



"Think Inside The BOX"



## Proposal: Holographic Display Partnership with Gold's Gym

**Presented by Holo Pro**

### Introduction

Holo Pro is proud to introduce a revolutionary advertising and engagement solution: South Africa's first holographic display units. This state-of-the-art technology delivers lifelike, three-dimensional visuals that appear to float in space, captivating audiences in ways that traditional displays cannot. At Holo Pro, we invite you to "**Think Inside the Box**"—transforming ordinary advertising into extraordinary experiences.

### Why Holographic Displays?

- Command Attention – Stunning 3D visuals instantly draw the eye.
- Enhance Engagement – Content feels immersive and interactive.
- Strengthen Brand Prestige – Adopt technology not yet widely available in South Africa.
- Create Memorable Impressions – More impactful than traditional 2D displays.
- Offer Versatility – Showcase products, services, or promotions dynamically.

### Strategic Fit for Gold's Gym Sandton

Gold's Gym Sandton is recognized as a premier fitness destination. The integration of a Holo Pro holographic display aligns perfectly with its commitment to excellence and innovation. Placed in high-traffic areas, the display will provide exclusive advertising opportunities, add value to members, and generate new revenue streams while enhancing the premium atmosphere of the gym.

## Pricing Models

### Option 1: Direct Rental Model

12-month agreement: R30,000 per month • Includes initial content creation and one refresh every 6 months • Additional content creation: R5,000 per campaign • 6-month pilot: R34,000 per month

### Option 2: Advertiser-Funded Model

Display unit provided free of charge (12-month agreement)

- Minimum of 10 participating brands at R2,700 per month each
- Initial content creation: R5,000 per participating brand
- Updates: R3,500 per participating brand • 6-month pilot: participating brands at R3,100 per month each (*Golds Gym will be responsible for attaining and maintaining minimum of 10 participating brands*)

## Potential Advertising Categories

- Nutritional supplements
- Functional beverages
- Athletic footwear
- Gym apparel and activewear
- Wearable technology
- Healthy snacks
- Massage guns and recovery tools
- Physiotherapy and massage services
- Personal training and coaching programs
- Health and wellness clinics
- Supplement and nutrition retailers
- Gym accessories
- Lifestyle brands (headphones, gym bags)
- Healthy food outlets and cafés
- Subscription services (meal plans, supplement deliveries)

## Conclusion

By partnering with Holo Pro, Gold's Gym Sandton can lead the South African fitness industry into a new era of engagement. The holographic display unit not only enhances the member experience but also unlocks sustainable revenue through advertising partnerships. With the "**Think Inside the Box**" concept, every campaign becomes an unforgettable experience.