



We put pictures in a row



"Many fitness brands are striving to push the community element in terms of fitness, but there are few that are offering the variety of a physical, spiritual and nutritional approach, under one roof, in a boutique non-elitist setting."

Robert McGillivray , Co-Founder

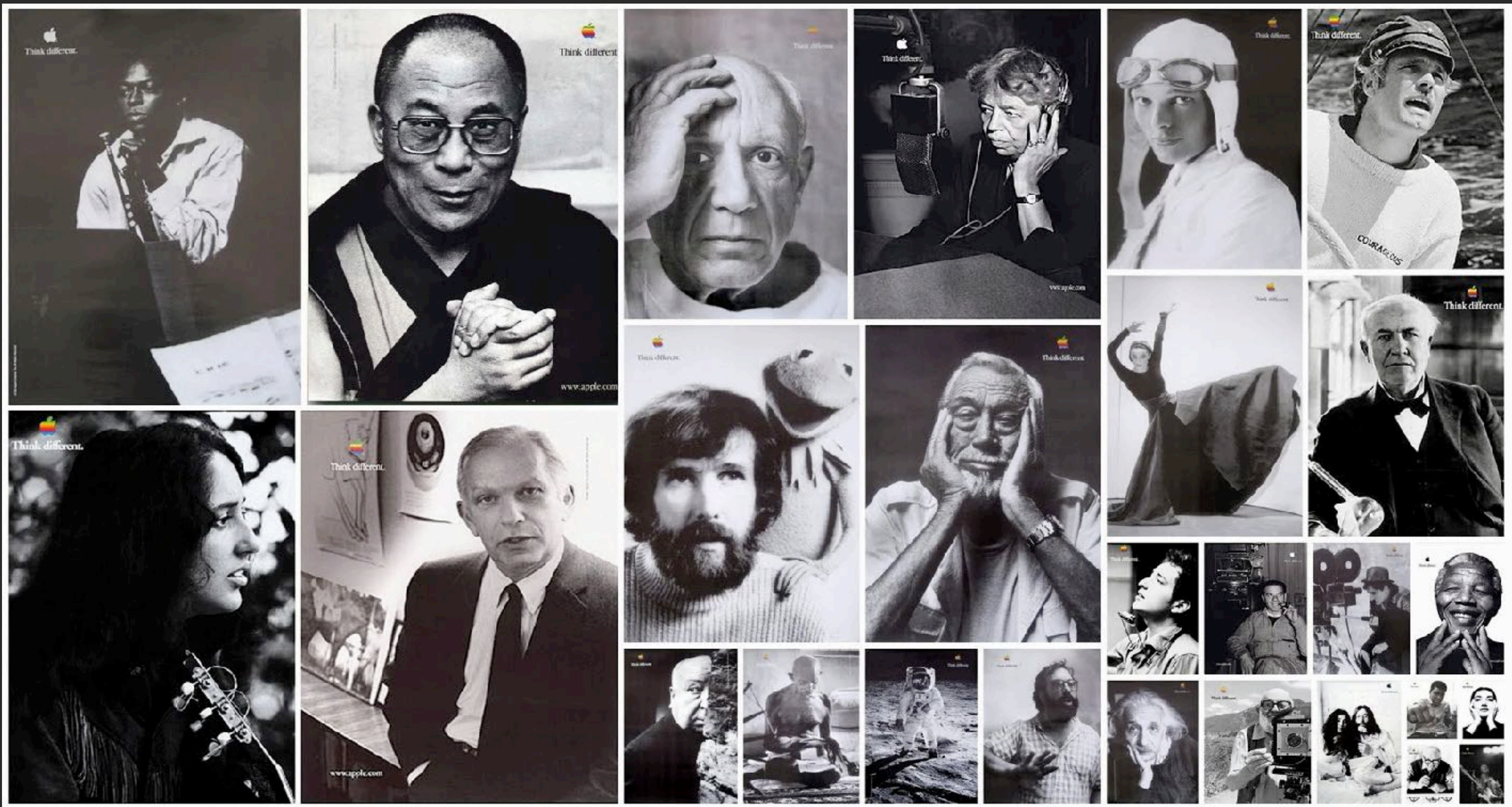
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WHAT YOU DO,
THEY BUY WHY YOU
DO IT



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The Challenge

How might we *increase sign ups for RETROFIT* classes while also letting Los Angeles *know about* their *elevated & unique purpose*?

WHO WE'RE TALKING TO

Fitness Fanatics

These are the gym experts, athletes, or intermediate skill levels

Routine Seekers

These are those that intend to work out but have barriers to finding a routine

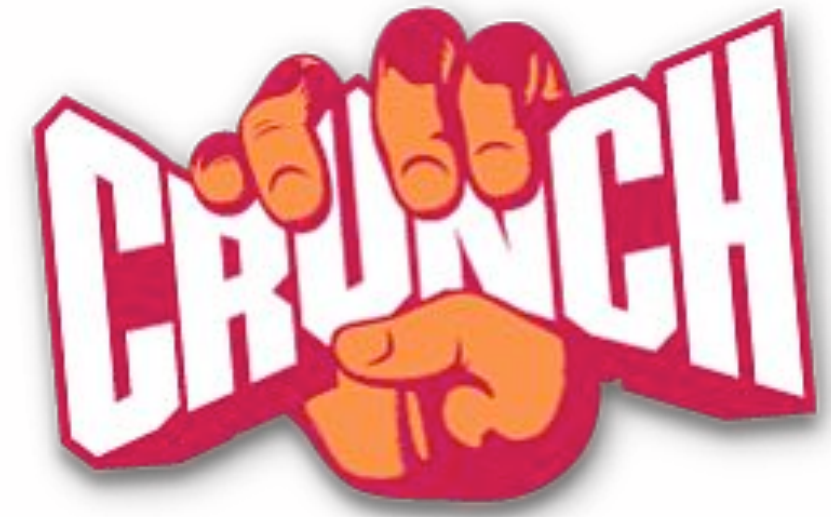


So whats going on?





EQUINOX



DISGUISED PREJUDICE

Strong brand of accepting while judging those that don't fit their casual style

COST PREJUDICE

High end experiences with the high end cost high barrier to entry

OPTIONS ARE ALL WE HAVE

Low cost, work out wherever, whenever, but its going to feel a little to very unkept

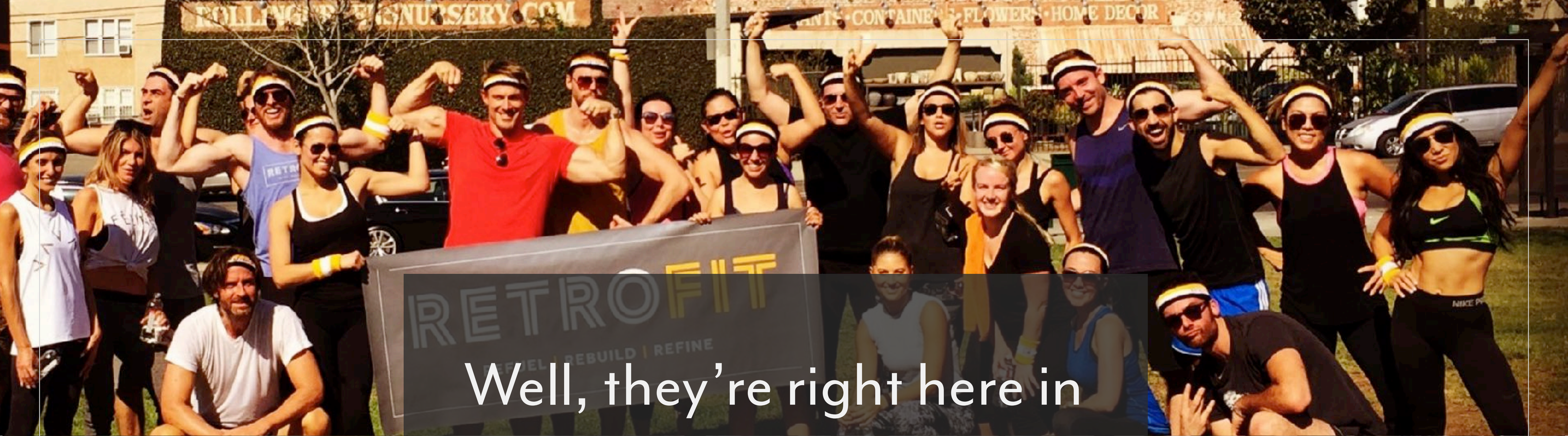
EXPERT STRUCTURE

Tons of options, cleaner in some places, expert approach potentially lacking compassion underneath the facade

NO JUDGEMENTS

We are all about a positive, inclusive, and fun environment that does not judge

But where do I go to get an **accepting community** that will **build me holistically**, while giving me **more personal attention**?



Well, they're right here in
West Hollywood...





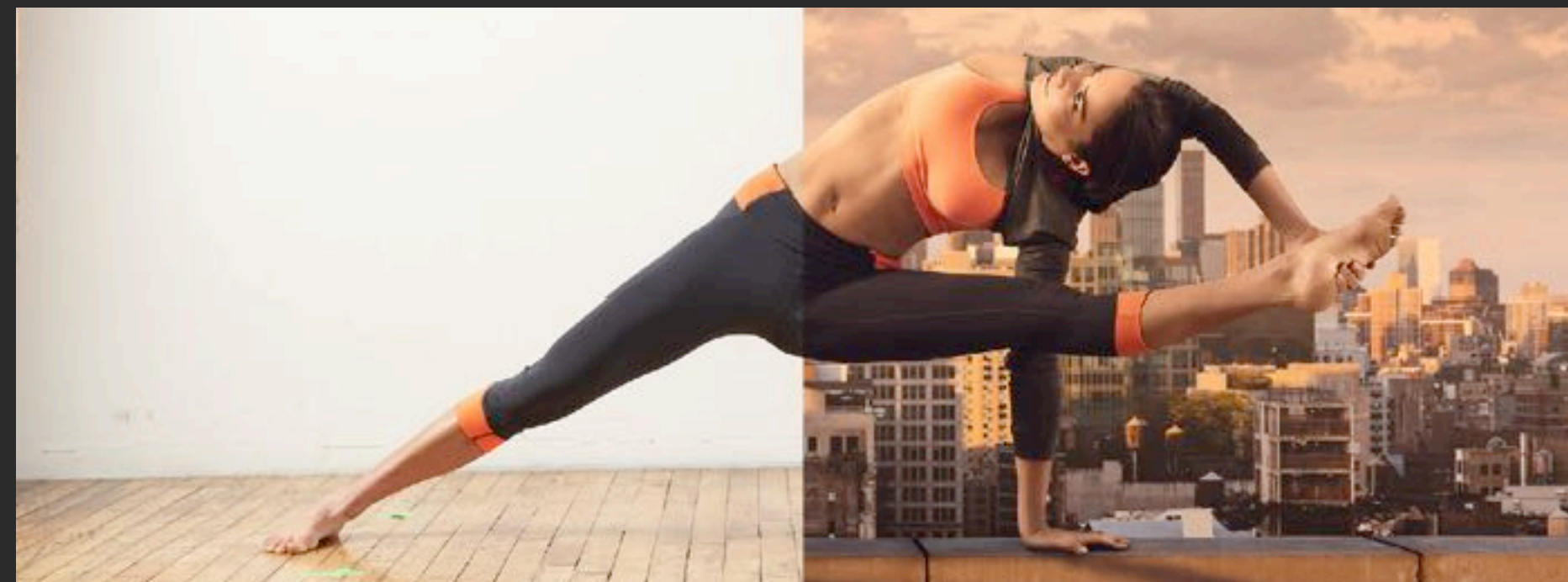
RETROFIT

MIND | BODY | SPIRIT

HOLISTIC ACCEPTANCE

Retrofit is a fitness community that does more than remove judgment. In everything we do we believe in the *holistic acceptance* approach of strengthening all our minds, our bodies, and our spirits together no matter the differences found in each.

This is done by combining the tried & tested methods of yesterday with the technological advancements of today & tomorrow. Here you will find like minded members in addition to a compassionate, knowledgeable, and expert staff ready to refuel, rebuild, and refine our character.



The Why

In everything we do we believe in welcoming all forms of diversity. In everything we do we believe in holistic acceptance.

The How

We do this by with a compassionate, diverse, & expert staff that uses tried & tested methods of yesterday with the technological advancements of today & tomorrow as we build our minds, bodies, and spirits together.

The What

We just happen to be a gym,
wanna join us?



So how do we embrace acceptance while separating
RETROFIT from other community gyms ?

RETROFIT

HOLISTIC ACCEPTANCE

1 of 3

CONTENT IDEAS

PLUSSING

BRAND EXPERIENCE

YOU DO YOU WITH US

A fun memorable way to show that people from all walks of life can be themselves while strengthening their character.

We've all seen those cool Nike commercials chock full of stunning visuals and an intense soundtrack, featuring amazing athletes training at the gym. This concept takes that type of spot and adds a little twist.

With the same kind of visceral style, we'll feature a wide variety of RetroFit customers utilizing all the amazing spaces, equipment, and fitness regimens the gym has to offer. But instead of wearing normal workout clothes, they're all wearing their day-to-day clothes. Their professional clothes. Their uniforms.

They shouldn't be wearing these clothes at the gym, but here they are — all dressed up and sweaty as hell!

There could be a construction worker in a hard hat, a barista with an apron, a business woman in a pantsuit, a glamorous Hollywood actress in a ball gown, a doctor wearing scrubs, an animal trainer in khaki shorts and vest, a postal worker carrying a bag of mail, a stay-at-home mom with a baby strapped to her back, a middle-aged dad in a Tommy Bahama shirt. All the people who might come to the gym — all shapes, sizes, and backgrounds.

Playing it completely dead-pan, we don't acknowledge the odd choice of wardrobe, and instead we show all these people getting sweaty as hell in a fast-cutting montage. We see the actress in a gown doing deadlifts, sweat pouring off her, roaring as she completes her reps. We see a businessman cycling faster and faster, sweat starting to soak through his collared shirt. The postal worker does pull-ups as mail falls out of his bag. During a break, we see a nurse, police officer, and Tommy Bahama dad shooting the shit while enjoying a nutritious smoothie. The construction worker does yoga beside a sports mascot. The weird, striking juxtapositions are endless, and yet we're still making them look bad-ass.

We don't want to make another gym commercial, showing the same tired B-roll and talking heads that are easy to ignore when you see it in your feed. This is a spot that might grab your attention with unique, funny, and surreal visuals — while still highlighting all that RetroFit has to offer: the programs and instructors, the holistic approach, and the amazingly diverse customer base.



ONE FIRST STEP

Grab real people off street & get them to try a class and show that RETROFIT works for anyone willing to take a simple first step.

In this concept, we surprise real people (not actors) on the street and convince them to come take a class at RetroFit RIGHT NOW. Once we find a subject willing to participate, we film the entire experience – a quick orientation from Rob or Jesse, the fast paced HIIT class, and then a short, sweaty interview where they tell the camera how happy they are they took the class!

The spot will be fast paced and high energy as we jump cut and maybe even speed up some shots. Our subjects will be a little confused about what is happening, and maybe even a little shy about having a camera in their face. And thats great! Because by the end of the spot, our subject will enjoy a smoothie with a smile on their face and everything will make sense.

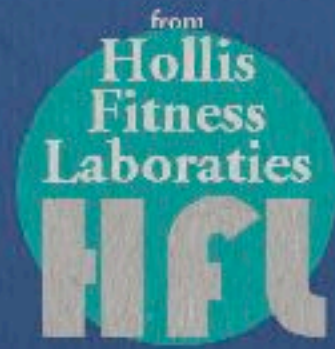
We can shoot three different spots – one for the HIIT class, one for a yoga class, and one for a personal training session. These could each stand alone, or be packaged together in one big combo spot.

Casting / The Setup

One way to enlist our subjects is to approach people on the sidewalk near RetroFit. It could just be our camera crew and director, or Rob and Jesse could help too. It might take a few attempts to find the right person (with an hour to spare,) but eventually someone will be game. We could even sweeten the deal by offering a \$100 guarantee that they will be leaving with a smile on their face. Also, everyone will leave with RetroFit branded workout gear, which will be necessary to supply for our unprepared subjects.

We can approach people who are about to go into worse gyms, such as 24 Hour Fitness. We might need to hold a “special class” where we have current members volunteer for the free class that we are going to film. The commercial can end with a similar money back guarantee for any first time customer who is not sweating and smiling at the end of the class. We might need to hold a special free class where current members volunteer to sign releases.





Mind!
Body!
Spirit!



THE MAGIC HOLLIS STICK

THE ONLY FITNESS TOOL THAT DOES IT ALL **AS SEEN ON TV**

Let's face it. You have tried everything. Well, you *thought* you tried everything... Introducing the all new fitness phenomenon you can't stop hearing about, The Hollis Stick! Developed at Hollis Fitness Laboratories, the Hollis Stick features three inter-locking *power gears* mounted on the revolutionary gyrosopic *strong arm*. You can finally take your fitness to the next level. And with each purchase of the Hollis Stick, you receive one free VHS companion video featuring workouts led by holistic guru, Tommy Llama.



Tommy Llama
Holistic Fitness Guru



THREE LOW MONTHLY PAYMENTS OF
\$49.99

AVAILABLE EVERYWHERE QUALITY FITNESS PRODUCTS ARE SOLD



HOLLIS STICK

Contrasting the “magic pill” approach with the authentic RETROFIT mission & purpose.

Open on a quick 10 second montage of vintage commercials, advertising a magic “all-in-one” device. The Hollis Stick is advertised as the only time-tested holistic fitness tool through the 70’s, 80’s, and 90’s. We see men and women struggling to balance the unwieldy gyrosopic stick. The ostentatious voiceover claims the device is EEE-Z — it will “Engage the body, Enhance the mind, and Enliven the spirit.”

Truly too good to be true.

Cut to a crisp HD shot of Rob & Jesse inside Retrofit. They are watching the Hollis Stick advertisements on a laptop. They pause awkwardly, looking at one another to gauge how to react. One of them mutters to the other: “Well, that’s not how it works...” The tone shifts as they look into the camera (breaking the fourth wall) and explaining why there is no such thing as a “one-size-fits-all” solution. We cut to shots throughout Retrofit of a diverse group of people practicing holistic authentic holistic fitness with trainers, while also showcasing the facilities — from the cafe, to the yoga studio, to the gym. Each person receiving their own personal fitness solution.

We would end the piece with a no-risk incentive to visit Retrofit and see for yourself. The first training class, yoga session, or gym visit is free.

[We could also eventually expand our fictitious “Hollis Stick” brand if it resonates by creating full-length digital spots, a website or social media presence, magazine ads, or even develop a prototype as a giveaway. All of this could play out as a fun viral campaign that would eventually lead people to RetroFit.]