

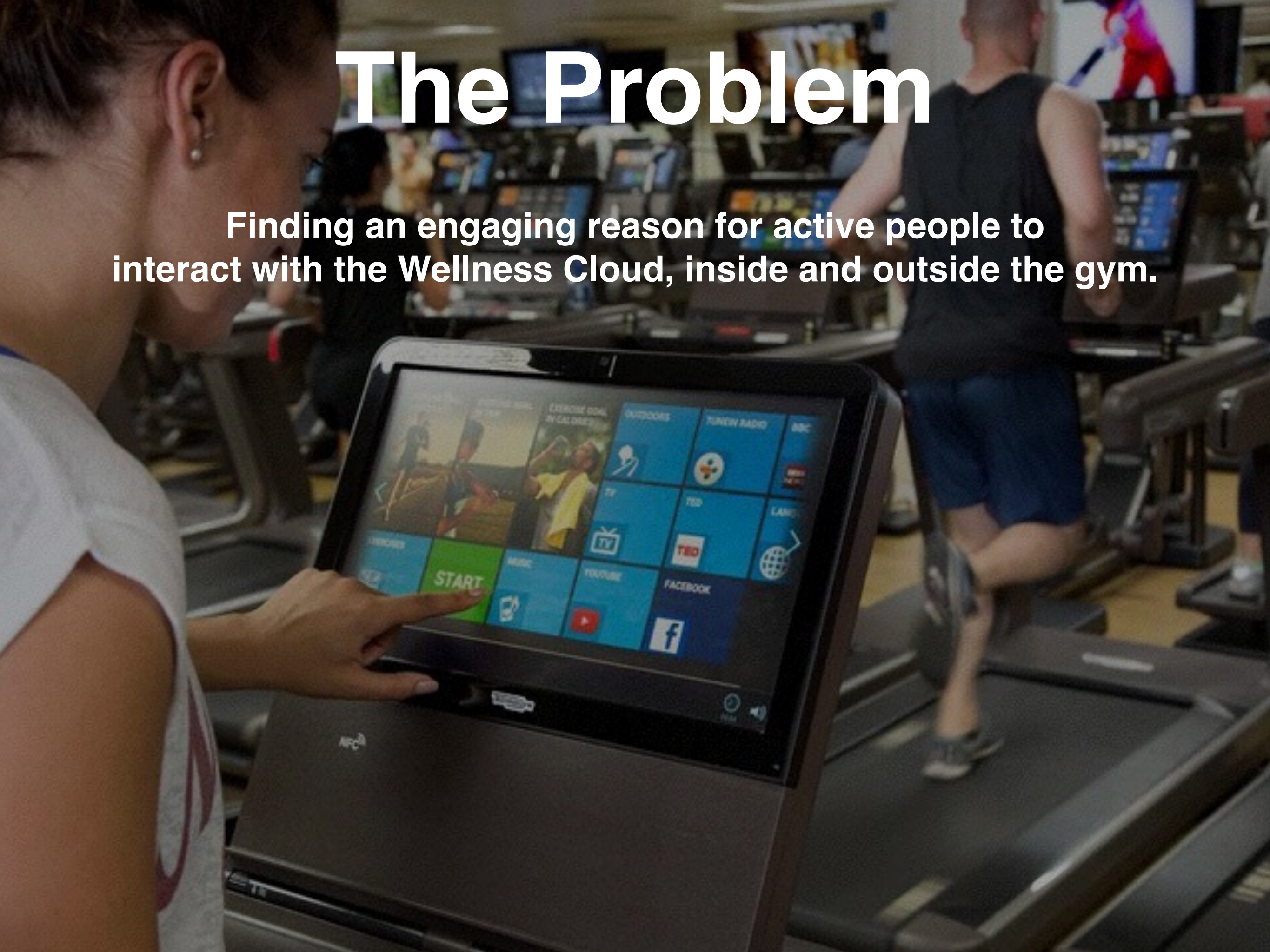
A photograph of four runners in motion on a track, overlaid with a teal tint. The runners are in profile, moving from left to right. The lead runner is a woman with dark hair in a ponytail, wearing a light-colored long-sleeved athletic top. Behind her are three other runners: a woman with blonde hair in a ponytail, a man in a blue long-sleeved shirt, and another person partially visible in the background.

  
***gym*tonic**  
move to win.



# The Problem

Finding an engaging reason for active people to interact with the Wellness Cloud, inside and outside the gym.





# The Problem

People often need social pressure in order to get active, but friends are not always available to join in running or biking.

**More peer pressure = more exercise**



The logo graphic consists of five teal-colored circles of varying sizes arranged in a triangular pattern, with three circles at the top and two at the bottom.

***gym*tonic**  
move to win.

# The fun way to add social pressure to your workouts



Add a group of friends to your  
running or biking group.







Set a common goal that you want to meet, and a reward for those who meet it.





Check the scoreboards, tease friends who aren't keeping up, and brag about your own progress.






The winner of the challenge wins items while the loser has to pay up.





A scenic landscape featuring a river winding through a valley, surrounded by rolling hills and mountains under a clear sky. In the foreground, three cyclists are riding on a rocky, dirt trail. The cyclist on the left is wearing a light blue tank top and black shorts. The cyclist in the middle is wearing a dark shirt and black shorts. The cyclist on the right is partially visible, wearing a dark shirt and black shorts. The text is overlaid on the image in white, bold font.

**“I challenge us  
to visit the gym  
twice this week”**

**“I challenge us  
to bike 500km  
this month”**

**“I challenge us  
to burn 300  
calories today”**

**“I challenge us  
to run for 40  
minutes this  
week”**



# The Rewards



Group Rewards



Gym Rewards

# The Mobile App

Connect to social channels  
Facebook  
Twitter  
Email

**Compete and challenge in running and biking outside the gym**

***gym*tonic**  
move to win.



# The Unity App

Log in via the Wellness Cloud

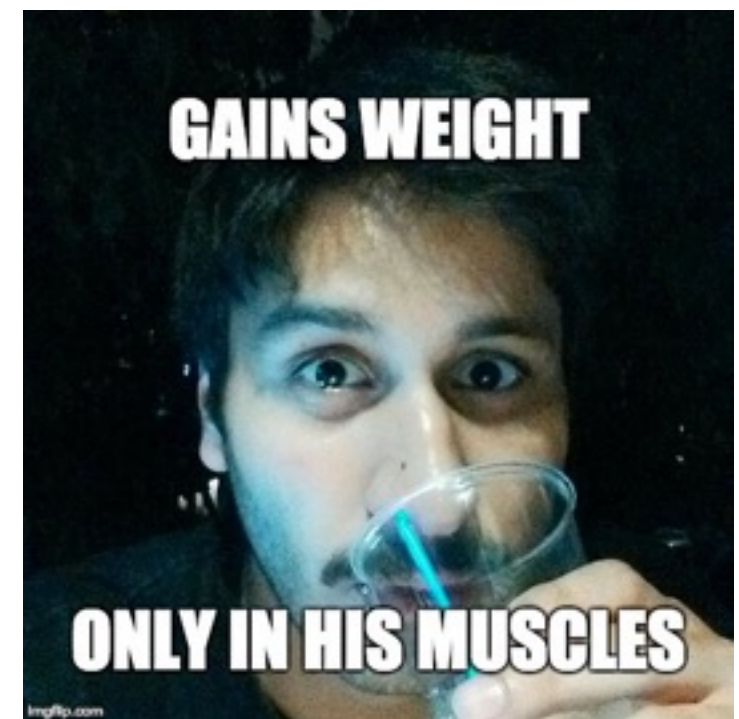
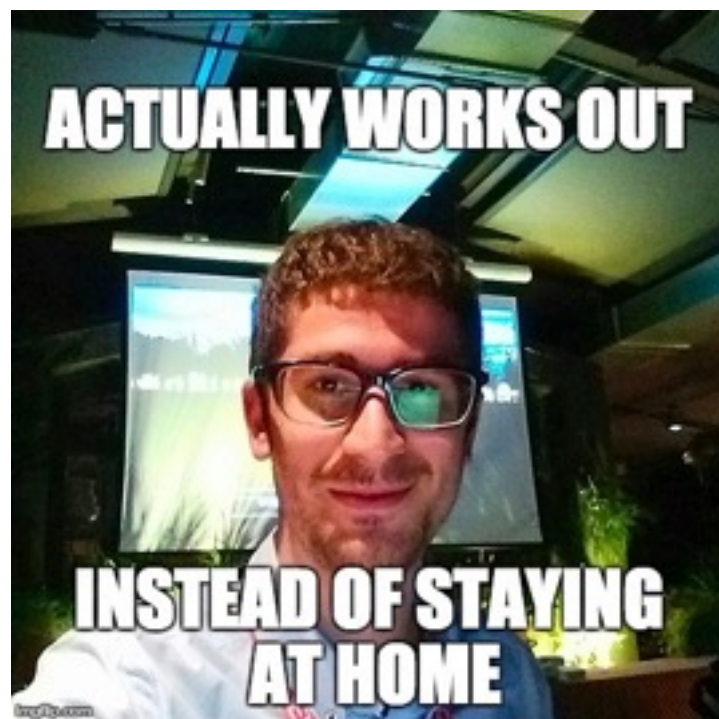
Get access to all mobile app features, track progress on Technogym machines, and send some Sweaty Selfies to brag to your group.

**gymtonic**  
move to win.



# Sweaty Selfies

Prove to your friends how hard  
you're working out and encourage  
them to keep pace





# Gyms love it

Gymtonic gives gyms the ability offer their clients group loyalty discounts and special offers for achieving their goals

**VIRGIN ACTIVE** HEALTH CLUB



***gym*tonic**  
move to win.





# The Unity App

***gym*tonic**  
move to win.







Set goals together and enjoy great discounts and free products at your gym.

Challenge your friends and let them pay for the next beer or dinner.



50% of your group have reached the goal.

#### leaderboard



Paolo  
1,3976 moves



Marco  
878 moves



David  
432 moves

...



You  
210 moves

#### set challenge

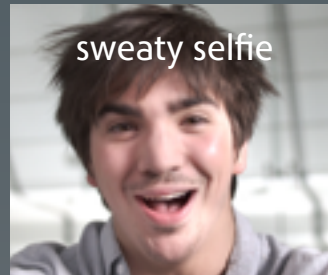


START

#### groups



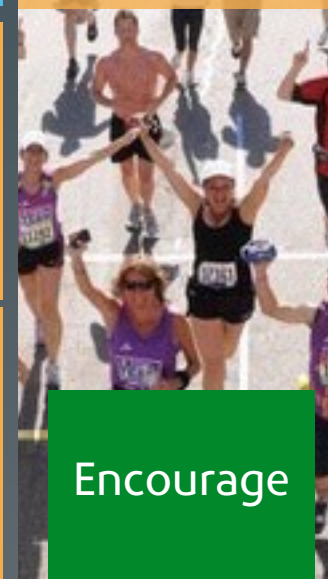
sweaty selfie



#### rewards



Encourage



#### RESULTS

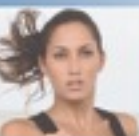


#### TV



#### FACEBOOK

Kate Moore



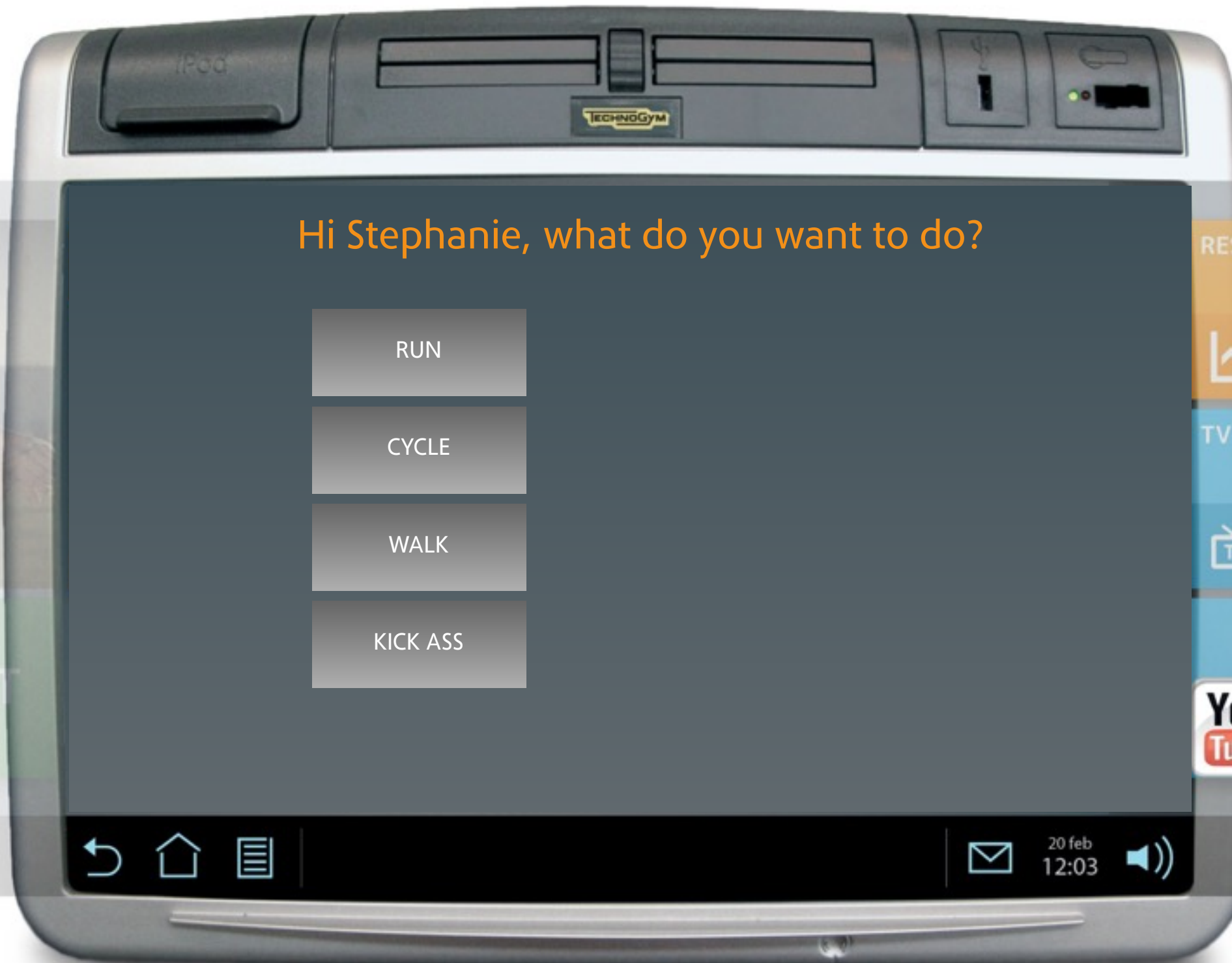
#### WEB



#### CHALLENGE







Hi Stephanie, what do you want to do?

RUN

CYCLE

WALK

KICK ASS

RESULTS



FACEBOOK  
Kate Moore



TV

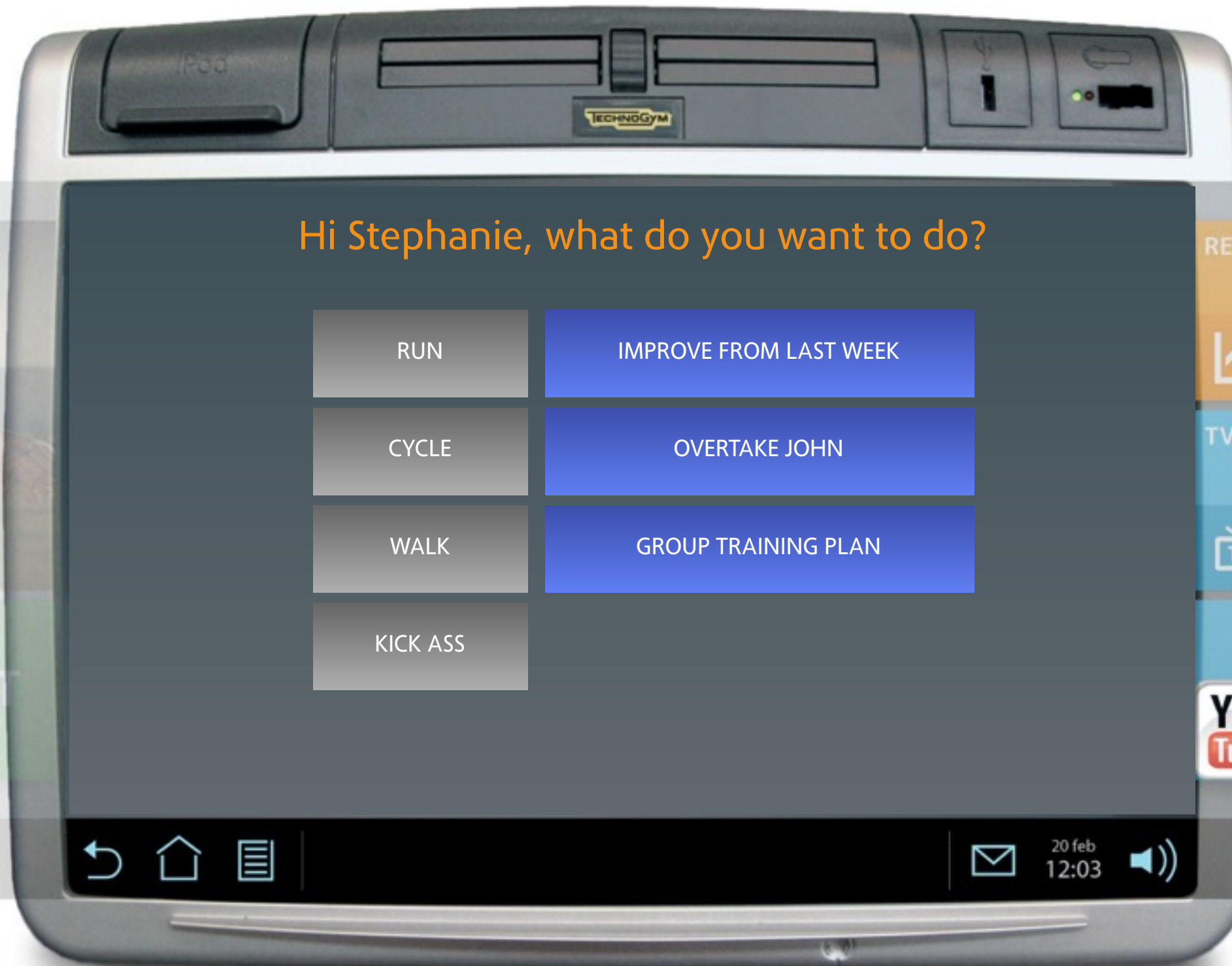


WEB



CHALLENGE





Hi Stephanie, what do you want to do?

RUN

IMPROVE FROM LAST WEEK

CYCLE

OVERTAKE JOHN

WALK

GROUP TRAINING PLAN

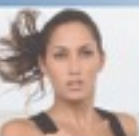
KICK ASS

RESULTS



FACEBOOK

Kate Moore



TV



WEB



CHALLENGE

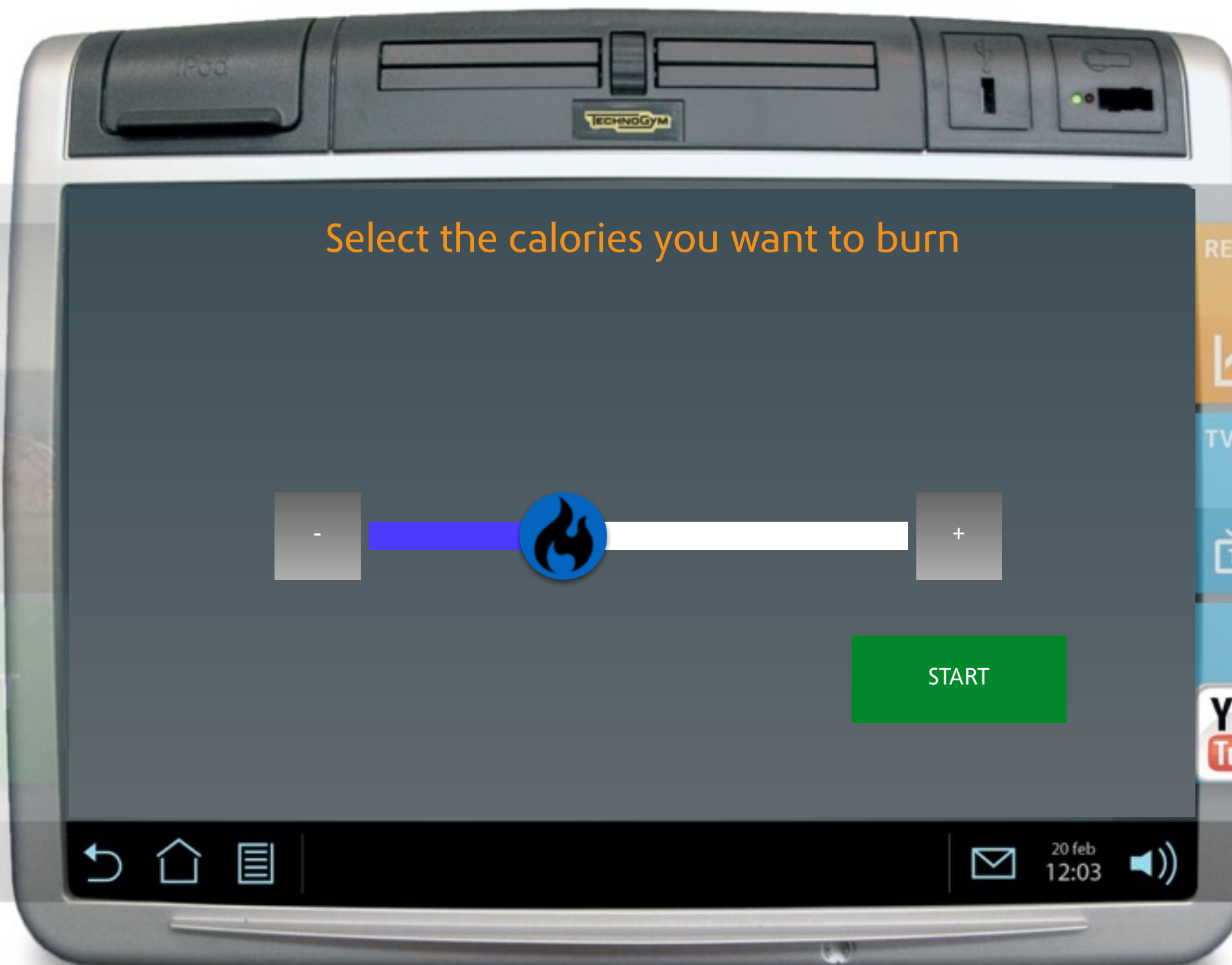


20 feb  
12:03



15:03  
50% battery





Select the calories you want to burn



START



20 feb  
12:03



15:03  
30 feb



RESULTS

FACEBOOK  
Kate Moore

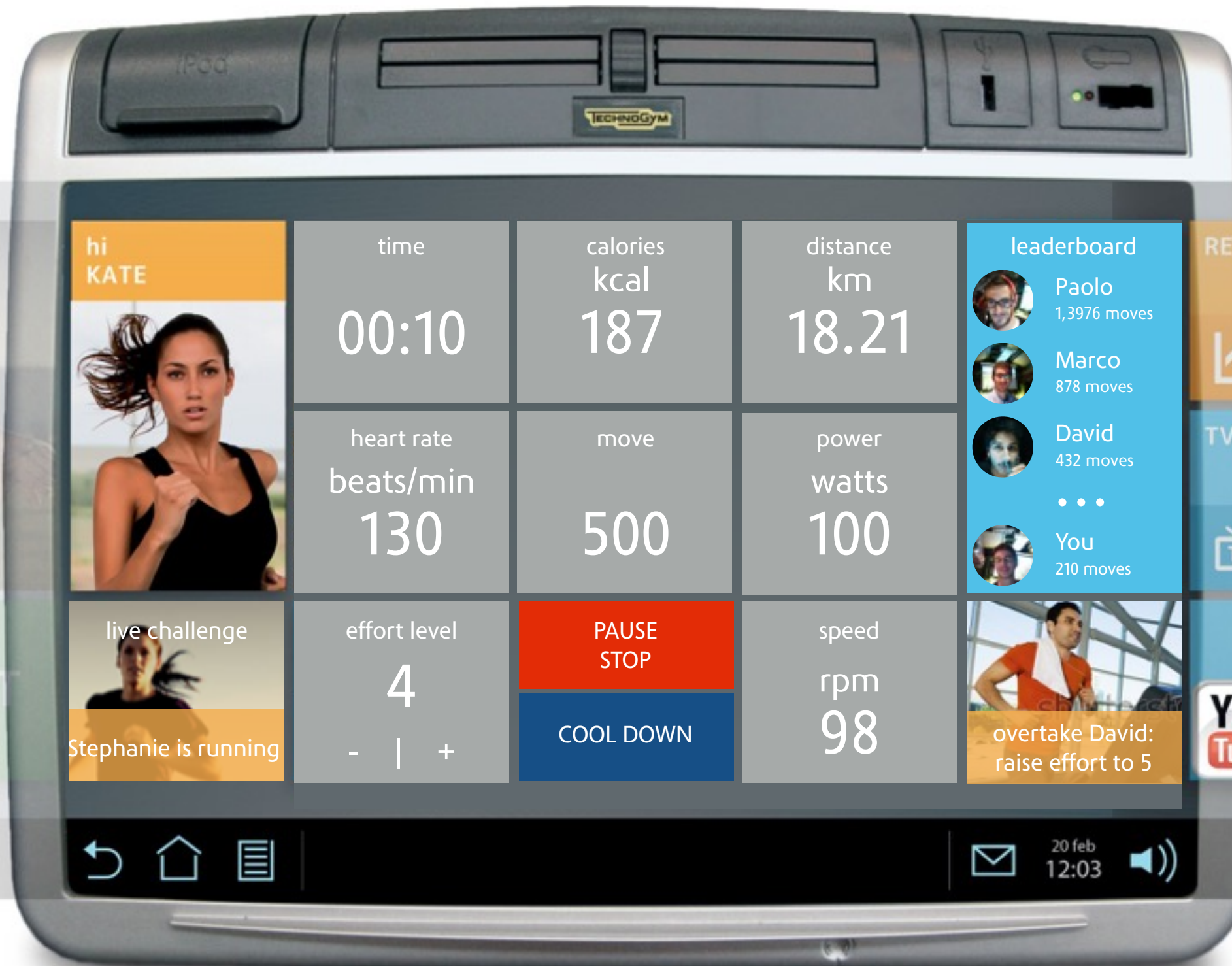
TV

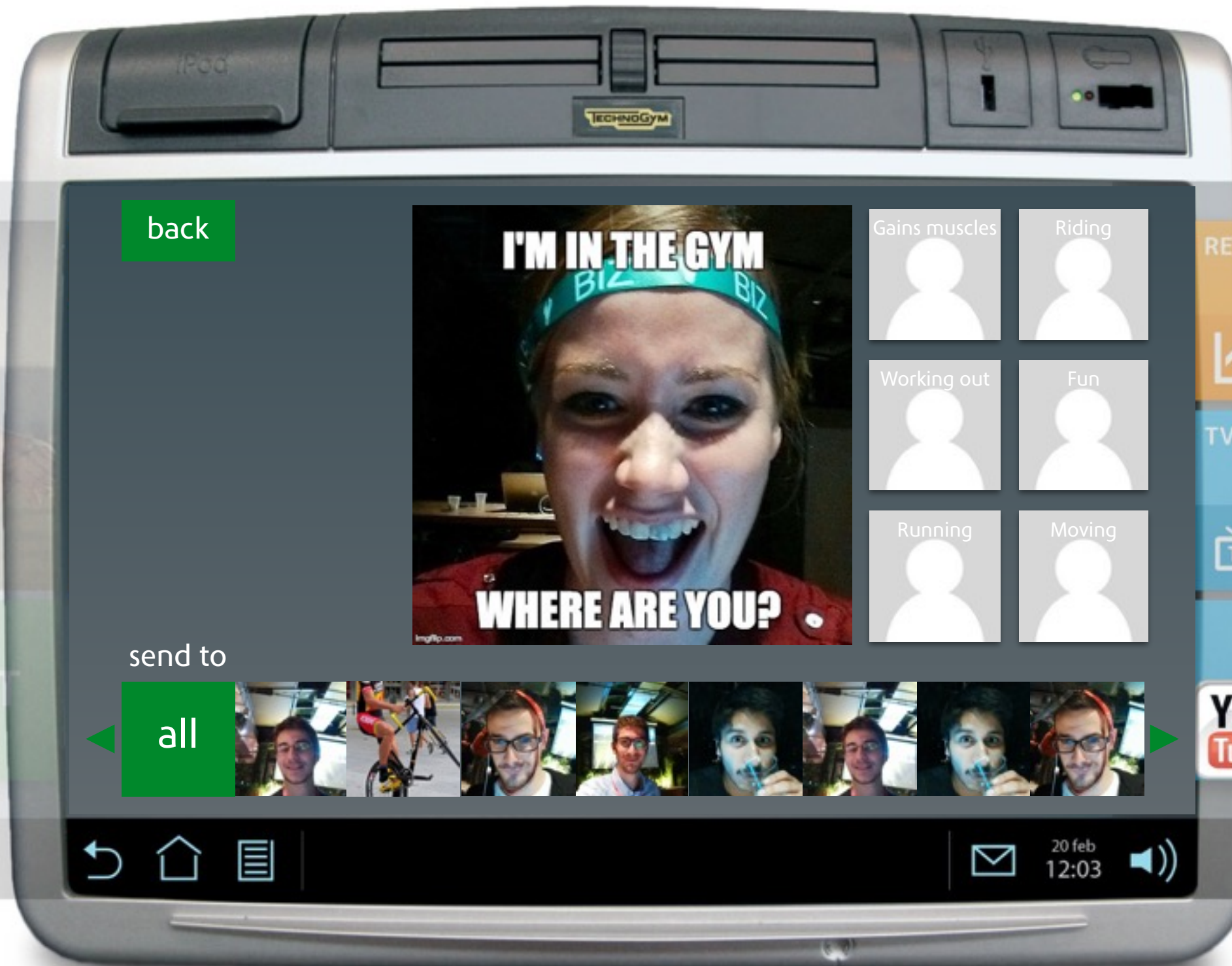
WEB

CHALLENGE

YouTube







back

I'M IN THE GYM

WHERE ARE YOU?

Gains muscles

Riding

Working out

Fun

Running

Moving

send to

all

RESULTS

FACEBOO

Kate Moore

TV

WEB

CHALLENGE

You  
Tube



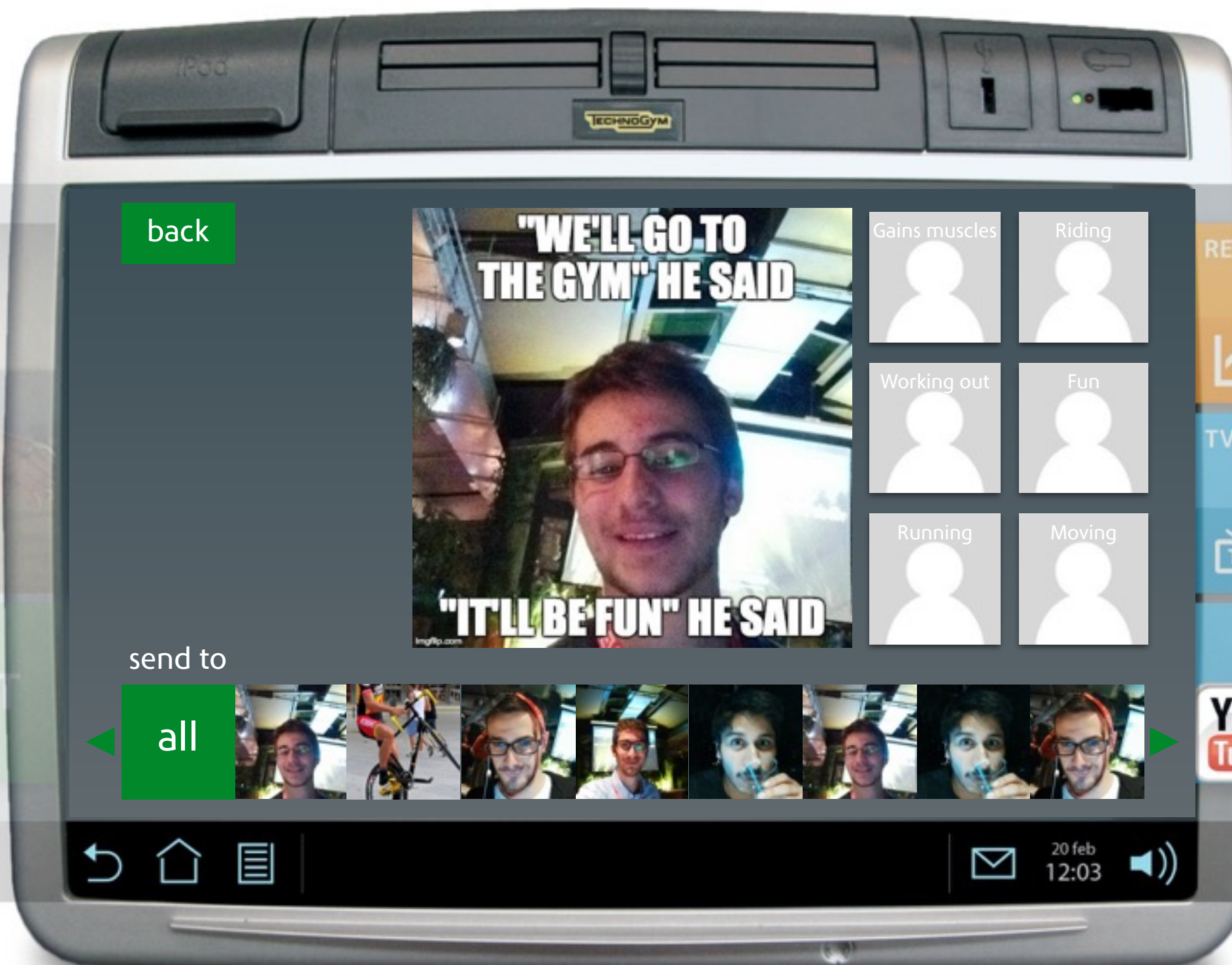
20 feb  
12:03



15:03  
20 feb







back



Gains muscles

Riding

Working out

Fun

Running

Moving

send to

all

RESULTS

FACEBOOK

Kate Moore

TV

WEB

CHALLENGE

YouTube

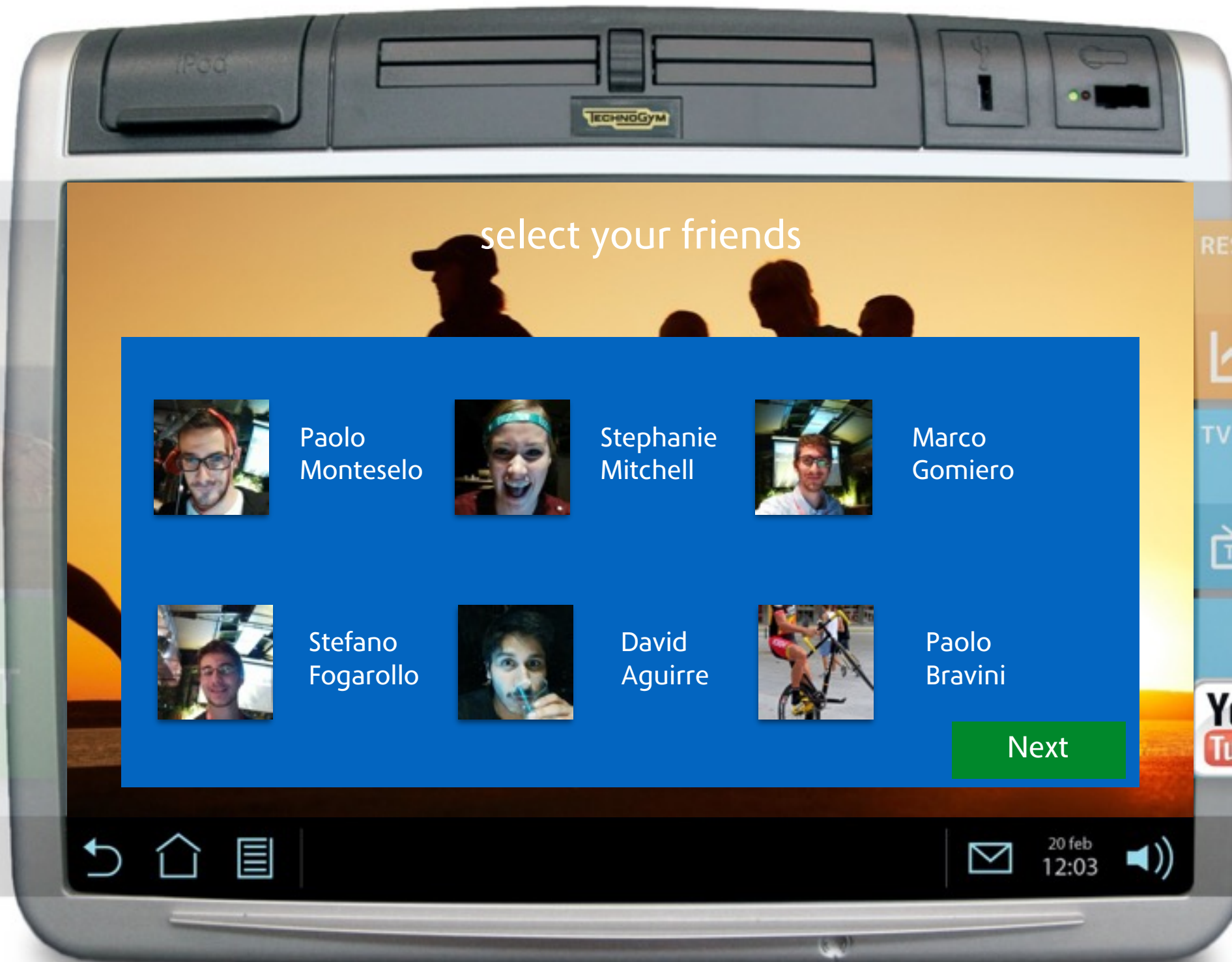


20 feb  
12:03



15:03  
20 feb





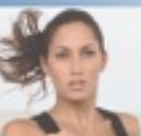
RESULTS



TV



FACEBOO  
Kate Moore



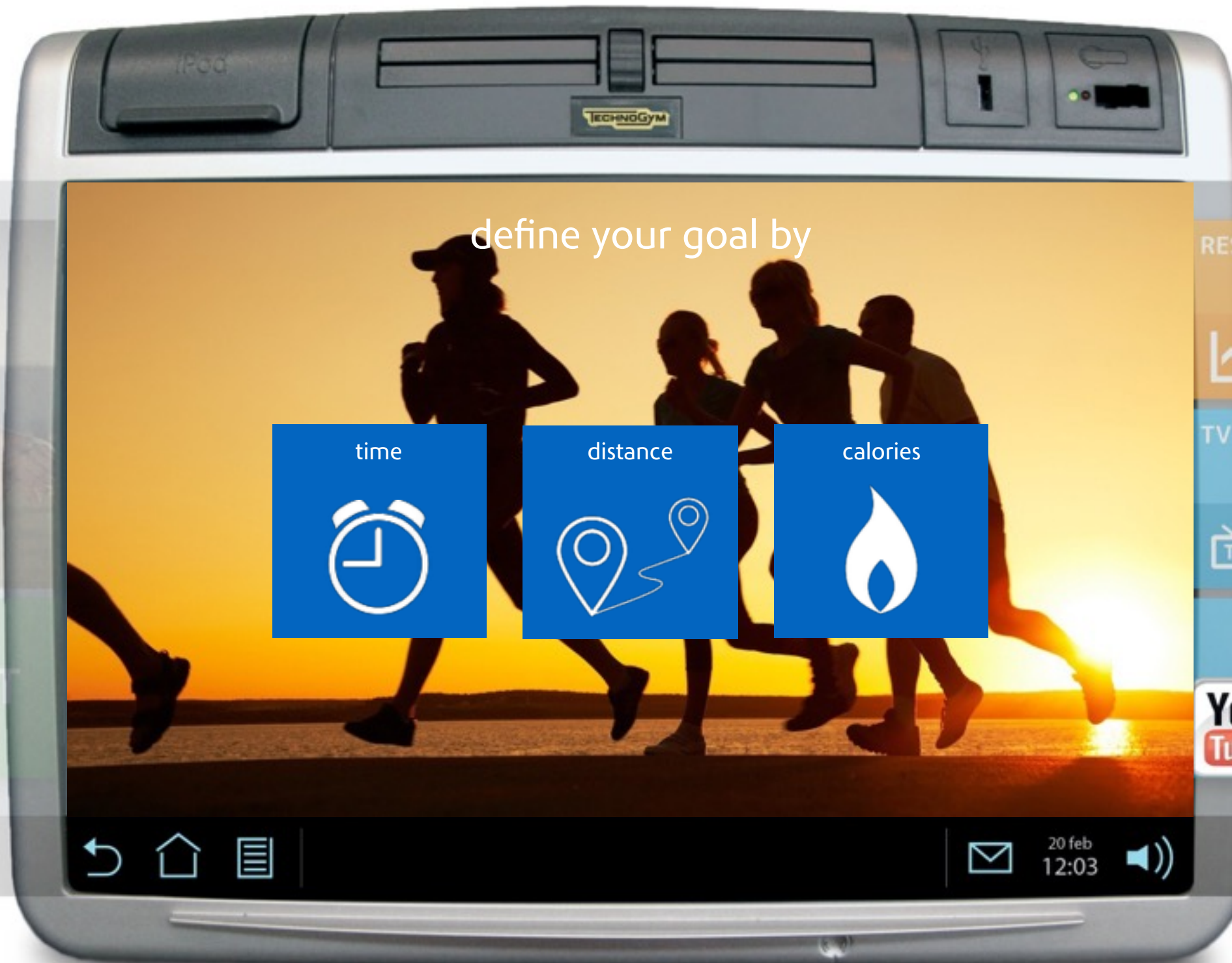
WEB



CHALLENGE







RESULTS



TV



FACEBOOK  
Kate Moore

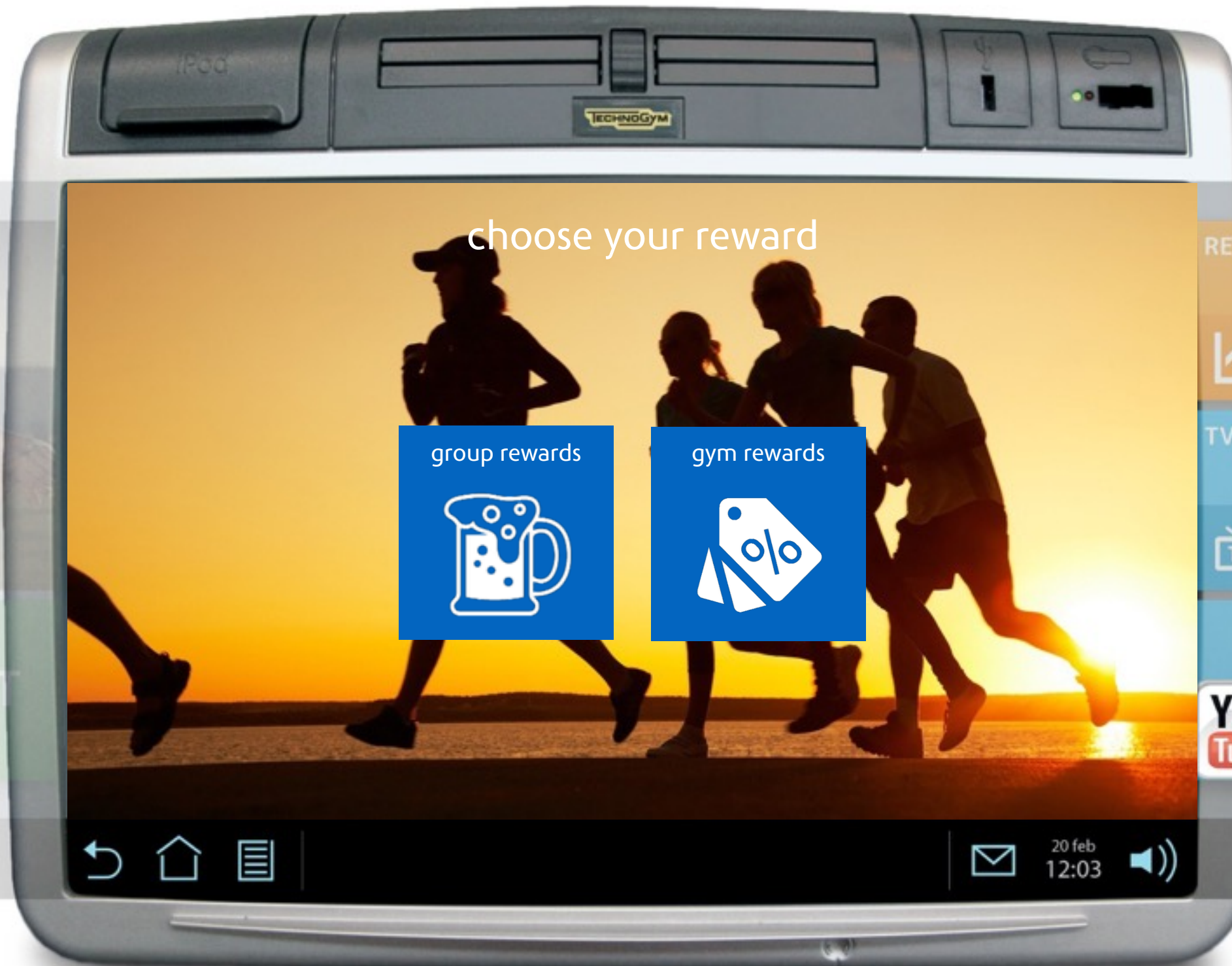


WEB



CHALLENGE





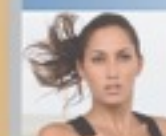
RESULTS



TV



FACEBOOK  
Kate Moore



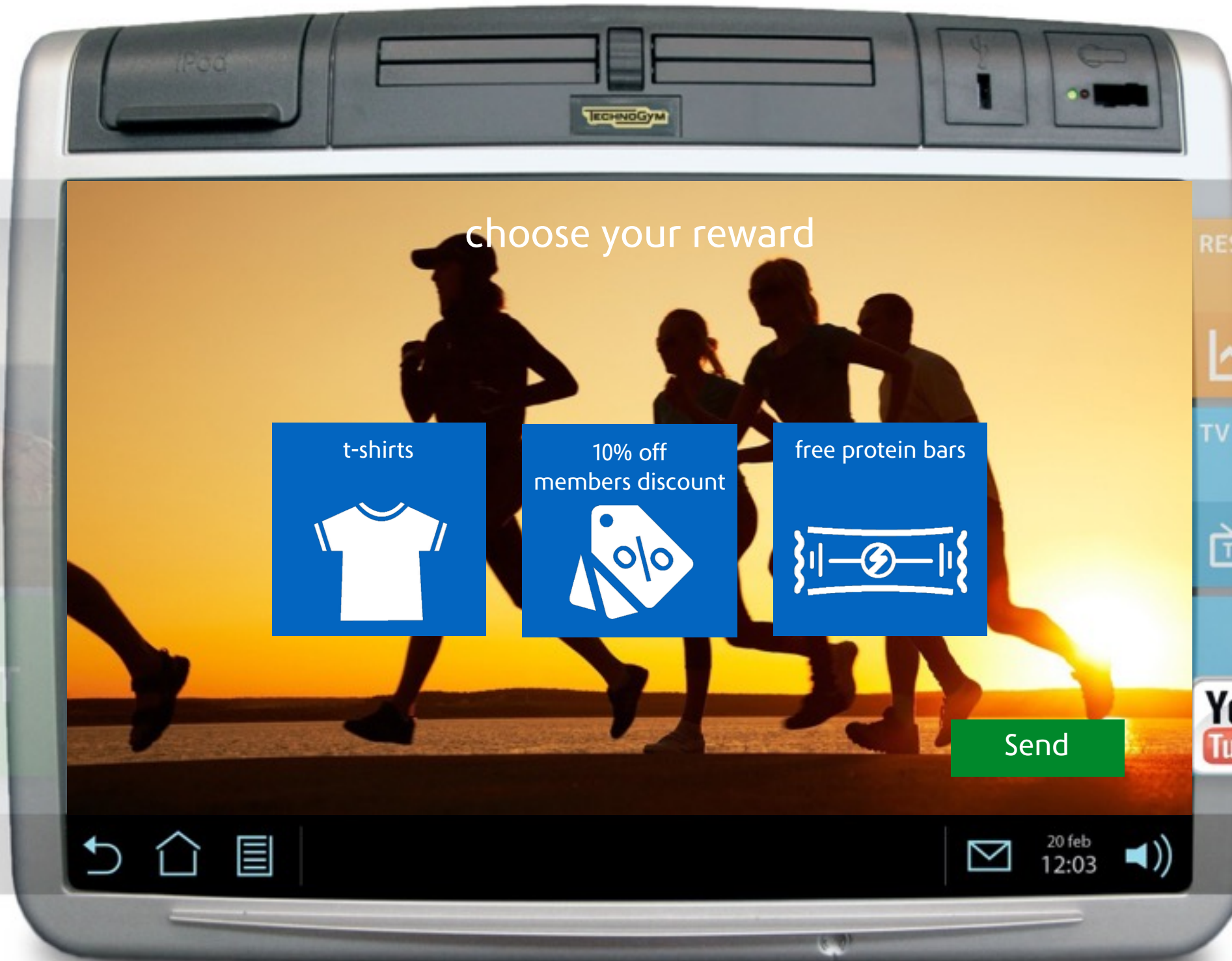
WEB



CHALLENGE







RESULTS

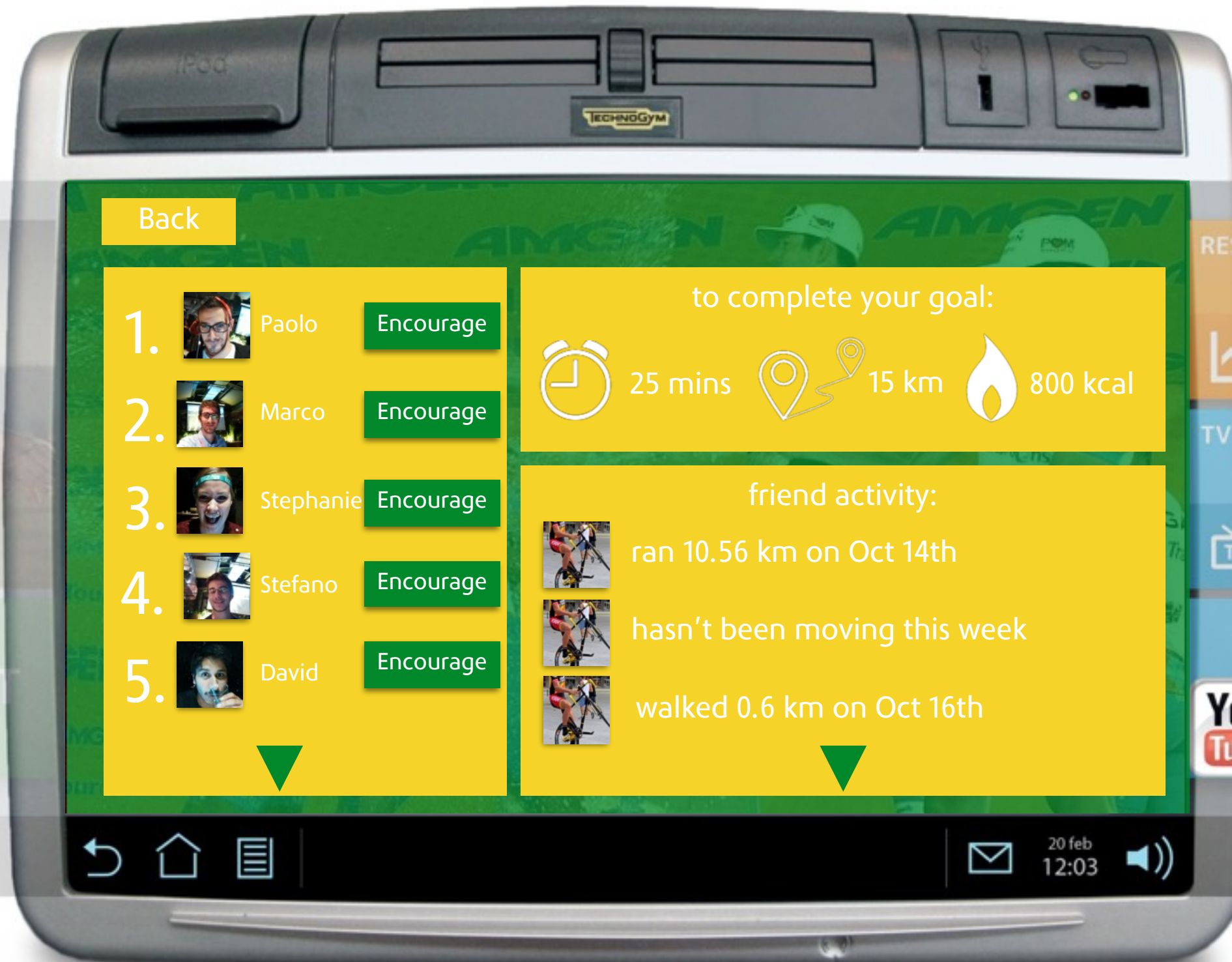
FACEBOOK  
Kate Moore

TV



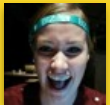
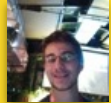

WEB

CHALLENGE

YouTube



Back

1.  Paolo [Encourage](#)
2.  Marco [Encourage](#)
3.  Stephanie [Encourage](#)
4.  Stefano [Encourage](#)
5.  David [Encourage](#)

to complete your goal:



25 mins



15 km

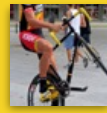


800 kcal

friend activity:



ran 10.56 km on Oct 14th



hasn't been moving this week



walked 0.6 km on Oct 16th

RESULTS



TV



FACEBOOK  
Kate Moore



WEB



CHALLENGE



20 feb  
12:03



15:03  
20 feb

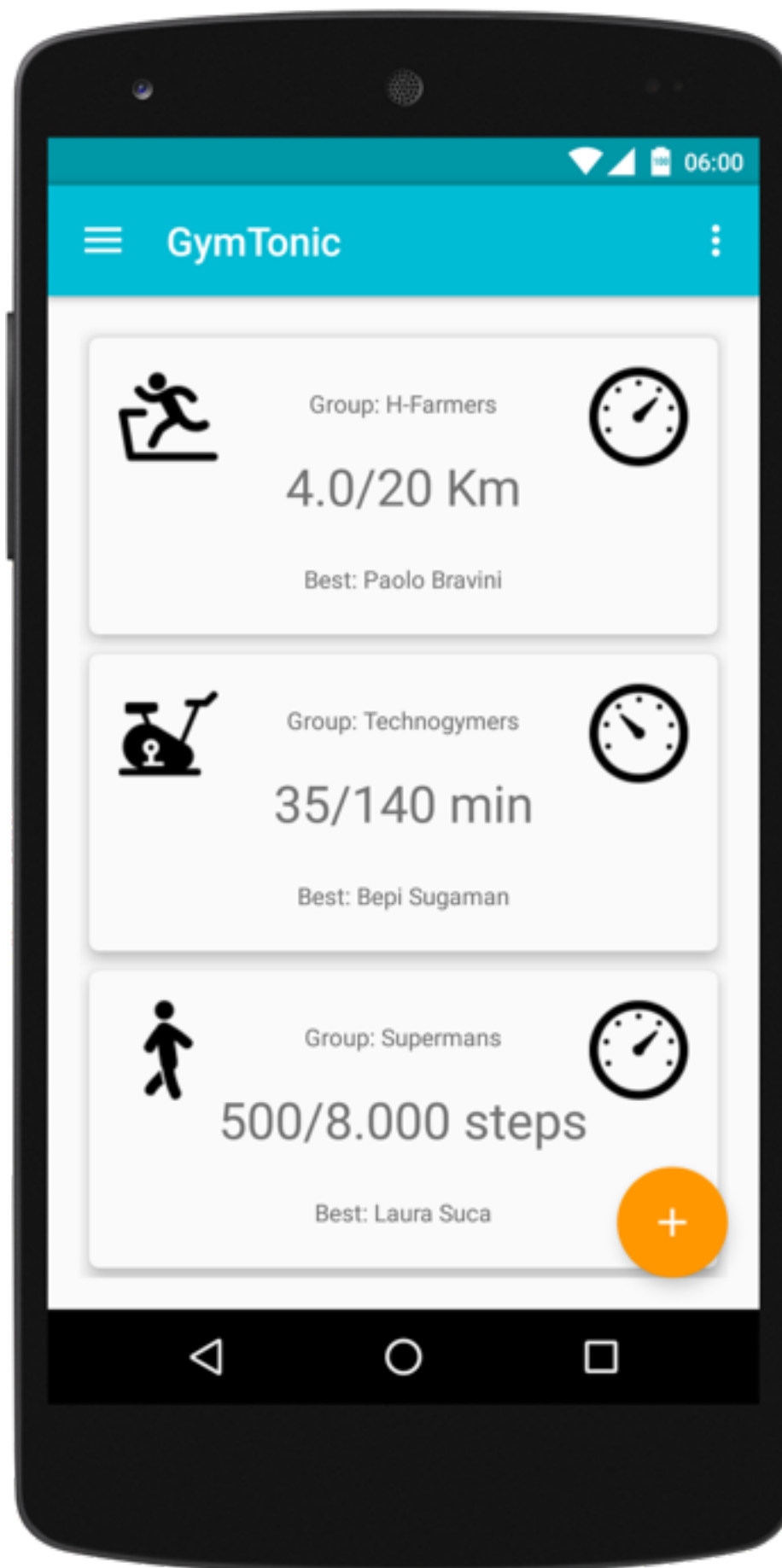




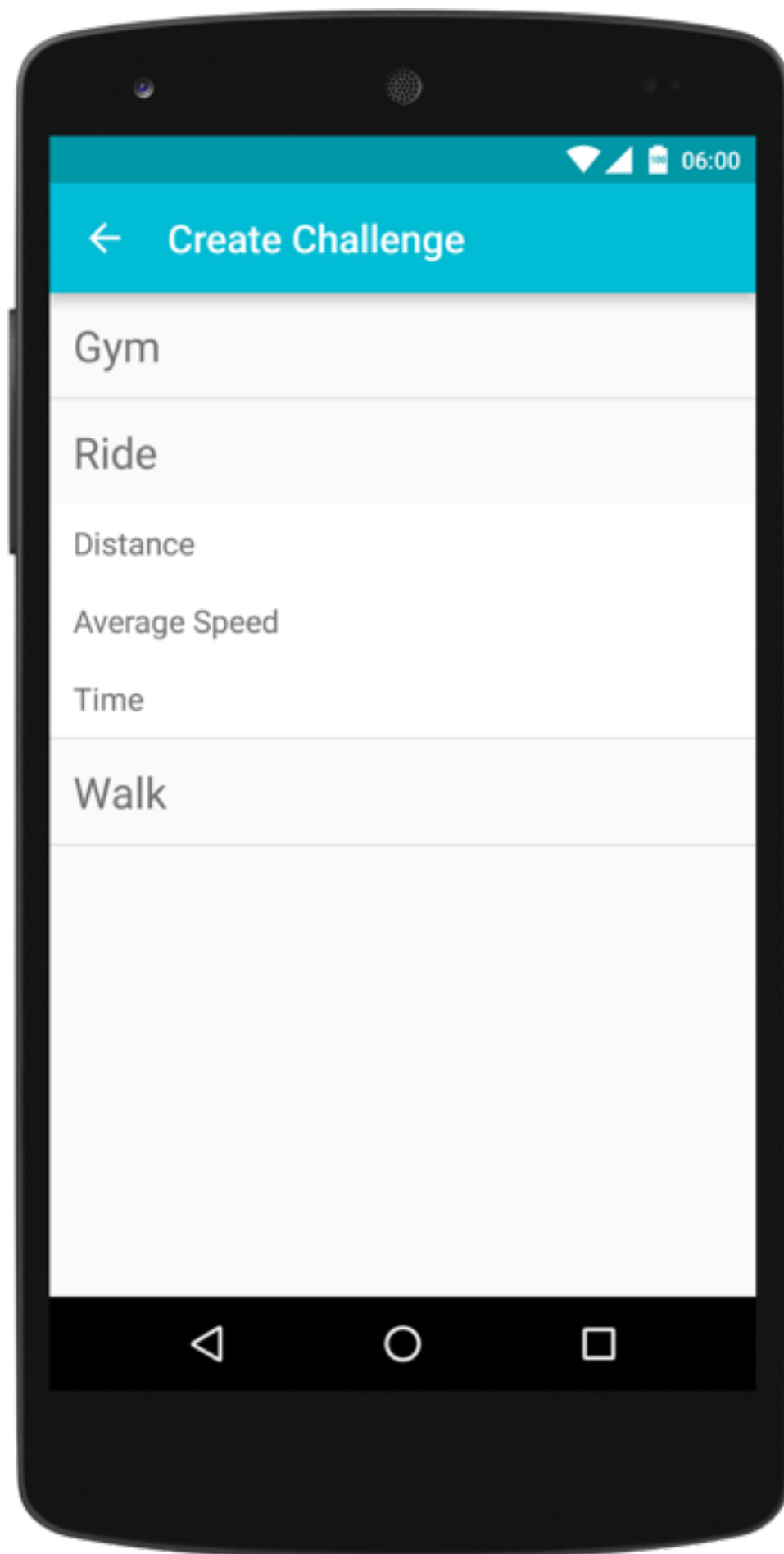
A group of four runners, two women and two men, are captured in motion on a blue running track. The runner in the foreground is a woman with dark hair, wearing an orange and red patterned long-sleeved top and black shorts. Behind her are a blonde woman in a light grey jacket, a man in a bright blue shirt, and another man in a dark shirt. They are all running towards the right side of the frame. The background shows a green field and a clear blue sky with some light clouds.

# The Mobile App

***gym***tonic  
move to win.







## ← Create Challenge

Gym

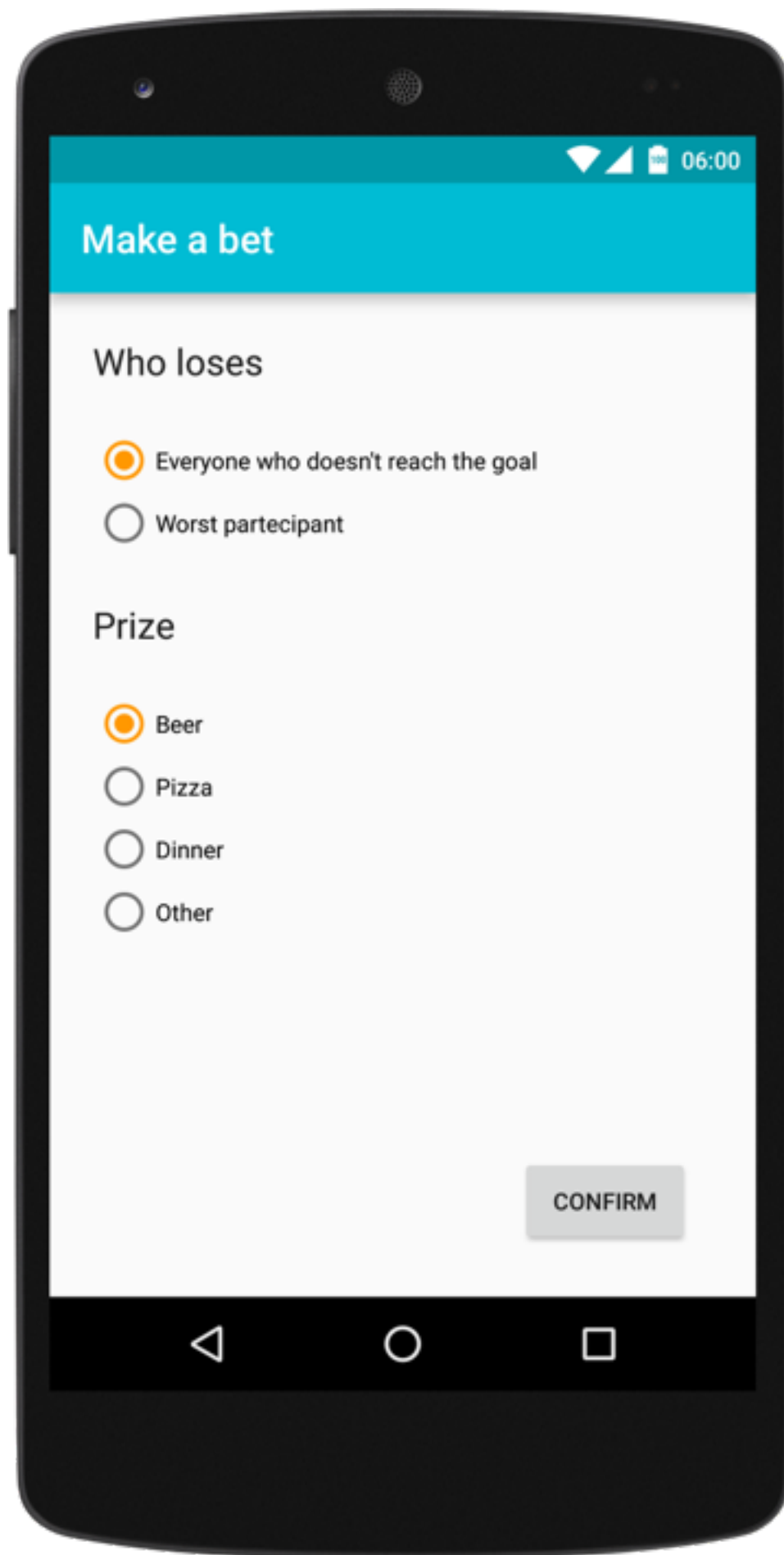
Ride

Distance

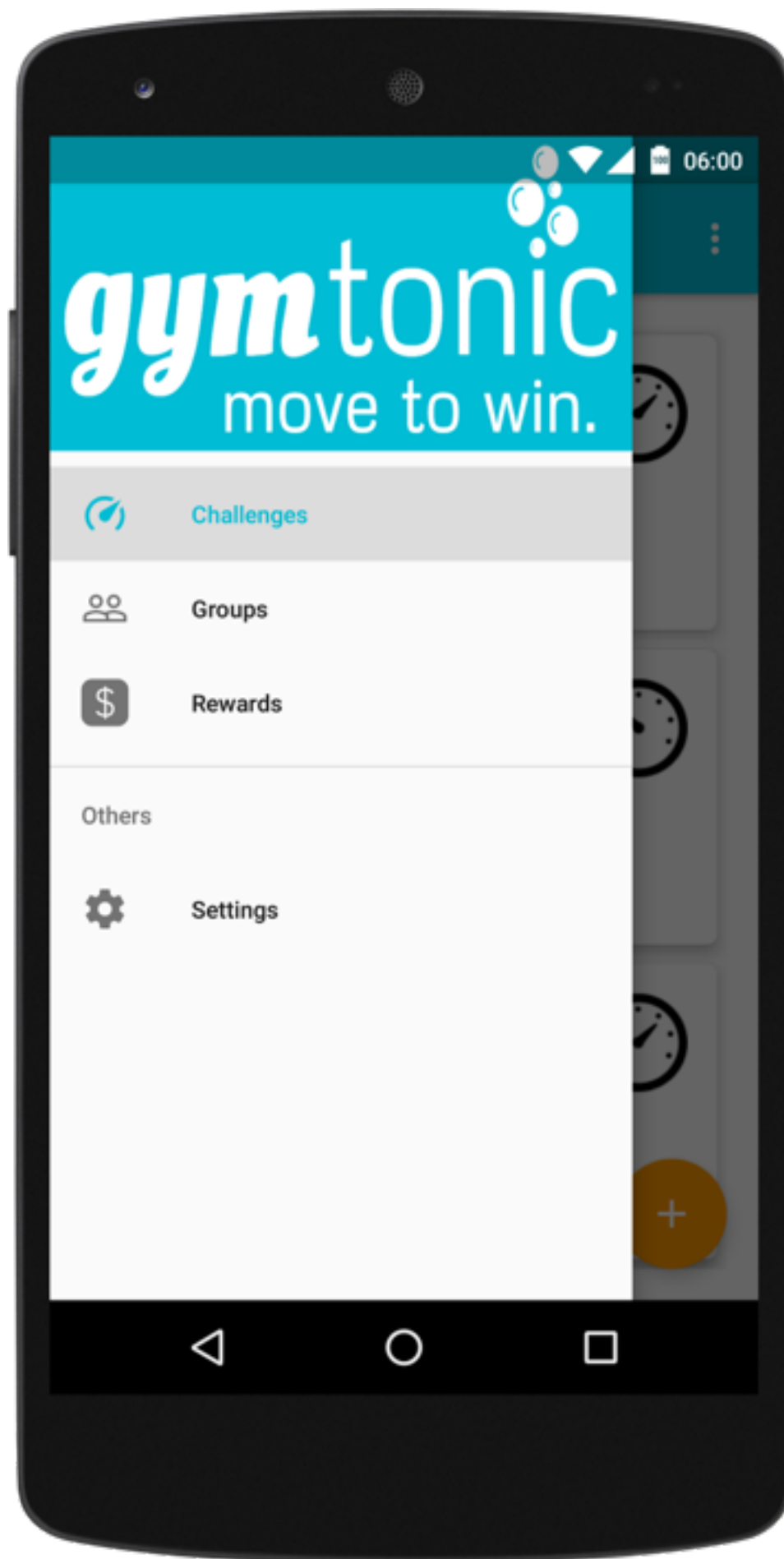
Average Speed

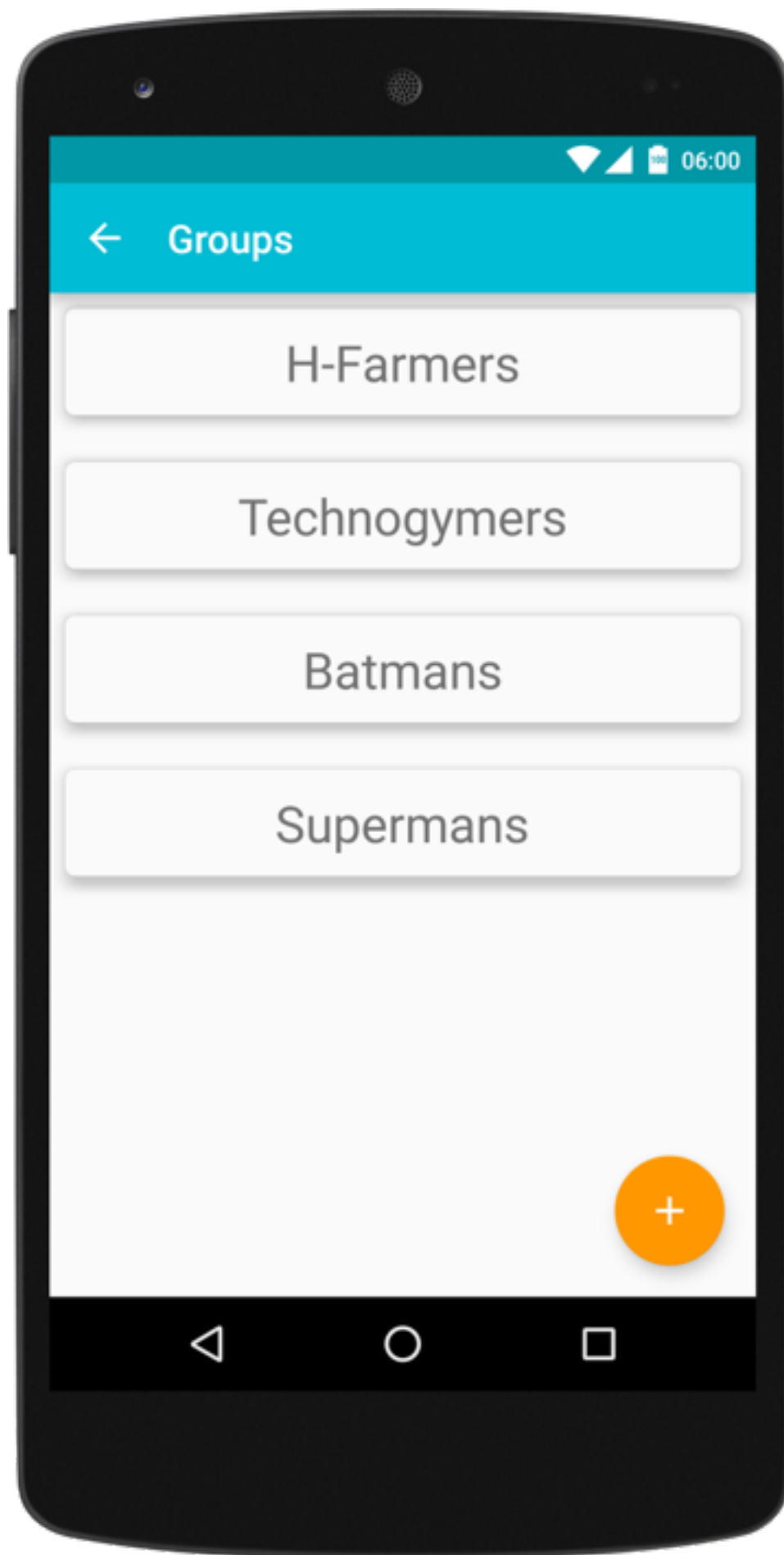
Time

Walk

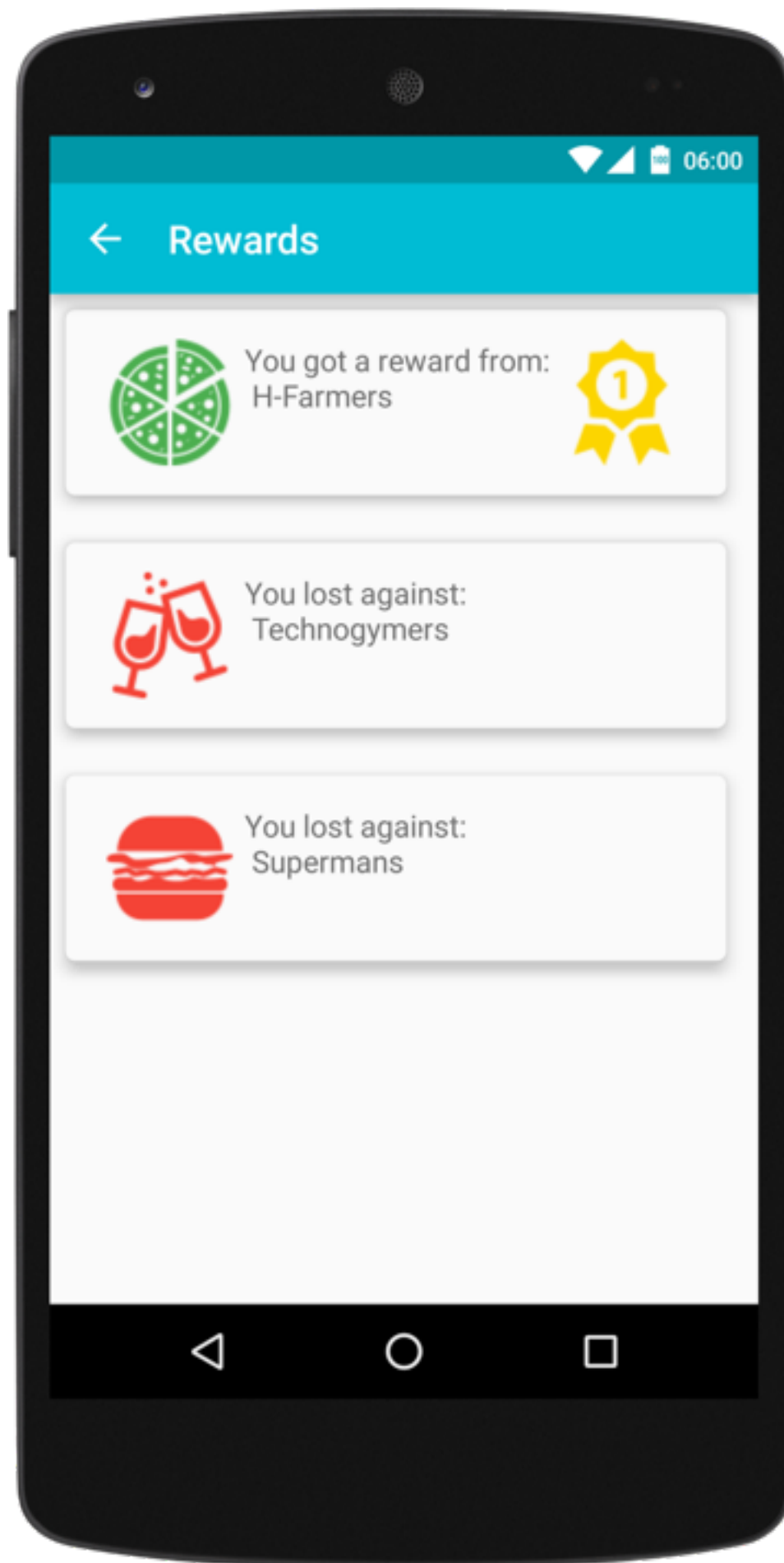












06:00

## ← Rewards



You got a reward from:  
H-Farmers



You lost against:  
Technogymers



You lost against:  
Supermans

A photograph of four runners in profile, moving from left to right on a track. The image is overlaid with a semi-transparent green filter. The runners are wearing athletic gear; the lead runner is a woman in a light-colored patterned jacket, followed by a woman in a light jacket, a man in a blue shirt, and another person partially visible in the background.

  
***gym*tonic**  
move to win.