service to the member at this point, such as Empower, FIIT30, FIITRIGHT, PT, Food Coaching or a specific group fitness class.

NOTE If you have concerns for the member’s emotional and mental state of wellbeing, proceed into a mental health first aid conversation. NSO requires all Fernwood Trainers to be MHFA certified within the first three months of their employment. Please contact helpdesk@fernwoodfitness.com.au to enquire about the next available training in your state.

NB for clubs with body scanners: These can be short 5-minute individual appointments for member privacy and comfort. Any staff member can facilitate the scan **OR** 60-minute group appointment (12 people per group) with a Fitness Trainer.

**Clubs without Body Scanners will complete BP check and measurements.*

FIIT30 SESSIONS AND WELLNESS PASS

- ▶ Valid for 3 months from time of club opening.

7 DAY PASSES

- ▶ Free gift to a friend
- ▶ Valid for 3 months after reopen
- ▶ Staffed hours only
- ▶ Bookings apply

20% OFF NEXT CLUB CHALLENGE

- ▶ Valid for 12 months from time of club opening

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Booking in a member to their Health and Wellness Check In appointment

Bookings for the Health and Wellness Check In appointment can be made under the Fernwood Trainer calendar in Exerp. Please ensure you have opened up the staff availability in the Planning App before trying to schedule these appointments.

Member Welcome Home Party

As part of the Club Open Weeks, it is recommended that clubs host a member celebration of some kind*.

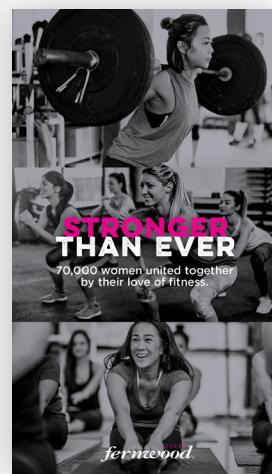
- ▶ Saturday morning tea
- ▶ Wine and cheese evening
- ▶ Wellness topic guest speaker

*Social distancing guidelines will need to be followed at all times.

MARKETING COLLATERAL

Artwork available for download via dropbox link:

<https://www.dropbox.com/sh/ztndk70jlk3041g/AABWKQnoL9VqhZOHHQkNwlIpDa?dl=0>



Promotion dates will vary by club as per state guidelines.

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COMMUNICATIONS

All assets have been made available in Agillic LCP accounts for clubs to send emails. This means clubs can tailor their messages to cater to their audiences, up-sell and provide specific offers in their email campaigns. NSO will not be scheduling any of these campaign emails.

Please use the outlines below to create your internal and external Stronger Than Ever emails. Clubs can tweak the messaging to include additional offers and services, as long as they are approved by NSO and in line with Fernwood brand.

INTERNAL EMAIL TO MEMBERS

| | |
|--------------------|---|
| Fields to complete | Text/links to include PLEASE NOTE Any text highlighted in ORANGE must be updated or removed by you before sending an email. |
| Subject Line | FERNWOOD IS REOPENING! |
| Preheader | We can't wait to see you! |
| BLOCK 1 | |
| Heading Line 1 | WELCOME BACK |
| Heading Line 2 | We've missed you! |
| Image URL 1 | https://fernwood.agilliccdn.com/kej6bb/MjAyMDA1/MTk=/MGYzNjcyNDItNGZmZC00NmJlTkOZmUtNGFhMmViNDkxODE3.jpg |
| Greeting | Hey |
| Body Text Line 1 | We hope you are staying healthy and happy! We are excited to announce our club will be reopening our Fernwood doors on [enter date]. There will be a few changes in-club, but it will still be the Fernwood you know and love. Your membership Direct Debit payments will recommence on [enter date]. If you're unable to return to the gym at this time, please get in touch with us via email: [enter email]. To say thank you for your support during this time, we have a gift* for you valued at over \$700, available to pick up from reception. *Gift vouchers expire 8 weeks after your club's reopen date. |

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Body Text Line 2

To be able to visit the club, you must book in via the Fernwood App. This includes using the gym floor and attending any classes. If you have not yet registered a Fernwood account, please register by clicking the button below. Then, download the Fernwood App from the App or Google Play Store, and log in to manage your bookings, view the class timetable, track your workouts and much more!

Button Text

Register now

Button link

www.fernwoodfitness.com.au/register

Remember to only enter www. – don't copy and paste the https://

BLOCK 2

Headline Line 1

Making sure our clubs are sparkling clean has always been a priority.

Image URL

<https://fernwood.agilliccdn.com/kej6bb/MjAyMDA1/MTk=/ZThiNjUzODMtZGYyMi00N2IyLTg0MDUtMjE1ZmQwYWE1Mzk1.jpg>

Body Text Line 1

We know how important it is for you to have a dedicated space where you can focus on your fitness and wellness. Given recent events, it's important now, more than ever before, that we're all doing our bit to help us keep our clubs beautiful, safe and sparkling clean. All Fernwood staff have completed the Australian Department of Health Infection Control - COVID-19 online training, and we will have rostered cleaners on site throughout the day to keep the club sanitised at all times. We have also implemented a range of other measures to ensure your workout is a safe workout.

Body Text Line 2

There are a few ways you can help us keep Fernwood a safe space. Before you head to the club, please visit our website to find out everything you need to know to ensure you have a great workout. If you're feeling unwell, please stay home until you are feeling well again*. Take advantage of the MyFernwood platform to access at home workouts, fitness advice, recipes, meal plans and more! *Always speak to your GP, medical specialist or mental health specialist for health-related advice.

Button text

Find out more

Button link

www.fernwoodfitness.com.au/why-fernwood/reopening-information

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EXTERNAL EMAIL TO LEADS

| | |
|--------------------|---|
| Fields to complete | Text/links to include PLEASE NOTE Any text highlighted in ORANGE must be updated or removed by you before sending an email. |
| Subject Line | Clubs to write their own subject line, or select one of these: ► WANT FITNESS PLUS \$600 WORTH OF PERKS!? ► DON'T MISS OUT ON THIS EPIC OFFER! ► SIGN UP NOW AND GET \$600 OF PERKS! |
| Preheader | What are you waiting for?! Sign up now. |
| BLOCK 1 | |
| Heading Line 1 | JOIN FERNWOOD NOW |
| Image URL 1 | https://fernwood.agiliccdn.com/kej6bb/MjAyMDA1/MTk=/MGYzNjcyNDItNGZmZC00NmJLTkOZmUtNGFhMmViNDkxODE3.jpg |
| Greeting | Hey |
| Body Text Line 1 | Join Fernwood now, and as a bonus on top of your membership to our exclusive female fitness community, which includes cardio equipment, free weights, circuit space, yoga and Pilates, group classes, experienced personal trainers and more, you'll also get \$600 worth of goodies! |
| Body Text Line 2 | All of this on top of your fabulous Fernwood membership. Does it get much better?! |
| Button Text | Join now |
| Button link | www.fernwoodfitness.com.au/strongerthanever Remember to only enter www. – don't copy and paste the https:// |
| BLOCK 2 | |
| Headline Line 1 | Making sure our clubs are sparkling clean has always been a priority. |
| Image URL | https://fernwood.agiliccdn.com/kej6bb/MjAyMDA1/MTk=/ZThiNjUzODMtZGYyMi00N2IyLTg0MDUtMjE1ZmQwYWE1Mzk1.jpg |

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| | |
|------------------|--|
| Body Text Line 1 | When you join us, you can expect the same fabulous Fernwood experience you've heard so much about, with a few added touches. |
| Body Text Line 2 | The health and safety of all members is our top priority. That's why we have rostered cleaners on site throughout the day to keep the club sanitised at all times, X marking the spot in group classes, sanitising stations around the club, and more. Read all about the health and safety measures we have in place. |
| Button text | Find out more |
| Button link | www.fernwoodfitness.com.au/why-fernwood/reopening-information |

TEST EMAIL

Before sending an email, you must send yourself a test email first to check your copy, links, images and all other features are functioning correctly. Read your headlines and copy, click on all the links and make any necessary updates to your email before marking it as active. This may require you to send yourself another test email. Do not mark an email or SMS as active until you are confident that it's ready to be sent.

SOCIAL MEDIA

Please refer to weekly NSO updates for social media schedule and the posts which will be published on your behalf (for those clubs opted-in to the NSO social scheduling service).