

Project – Mock Logan Square Member Signup Email for City Fitness

Objective – To Announce the opening of CF's new Logan Square location and attract new members



Subject - Fitness is now in the heart of Center City

We're proud to announce that the Logan Square location of City Fitness is now open to the General Public! Located in the beautiful Sterling building on 18<sup>th</sup> and JFK Boulevard, City Fitness Logan Square is also our first Signature Club.

We've listened to what our members have been saying, and there hasn't been a good option to get your sweat on during a lunch break, until now. Logan Square is complete with an executive locker-room with complimentary towels, a collaborative workspace (in case you have to send an email or take a call on your lunch break) and everything else you could want in a gym including 6 group exercise studios and hundreds of pieces of strength/cardio equipment.

Sounds great right? Well if you want to stop by and check it out then take advantage of a 7-Day free trial pass that provides you with access to all of our clubs (including the new Logan Square) access to group fitness classes, no up-front commitment and the opportunity to bring a friend when you work out!

Honestly why wait, call today at 215.923.4114 or sign-up online [here](#) and take advantage of those free 7 days!

-END OF EMAIL-

- Name of Company – City Fitness
- Company Tagline – “Fitter Together” “More than a gym, we’re a community”
- Contact – N/A
  
- Project Specific Info
  - Project Description – create email and ad marketing to promote 7 day trial, new logan square location and ultimately increase membership
  - Scope and Inclusions – Philadelphia residents
  - Objectives – bring attention to old members that the logan square location is open and to bring new members in.
  - Target audience – Philadelphia residents or workers that are frequently in center city
  - Call to action – sign up for memberships at logan square
  - Tone and Style – cool and clean, fit
  - Deadlines – N/A
  - Constraints – N/A
  - Keywords – Fitness?
  
- General business Information
  - Company background and values – Cleanliness, Friendliness, Cutting-edge facilities. CF prides itself on these three things above all else. Founded during housing crises, brought back against all odds. Clean simple finish.
  - Customer pain points – somewhere to workout on their lunch break, no ever any time with work/family/life.
  - Barriers to purchase – too expensive, not sure if they’ll come
  - Competitors and industry bodies – Sweat, corepower, yoga studios, fitness boutiques
  - Alternatives – see above
  - Your USP or POD – always a high quality facility, consistently offering new equipment, classes and experiences. One stop shop for fitness.
  - Testimonials – NA
  - Brand Personality – Clean, friendly, quality fitness experience.