

facility launch



The Challenge:

Launch a flagship health and fitness facility in Viera, Florida.

Secure a statistically significant number of prepaid memberships--before the door opens.



Pro-Health & FITNESS CENTER

The Audience:

Health-focused men and women 20-54 within a 5-mile radius of the new Health First facility.

The Strategy:

Based on the research:

- > Focus on **FLEXIBILITY** of workout options
- > Make connection to facility's **AMENITIES FOR BUSY PEOPLE**
- > Approach target **FEMALE** decision makers
- > Create active look and feel to **SIMULATE THE STATE OF BEING OR BECOMING FIT**

The Results:

- > Campaign results netted **92%** of **MEMBERSHIP ACQUISITION GOALS**
- > Campaign resulted in **110%** of **PROJECTED REVENUES** in the pre-opening campaign period

Health First

PRO-HEALTH CHOICES:

- Aerobics
- Cardio Equipment with **CARDIO THEATER®**:
 - Treadmills
 - Elliptical cross-trainers
 - Stair steppers
 - Stationary bikes
- Pilates & Yoga
- Group Cycling
- Free Weights
- Strength Training Equipment
- WiFi Café & Juice Bar
- KidFit (childcare)
- Personal Training
- Massage
- Indoor:
 - Gymnasium with regulation basketball court/volleyball court
 - Racquetball
 - Track
 - 4-lane lap pool
 - Heated fitness pool
 - 3,400 sq.ft. Health First Outpatient Rehabilitation Services center
 - And more....

NEW FACILITY. NEW LOCATION. FLEX YOUR OPTIONS THIS FALL—IN VIERA.

Dive into **68,000 sq.ft. of workout choices.** Our new state-of-the-art Pro-Health & Fitness Center Viera facility offers a range of exercise options for fitness at any level.

Take the first step, stop in and pre-register at any location by September 7th and your **\$100 enrollment fee will be waived,** or call now for detailed membership information.

PROUD OFFICIAL BREVARD COUNTY FITNESS CENTERS OF THE WASHINGTON NATIONALS MAJOR LEAGUE BASEBALL TEAM.

Pro-Health & FITNESS CENTER

Four convenient locations for all members:

Melbourne	Merritt Island	Palm Bay	Viera
			Grand Opening Sept. 8th
			321.434.1815

TAKE THE FIRST STEP, CALL 321.434.1815 OR VISIT WWW.HEALTHFIRSTPROHEALTH.ORG FOR SPECIAL OFFERS.

Health First

NEW FACILITY. NEW LOCATION. FLEX YOUR OPTIONS THIS FALL—IN VIERA.

Beat the rush, pre-register now for membership at the new, state-of-the-art Pro-Health & Fitness Center Viera facility.

Take the first step to get the information you need by calling **321-434-9999**—from new facility updates, to our latest exciting promotions.

Pro-Health & FITNESS CENTER

Four convenient locations for all members:

Melbourne	Merritt Island	Palm Bay	Viera
321.434.7149	321.434.5801	321.722.5943	Opening This Fall
			321.434.9999

CALL 321.434.9999 • WWW.HEALTH-FIRST.ORG



Health First

FLEX YOUR OPTIONS

WISH IT. DREAM IT. DO IT.

Pro-Health & FITNESS CENTER

GRAND OPENING VIERA

Health First

FLEX YOUR LOCATIONS

Health First

FLEX YOUR WORKOUT OPTIONS:

Health First

Pro-Health & FITNESS CENTER

